Chesapeake*Stat* Updates July 1 GIT6 Mtg.

1. Updates
   1. Conducting interviews for Web content specialist position. Expect position to be filled by early Fall.
   2. Updated the TMDL Tracker and Milestones pages to reflect the 2015 Milestone data and programmatic highlights.
2. General Framework (aka Information Architecture) for Chesapeake*Stat*
   1. Background: When we started this re-design work, we envisioned a website supporting three business cases with unique audiences (reflective of how Chesapeake*Stat* began and the work of the Chesapeake*Stat* Action Team).
      1. In time, to focus and simplify our efforts, we decided to move forward with a three phased approach (each phase focused on one business case) instead of one site with three different business cases.
         1. 1st Phase: Track progress toward goals and outcomes of Bay Agreement, including management strategies and funding (1st business case). Research and discovery work to date has supported the first business case.
         2. 2nd Phase: Support decision making and adaptive management.
         3. 3rd Phase: Provide greater interaction and accessibility with the data that support our work.
   2. Challenge: We needed to develop a cohesive framework for the three phases. The framework needs to allow for growth into the related business cases of the second and third phases. The framework must be simple, logical, and understandable to our intended audiences.
   3. Key points (see Attachment):
      1. The dark orange boxes are not the design or the menu, they are the primary “buckets” of information provided. The light orange boxes are the content areas.
      2. The “Accountability” bucket is something we are still thinking through, *i.e.,* should we have a separate area that discusses the history of accountability in the program and measures we have in place or is Chesapeake*Stat* by design an accountability site and addressing separately is redundant.
      3. Site is designed as a logical framework to connect and relate the three business cases, then direct the user to content in their area of interest (denoted by the “Tools” box).
      4. By building in a feedback mechanism on the site, we can understand how the users are interacting with the site and better understand their needs. This will help us improve the product moving forward.
3. Next Steps
   1. We will work with our contractor team to develop the content strategy for Chesapeake*Stat.*
   2. We will involve users in an affinity diagramming exercise to “sort information” for the first business case.
   3. Determine whether information gaps exist and, if so, develop strategy to address them.
   4. Development of creative brief and content strategy for first business case.
   5. Continue work on data architecture (involve STAR)