MATC Internship
Institute for Government Innovation (IGI)
Project Deliverables and Processes

English 5312.252
Dr. Miriam Williams
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IGI Project Team

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Institute for Government Innovation Group
Project Deliverables and Processes

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Project Scope

The Government Partnerships Program (GPP) has changed its name to Institute for Government Innovation (IGI). Our charge for this semester was to create a new IGI logo, new brochure, new website, and assist with new branding content that would lend itself to future promotional and marketing materials such as an elevator (short) pitch, longer presentation material, social media recommendations, and promotional collateral.

The following is a summation of our work including the following areas:

- Logo and tagline (including a logo usage guide)
- IGI business card and letterhead (generated through the Texas State University template)
- IGI brochure (including a rhetorical situation analysis which informed design decisions)
- Social Media and University New Services recommendations (including sample posts and press release)
- Marketing promotional content recommendations (for future consideration)
- IGI website (including a Web evaluation analysis which informed design decisions)

All documents have been created for Web and print output. The audience can access these documents at almost any time via mobile and desktop devices. The website also meets standard ADA compliance.

Audience Analysis

The target audience for the IGI rebranding project is potential clients from government entities, trade organizations, or associations. These clients may be seeking assistance with large or small projects.

Many of the government clients may not have identified budget line items to hire big consulting firms to provide similar services that IGI can provide: project management, resource management, innovative ideas, independent research, and expertise in the field. A challenge for IGI is that government organizations have longer processes for making budgetary decisions. Relationships with government entities often take longer to develop but prove to be great success for both organizations in the end.

Trade organizations and associations are typically quicker to make outsourcing and budgetary expense decisions. Both audience types may possibly have big ideas with smaller staff. Therefore, they are not able to execute their ideas, nor do they have the budget to hire expensive consulting firms.

IGI can scale faculty and student staffing to meet customer needs with long-term (large) and short-term (small) projects. Through this rebranding effort, these audience types must be made aware of the resources available through Texas State, as well as IGI's ability to recruit expert faculty and upper-division undergraduate and graduate students.

The audience will likely be viewing the website because they need assistance with a problem they have not been able to solve. Their organization may be lacking sufficient resources, technology, or expertise, and they are in need of an affordable outsourcing option to achieve company goals.

The audience may not realize they need IGI's services until reading these documents. The documents are not technical in nature but will serve as marketing tools to this relatively broad audience. The deliverables will be both informative (about IGI's services) and persuasive (marketing IGI's services).

Client Communication and Interaction

The following displays the semester timeline and our interaction with Dr. Davio throughout the semester.

March 11	We hit an unexpected roadblock on Monday after finding out that Marketing did not approve our URL request which halted the process of the website going live. We quickly informed Dr. Davio and selected the new URL igi.txstate.edu which was approved and went live. Below are links to the webpages for you to review. We also created brochures that were printed in the IGI office so that Dr. Davio had something to hand out at her conference next week. After spring break we plan to reevaluate the website with our group web evaluation form to ensure we are meeting the necessary corrections and usability guidelines. In addition, we plan to evaluate our research findings from other partnership programs and incorporate any features we decide would help improve our website. The brochure will be evaluated and revised as necessary after spring break so that we will have a final document that could be sent to the university print shop. We will send a copy of the temporary brochure soon for your review. Dr. Davio has business cards, brochures, and a URL that now reflects the rebranding of the organization before her conference.
March 13	Received feedback from Dr. Davio regarding website: I just noticed that if you search for the Institute for Government Innovation, even from within Texas State's website, you don't get to our page. IGI doesn't work either. This is not good. Can you please check in to this? Also, can you please add "university" after 'leverage the resources of Texas State' on our home page? Didn't notice this before.
March 14	Submitted ticket to ETC Support Team for 03/14/2016 09:20 – Hi There Awesome Gato Support! Late last week, you kindly activated a new website for the Institute for Government Innovation, igi.txstate.edu. Can you give us an idea of when we'll start to see it in search results when searching the Texas State website (directly) or any other search engine (Google, etc.)? I suspect there is some amount of time needed for search engines to pick up the new site. If there's any way to expedite that process, it would be great as Rebecca (cc'd here) will be at a conference this week and will be talking up the newly named department and referencing the new website. Thanks so much for your assistance!
March 18 – 22	Dr. Davio attended the 2016 American Society of Public Administrators conference
March 22	Received feedback from ETC Support Team regarding ticket: I've made the terms: Institute for Government Innovation institute for government innovation igi IGI

	featured results in the Google Search Appliance. When you search for those terms using the Texas State search, you will see that http://igi.txstate.edu is featured.
March 29	We first reviewed feedback Matt received from Dr. Davio about the success of the conference. We decided to spend this week doing individual research on the past clients to determine how best to rework the content on the website. In particular we are looking into to how best to display past projects with their titles, logos, a meaningful description of the work conducted, and possibly a picture that represents the project itself. We also are spending this week individually reviewing the website evaluation results we arrived at as a group to ensure that we are implanting all the necessary changes in the new content/design. We have received several documents and a PowerPoint from Dr. Davio and Matt that we are individually reviewing. The content from these documents will drive and shape the content we finalize for the website and brochure.
March 31	This week we reviewed each group member's assessment of the current GPP website to inform our design and content decisions as we continue to transform the new IGI website and brochure. Following our review, our team quickly agreed that meeting with Dr. Davio would be in everyone's best interest to discuss new content ideas. We are currently working to set a date for that meeting and hope that it takes place early next week. In preparation, we are simplifying our webpage assessment table, reviewing similar organization's websites, and creating a questionnaire for Dr. Davio to further inform our design and content decisions. We are also beginning to create a "web badge" for customers of IGI to display where they see fit to advertise their commitment to innovation!
April 7	We are developing and expanding content on the IGI website (creating new draft pages) and the IGI brochure. To help understand and reflect IGI's vision in these documents, we met with Dr. Rebecca Davio on Tuesday, April 5th, using an interview-style format. We asked Rebecca to talk about why she is passionate about her job, what drove her to Texas State, how does she introduce herself and IGI to potential clients, and what areas she sees the department focusing on in the future. This was a very informative meeting, and we left with great ideas that we will then transform into Web and print content.
May 2	Formal Presentation to Dr. Davio, Dr. Williams, and class

IGI Logo Mark and Tagline Usage Guide

The following images have been approved by Dr. Miriam Williams, Director, MA in Technical Communication; Dr. Rebecca Davio, Director, Institute for Government Innovation; and Dan Eggers, Director, University Marketing. They will be used to represent IGI in print and Web content such as the IGI brochure, the IGI website (http://igi.txstate.edu), the back of standard Texas State business card, and any other promotional material or collateral that is created for department branding and promotional use.

The IGI logo mark is a logotype that was specially designed to convey the personality and voice of the brand. It should be viewed as a graphic element in its own right and not as a piece of text. The positions, proportions, size, and colors used in the IGI logo mark are part of the execution of the brand, and they should not be altered.

The images and taglines may be used as standalone items only when used interdepartmentally or on promotional items such as departmental t-shirts. Any external use of the IGI mark must be accompanied by the official Texas State University logo to represent the department's affiliation with the university.

Do not attempt to replicate the mark in any form without access to the original elements and specifications. If you plan to use any of the IGI logos, you must obtain written permission from Dr. Davio who can be reached via e-mail at innovate@txstate.edu.

Logo Mark Images and Tagline

Primary Logo Mark with Tagline
This is the formal brand representation for IGI.

Secondary Logo Mark without Tagline
The secondary logo mark without the tagline can be used in situations where a horizontal configuration is needed such as printing on an elongated object like a promotional pen.

Lightbulb Standalone Logo Mark

The lightbulb standalone logo mark can be used on the Web, as a watermark on documents, and printed on promotional materials that lend themselves to a circular orientation.

Single Color Logo Mark

The following options are for use on promotional materials where a single color version of the logo is needed. Any color used beyond black and white should adhere to University Marketing color palette standards as outlined on this website: www.umarketing.txstate.edu/brand/colors

All White Logo Mark

All Black Logo Mark

Tagline

The Advancing Bright Ideas tagline may be used alongside the logo in the brochure, the website, the back of standard Texas State business cards, and any other promotional material or giveaway that is created for department use.

A D V A N C I N G   B R I G H T   I D E A S

Texas State Departmental Logo

University Marketing created the following logo for IGI to use as an alternate graphical representation of the IGI department. So as not to confuse the public with too many brands, this departmental logo should only be used on the back of any printed material, where the primary IGI logo should be prominently represented on the front of the same piece. This departmental logo should only be used to supplement the primary brand of the IGI department.

Client Web Button

All past, present, and future clients and organizations are encouraged to include the following image on their website to proudly display and promote their relationship with IGI. The image should be configured on the Web as a clickable link pointing to the IGI home page (http://igi.txstate.edu).

Primary Texas State University Logo

Any promotional materials such as the business card or brochure that are distributed externally must include the following primary Texas State University logo. Texas State logos are available for download on University Marketing's website (www.umarketing.txstate.edu/resources/downloads/logos).

Typography

The following typeface makes up the IGI logo mark and tagline:

- Script IGI (light bulb filament): Lavanderia Sturdy
- Institute for: Univers Roman
- Government Innovation: Univers Bold
- Advancing Bright Ideas: Univers Roman

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Color Specifications

All colors used in the IGI logo mark, the tagline, the Texas State primary and secondary logos, and client Web button are from Texas State's official primary and secondary color palette (www.umarketing.txstate.edu/brand/colors). The color swatches are not to be altered in any way without written permission from Dr. Davio. Specifically, the following are being used for IGI branding purposes:

Texas State Maroon	Texas State Gold	
PMS: 504	**PMS:** 872 Metallic	**PMS:** Black 7
CMYK: 65, 100, 100, 35	**CMYK:** 20, 30, 70, 20	**CMYK:** 51, 44, 36, 84
RGB: 80, 18, 20	**RGB**: 180, 152, 90	**RGB**: 54, 53, 52
Hex: 501214	**Hex**: 8d734a	**Hex**: 363534
Web accessible: Yes, with white contrast color	**Web accessible**: No	**Web accessible**: Yes, with white contrast color
	Web alternate: 6a5638,	
PMS: 1807	**PMS:** 302	**PMS:** 400
CMYK: 0, 100, 96, 28	**CMYK:** 100, 25, 0, 50	**CMYK:** 5, 6, 10, 14
RGB: 181, 18, 27	**RGB**: 0, 84, 129	**RGB**: 232, 227, 219
Hex: b5111b	**Hex**: 005481	**Hex**: e8e3db
Web accessible: No	**Web accessible**: Yes, with white contrast color	**Web accessible**: Yes, with black contrast color
Web alternate: b30e1b with white contrast color		

Logo Mark Space Considerations

When using any of the above logo marks, be sure to allow for adequate clear space on all sides. For example, on an image that is 1.5 inches wide, there should be a minimum of .25 inches on each side to account for the needed clear space.

Avoid Incorrect Application

Please avoid altering the electronic logo artwork in any way. Do not change the elements' placement and proportion or use unspecified colors (see Color Specifications). Avoid placing the IGI brand mark in front of a busy background image.

Retired Government Partnerships Program (GPP) Logo

The previously used GPP logo is officially retired and should not be used.

IGI Business Card

The standard Texas State business card must be used. However, with University Marketing's permission, the new IGI logo has been printed on the backside of the business card. When Dr. Davio introduces herself, she hands the business card over with the IGI logo facing up.

Front of Business Card

Back of Business Card

IGI Letterhead

The standard Texas State letterhead template must be used for all external communication (www.umarketing.txstate.edu/resources/downloads). We propose adding the Lightbulb Standalone as a watermark to bring brand awareness while also aligning the department (IGI) with the university (Texas State).

Sample Letterhead Template

TEXAS ★ STATE
UNIVERSITY
The rising STAR of Texas

April 17, 2016

First and Last Name
Company
Street
City, State Zip

Dear Future Client,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam eget nisi dignissim, tempor sem ac, vulputate ipsum. Curabitur tortor magna, hendrerit nec eros eget, lacinia pretium lacus. Morbi viverra lacus nec sapien tincidunt, quis semper purus ornare. Duis lacinia ipsum accumsan mi consectetur auctor non eget risus. Quisque nec odio tempus, rutrum nisl eget, congue nulla. Sed euismod consectetur turpis vel tristique. Curabitur mollis nunc et tellus porttitor fringilla. Mauris eu arcu id justo sagittis imperdiet. In non lectus et lacus viverra rutrum id sed tortor. Nullam id finibus mi. Vestibulum sed neque egestas, mattis urna et, egestas felis.

Proin maximus sem et auctor suscipit. Sed fringilla tortor ornare arcu malesuada pellentesque. Aliquam id dapibus tellus. Cras tristique, purus sed scelerisque commodo, dui erat dictum magna, venenatis accumsan ex quam quis nisl. Aenean sit amet maximus est. Etiam posuere varius odio vitae convallis. Donec fringilla arcu eu elementum sagittis. Pellentesque ut malesuada justo, a auctor justo. Nunc quis tortor sodales, accumsan libero ac, porttitor lacus.
Nulla nec convallis dui. Vestibulum neque tortor, ultrices finibus nulla ac, sollicitudin vulputate justo. Morbi blandit ex porta iaculis convallis. Proin ut egestas mauris. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed maximus molestie ante, id laoreet velit semper et. Sed auctor, purus id convallis ornare, ex massa imperdiet diam, eget commodo diam sem vitae est. Nunc rutrum libero eget nunc pharetra sagittis.

Pellentesque id enim augue. Vestibulum aliquam lacus at mauris volutpat ornare. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Cras non fermentum lorem. Etiam ac laoreet ligula. Nam non eros vestibulum, tincidunt odio non, semper ligula. Donec ultricies magna quam, sit amet iaculis dui fermentum quis. Etiam pretium sapien vitae mi pretium aliquam. Nunc eu volutpat odio, in elementum orci. Cras eget nunc a nisi cursus vestibulum. Etiam fermentum sem at augue tempor, vel placerat nibh iaculis. Etiam accumsan urna eget luctus accumsan. In mollis massa sed suscipit facilisis.

Sincerely,

Rebecca Davio, Director
Institute for Government Innovation
Texas State University

INSTITUTE FOR GOVERNMENT INNOVATION
601 University Drive | Medina Bldg | San Marcos, Texas 78666
phone: 512.245.7366 | WWW.IGI.TXSTATE.EDU

MEMBER THE TEXAS STATE UNIVERSITY SYSTEM™

IGI Brochure

In an attempt to have a re-branded brochure in hand for Dr. Davio in time for her spring break conference, and to build on a future template design, we created the below brochure. Content from a current GPP brochure was moved into this template. Dr. Davio was provided with 50 hard copies of the document to take with her to her conference.

Original IGI Brochure

Outside Cover Content

INSTITUTE FOR
Government Innovation

ADVANCING BRIGHT IDEAS

INSTITUTE FOR
Government Innovation

ADVANCING BRIGHT IDEAS

CONTACT US
512.245.7366
innovate@txstate.edu

TEXAS ★ STATE
UNIVERSITY ®
The rising STAR *of Texas*

MEMBER **THE TEXAS STATE UNIVERSITY SYSTEM**

Inside Cover Content

TEXAS STATE

ABOUT US

The Institute for Government Innovation is a unique type of consultancy that leverages the cutting-edge knowledge, energy, and resources of Texas State for your gain.

While we specialize in transforming raw data into actionable information, we can accomplish a wide variety of tasks using custom-built student teams and innovative approaches. Our cost-effective solutions are easy to procure and can be scaled to handle large or small projects.

We also advance student growth and experience. Your projects allow high-caliber, upper level and graduate students to work in a collaborative, on-campus work environment addressing real-world challenges. This invaluable experience leads many of our student employees to secure jobs with their client agencies upon graduation.

Visit **igi.txstate.edu** to learn more about our past projects and get in touch with us.

PROJECT PLANNING

Because we are a public sector institution, the time-consuming bidding step is eliminated.

1. We work with you and your team to understand your project needs and goals

2. We help define individual high-level tasks you want completed

3. We discuss project deliverable deadlines and budget

4. We develop a scope of work, cost estimate, and timeline for your approval

5. We sign an Inter-agency Contract (IAC) with state agencies or an Inter-Local Agreement for municipal and county agencies

LEADERSHIP

Dr. Davio has more than 25 years of experience in state and local government. Programs she directed have won local, state, and national awards and have been acknowledged for their dramatic improvements.

As director of IGI, she will ensure that the work exceeds customer expectations.

igi.txstate.edu

New Proposed IGI Brochure

Upon redesigning the website, we also created a new IGI brochure to more closely align with the proposed IGI website updates. Note: this piece is designed to vertically fold in half.

Outside Cover Content

Inside Cover Content

IGI Brochure Rhetorical Analysis

To inform the brochure's content and design, we created and referenced the following visual rhetorical analysis.

Rhetorical Situation

We also created a document identifying the brochure's rhetorical situation and discussing the design decisions for this document template. Based on the rhetorical situation many visual design decisions have been made based on the six visual cognates in *Designing Visual Language* by Kostelnick and Roberts.

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Audience

The audience is made up of potential clients or users of the Institute for Government Innovation's (IGI) services. This could be government agencies, trade organizations, or associations.

Purpose

The purpose of the brochure is to remind readers of IGI's core message and to persuade readers to go to igi.txstate.edu and ultimately to contact IGI.

Context

Generally, the brochure will be distributed to potential clients after face-to-face meetings or during browse table events or conferences.

Design Decisions

To meet the needs of the rhetorical situation, we strategically used arrangement, emphasis, clarity, conciseness, tone, and ethos.

Arrangement

An example of the use of arrangement is placement of the IGI Web address in the bottom right-hand corner of the brochure directly next to a star. This use of arrangement draws a reader's eye to the natural stopping point for left-to-right readers at the most important piece of information as it relates what we hope to persuade readers to do.

Emphasis

A larger text (14pt) and a blue box are used together to once again emphasize the purpose of this document – to persuade readers to go to our website and contact us.

Clarity

For readability, we used a 10pt Univers font, which is the official font of the university and has a high x-height with 12pt of leading. The Univers font and leading make the document very easy to read.

Conciseness

For conciseness, we modified the traditional two-fold brochure design to a single fold. Our client wanted a document that would easily fit in a suit pocket or purse but still be substantial enough to not be lost among a number of business cards. Given the constraints, we combined the effort for conciseness and size and created a unique solution that can easily be printed on one piece of 8.5 x 11 brochure paper or high quality card stock.

Tone

To strike a formal yet approachable tone and to appeal to the desire for clarity and brightness, we used very generous margins and the front and back cover are primarily white to show our commitment to simplicity and precision while eliminating unnecessary details.

Ethos

To add credibility to the brochure, we made sure to prominently display not only IGI's logo but also Texas State University's official logo. This relates the department (IGI) to the university, giving IGI credibility as being part of a larger entity. It also pair Texas State University with IGI to give Texas State credit for housing such an impressive and impactful department.

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IGI Marketing Collateral

In this fiscal year, IGI has no earmarked funds to purchase promotional items. Below are a few sample ideas centering on the bulb theme and bright idea tagline. Dr. Davio may wish to consider identifying funds to purchase these or similar collateral to distribute during outreach events or presentations. Note: Cost per piece is estimated and likely to decrease when purchased in higher quantities.

Sample Ideas for Future Consideration

Upside down lightbulb candy container.
Estimated cost per piece: $2.99

Pen with retractable banner.
Estimated cost per piece: $1.29

Student / Staff T-shirt.
Estimated cost per piece: $7.00

LED Bulb Cards (bulb lights up when lifted)
Estimated cost per piece: $

Combination pen and stylus
Estimated cost per piece: $12.99

Bulb magnet
Estimated cost per piece: $0.82

Bulb sticky notepad
Estimated cost per piece: $0.74

Bulb carabiner
Estimated cost per piece: $0.15

Future Recommendations: Social Media, News, Video Promo

As the department continues to grow and mature under the new IGI name and branding, we recommend that instead of creating their own Social Media accounts at the stat, they instead work with University Marketing and the Texas State Alumni Association to build a name and leverage the official Texas State social media accounts. Additionally, in partnership with University Marketing, IGI should send newsworthy content and request that it be distributed through the official Texas State social media channels. All content should point users to the IGI website for details.

Leveraging Texas State University's Social Media Presence

Future news and promotions of IGI can be requested on a as needs basis to University Marketing or Department of Geography at Texas State University social networking websites. IGI should evaluate their social networking needs in the next two years as the rebranding effort takes place and the clientele base grows.

Recommended Hashtags and Handles

Twitter Handles	Hashtags
@Innovatetxst	#AdvancingBrightIdeas
@IGItxst	#InnovateTxSt
	#IGItxst

Sample Posts

Twitter

- IGI with <partner company> how do you #AdvanceBrightIdeas? #igitxst
- What's the bright idea? Click the link to find out! igi.txstate.edu #Innovatetxst #IGItxst
- Not your average student job-find out more and apply today! #jobs4cats #igitxst
- Not your average desk job! Work on campus, flexible hours, & real word experience! Apply here! <insert link> #igitxst
- Thank you Dr.<insert former director name here> for your 43 years of service! #alwaysabobcat #igitxst
- See what IGI did for <insert client name and link to igi.txstate.edu page>! See what we can do for you #AdvancingBrightIdeas #IGItxst

Alumni-specific Tweets

- @txstateAlumni Need assistance with a work-project? See if we can help! igi.tstate.edu #innovatetxst #alwaysabobcat
- Give back wherever you are! Find out how at igi.txstate.edu #innovatetxst @TxStateAlumni
- Check out IGI, it's new! Help employee Bobcats while finding solutions to your business needs! #igitxstate #alwaysabobcat
- Workplace project? Come back to campus and see how we can help you! Call or e-mail for a meeting today! igi.txstate.edu #igitxstate
- Provide real world experience for students, form professional relationships, and possibly recruit future employees! igi.txstate.edu
- Watch this and see how you can give back! <insert video link of interview with Dr. Davio> igi.txstate.edu #innovatetxst

Facebook

- On April 29, we celebrated the dedication and commitment of Dr. Robert Larsen, former director of Government Partnership Program. Dr. Larsen has provided excellent service to the university, community, and will be dearly missed. <insert link to either press release or website with his information such as faculty profile>
- Dr. Rebecca Davio speaks on the importance of the Institute for Government Innovation (IGI) and upcoming projects for Texas State University. <insert link to video interview>

- Work on campus, competitive pay, flexible hours, real-world experience, opportunities for face-to-face interaction with state and local government agencies as well as other business professionals. Apply here! <insert link>
- Texas State's new IGI department pairs our talented faculty and students with government and trade organizations to advance bright ideas!
- Excited to #AdvanceBrightIdeas with [insert company name]. igi.txstate.edu

Leveraging Texas State University's Media Relations News Service

We drafted the following press release and will suggest that IGI send it to Texas State Media Relations to speak to an event where the former director is retiring and IGI will be introduced and promoted.

Sample Press Release

INSTITUTE FOR
Government Innovation
ADVANCING BRIGHT IDEAS

Contact Information
Name: Rebecca Davio, Ph.D.
Phone: 512-245-7366
Email: rebeccadavio@txstate.edu

FOR IMMEDIATE RELEASE

Dr. Robert Larsen, Former Director of the GPP, Retires after 43 years with Texas State University

San Marcos, TX - May 1, 2016 – Dr. Robert Larsen, Director of the Government Partnership Program (GPP) was recognized for his 43-year career at Texas State University during a retirement reception held in his honor on **April 29, 2016**.

Notable achievements include, 43 years at Texas State where Dr. Larsen taught thousands of students as a geography professor and served on over 40 Master's and PhD committees. He has also served as a director of the Barton Springs/Edwards Aquifer Conservation District (BSEACD), and in 2004 was elected president of the BSEACD.

During his time as Director of the GPP, he employed more than 400 students for projects totaling over $12 million.

[Insert quote about Dr. Larsen]

Started in 2003, The Government Partnership Program (GPP) has provided cutting-edge knowledge, energy, and resources to aid clients and government entities with cost-effective solutions for a multitude of projects. This year we are proud to announce the rebranding of the GPP into the Institute for Government Innovation (IGI), implementing fresh energy and unparalleled service in consulting clients to achieve their goals.

Reception highlights included….

Closing Paragraph:

Leverage ITS Media Production Services

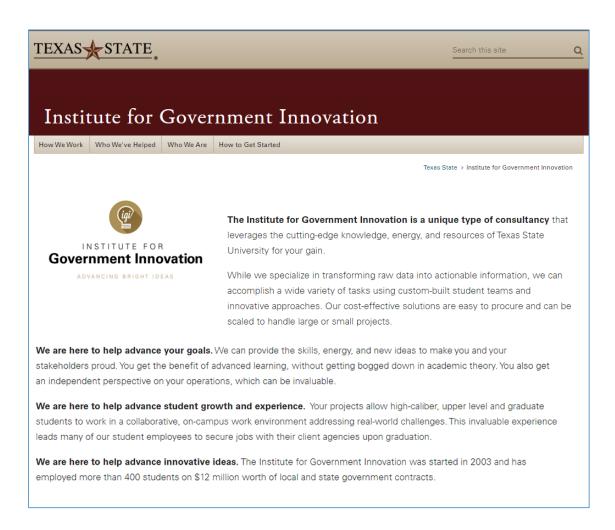Another consideration to promote IGI is to work with ITS Media Production Services (www.its.txstate.edu/departments/etc/media_production) to create a short promotional video. The video would display a brief overview of the great work and large impact that the organization is making for the Texas State community as well as their client community.
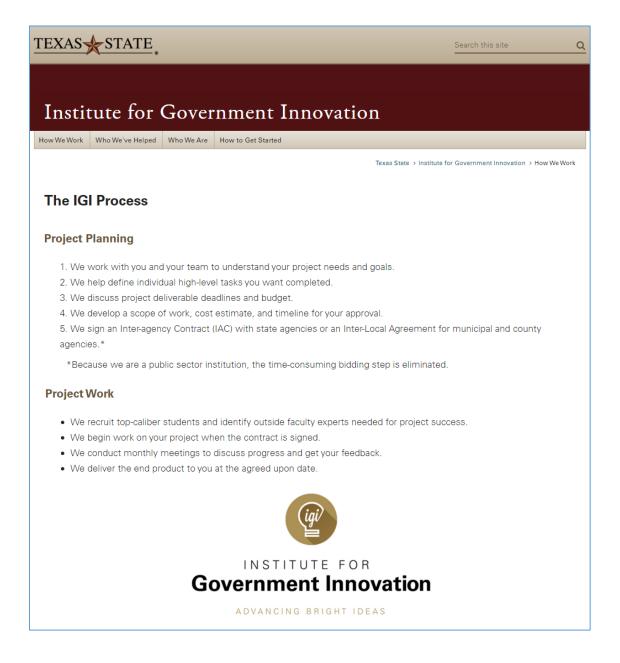
New Web Address and Website Design

A Gato Content Management System website (http://igi.txstate.edu) was created to replace the previous GPP website (http://www.txstate.edu.gpp). The new Gato 2015 template has been applied to the IGI website as well, making it responsive to multiple platforms and screens sizes. The new template also adheres to standard ADA guidelines and practices. Originally, and in an effort to provide Dr. Davio with a publicly viewable website to display during a spring break conference, we moved identical GPP website content into the new IGI website.

The following screenshots represent pages that are currently publically viewable. The content is very close to that on the previous GPP website (www.txstate.edu/gpp). However, modifications have been made to improve formatting, readability, and usability for the IGI audience.
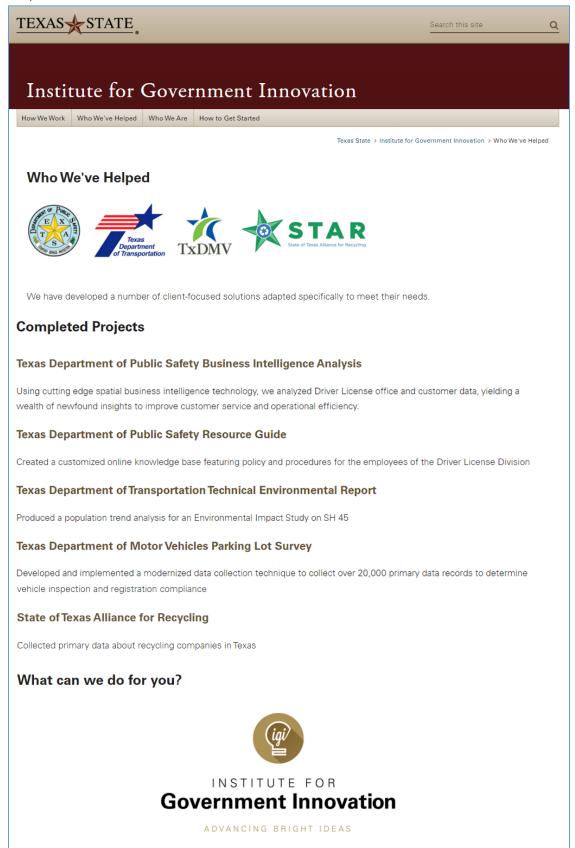
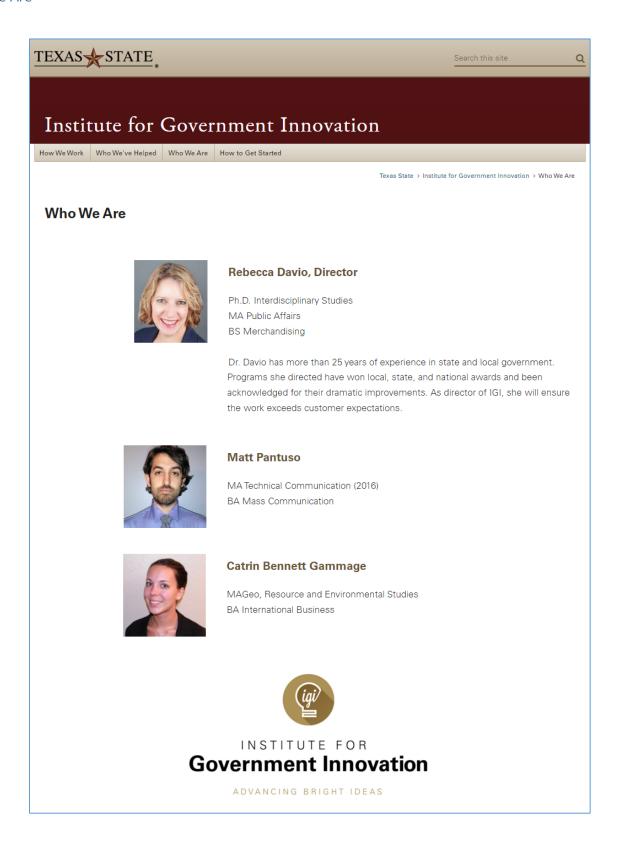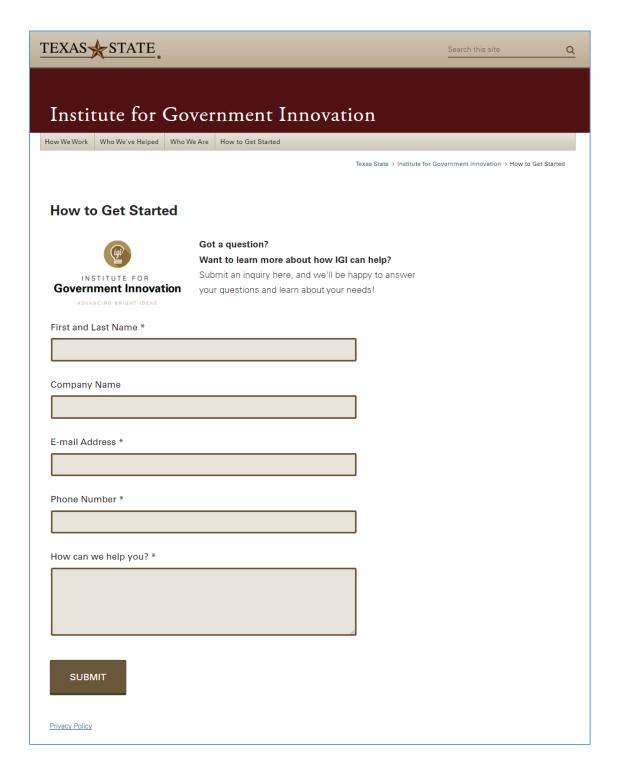## IGI Webpages – Publically Viewable (Original Version)

How We Work

Who We've Helped

Who We Are

How to Get Started

How to Get Started Thank You Page

This page displays after submitting the How to Get Started Web form.

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Website Evaluation and Analysis

We evaluated existing content on the GPP website (www.txstate.edu/gpp) and performed the following evaluation as a guide to inform updated and original content creation on the new IGI website (www.igi.txstate.edu).

Criteria	Guidelines	Evaluation	Suggestions
Accessibility	3:1 Ensure accessibility, test any applets, plug-ins or other applications required to interpret page content to ensure that they are usable by assistive technologies.	The website is currently lacking text alternatives for all non-text content. In addition, the website is not keyboard accessible. 2.1 Keyboard Accessible: Make all functionality available from a keyboard.	Ensure new website addresses all accessibility guidelines. Run through achecker.ca to determine potential and known issues.
Hardware and Software	4:1 Design, develop, and test for the most common browsers.	The site renders properly in the following Web browsers: Windows 10 laptop: • Internet Explorer 11.103.10586.0 • Chrome 48.0.2564.116 m • Firefox 44.0.2 • MS Edge 25.10586.0.0 iPhone 6 (iOS 9.2.1) • Safari Chrome 48.0.2.2564.104	
	5:4 Clearly and prominently, communicate the purpose and value of the Web site on the homepage.	Currently exists on the homepage but paragraphs need to be expanded and chunked together.	Be more specific about IGI's value: save you money, make you money; create future leaders, etc. Chunking the information using headers and bullet points would help to convey the information.
	5:5 Limit the amount of prose text on the homepage.	Way too much text with no real value	The home page needs a completely new look and feel.
	5:7 Limit the homepage to one screen of information, if possible.	One screen, but doesn't illustrate what the organization is about.	Focus on the audience more. We can look to do this in the new design. However, the assumption for this line item is for desktops/laptop users only. Mobile device users will have to scroll (and are accustomed to that).

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Page Layout	6:1 Create uncluttered pages.	Generally, pages are uncluttered, but the pages are severely lacking in content.	Reduce the amount of text on the home page and subpages. Use inviting language in short statements. Then, provide links to sub-pages for lengthier explanations or stories as needed. Make a drop down menu or clickable images of each organization that might redirect users to specific information about various projects conducted by the GPP.
	6:2 Put important, clickable items in the same locations, and closer to the top of the page, where their location can be better estimated.	The clickable menu is located in the same location throughout every webpage.	The horizontal page navigation can be controlled and should remain as the site expands to more than five pages. Any additional menus need to be consistently located throughout the website.
	6:3 Put the most important items at the top center of the Web page to facilitate users' finding the information.	Navigation menu and page headings are located in the top center of each webpage.	Do our best to limit links to unnecessary information such as links to the library
	6:4 Structure pages so that items can be easily compared when users must analyze those items to discern similarities, differences, trends, and relationships.	Current headers are helpful but page structure could be optimized.	More headers and sub-headers should be used to chunk the information. Chunk content better.
	6:5 Establish a high-to-low level of importance for information and infuse this approach throughout each page on the Web site.	The website successfully employs high-to-low level of importance of information by the page layout. This is consistent on all webpages.	Make sure we understand the purpose of the site and work towards that. It is not necessarily to inform people, but to convert them to customers
	6:7 Visually align page elements, either vertically or horizontally.	The page alignment (left aligned) is ideal.	We risk losing sight of this as we add information
	6:11 Limit the amount of white space (areas without text, graphics, etc.) on pages used for scanning and searching.	There is a disproportionate use of whitespace throughout the site. Some pages contain lots of text. Others have headers. Still others have lots of whitespace.	Chunk the content and add either images or graphs to limit the appearance of whitespace.
Navigation	7:1 Do not create or direct users into pages that have no navigational options.	Users can only navigate to pages that have content and a menu bar located at the top of the page.	
	7:2 Clearly differentiate navigation elements from one another, but group and place them in a consistent and easy to find place on each page.	By default, only navigation menu are found at the top of the webpages.	Make all navigational links similar

	7:3 On long pages, provide a 'list of contents' with links that take users to the corresponding content farther down the page.	There is no sitemap, and unnecessary here, as the website is very small.	Needs a list of contents.
	7:5 Place the primary navigation menus in the left panel and the secondary and tertiary menus together.	All navigation is limited to the top menu/top area of the website.	I'm not sure I agree with this requirement. Given the TX State template, I don't know that it will be possible either. Include a left or side menu for user navigation options.
	7:9 Use 'sequential' menus for simple forward-moving tasks, and use 'simultaneous' menus for tasks that would otherwise require numerous uses of the Back button.	Does not exist on this website.	As we add information, we will need to be considerate of this
Scrolling and Paging	8:1 Use an appropriate page layout to eliminate the need for users to scroll horizontally.	The CMS accounts for left right scrolling and adjusts appropriately. No need for users to scroll horizontally on current website.	
	8:2 Facilitate fast scrolling by highlighting major items.	The use of headers help for fast scrolling and scanning as needed.	Moving forward we can probably use more interesting design elements to highlight important information
Headers, Titles, Labels	9:1 Ensure that category labels, including links, clearly reflect the information and items contained within the category.	The tab labels clearly describe the page's purpose and function. Primary and secondary headers are used as well as paragraph elements.	Call the section what it is: past projects, success stories, etc.
	9:2 Put a descriptive, unique, concise, and meaningfully different title on each Web page.	The page titles match the horizontal tabs at the top of the screen.	
	9:3 Use descriptive headings liberally throughout a Web site.	Current headings are descriptive on the website.	
Links	10:1 Use link labels and concepts that are meaningful, understandable, and easily differentiated by users rather than designers.	Homepage link is not meaningful or understandable	On the Customers page, perhaps an index of the customers with text links to learn more about each project would help to bring depth to this important section of the website. Make sure that any additional links added to the website have meaningful labels.
	10: 2 Link to related content.	On the customer's page, use links to direct future customers to the websites or projects.	Include more links to various topics/customers.
	10:4 Avoid Misleading Cues to Links.	There are no misleading cues.	

	10:6 Use text for links.	Texts for links exist on the subheadings that direct user to the department of Geography homepage, customers, and Texas State homepage.	Some areas of text could be linked: e-mail address; link to the Medina building on the Texas State campus maps site.

Incorporate text for links such as on the customer webpage or contact us webpage. |
	10:7 Use color changes to indicate to users when a link has been visited.	No links are provided.	
	10:10 'Pointing-and-clicking,' rather than hovering over, is preferred when selecting menu items from a cascading menu structure.	No links are provided.	Potential for cascading menu on pages such as customers or how we work?
	10:13 If any part of an image is clickable, ensure that the entire image is clickable or that the clickable sections are obvious. Provide links to supportive information.	No links are provided.	Make each image on the website clickable and obvious to users.
Text	11:1 Use Black Text on Plain, High-Contrast Backgrounds.	Maroon text is used for headers (primary and secondary). Black text is used in paragraphs. All are against white backgrounds.	Maybe a better color combination? I have a heard time distinguishing the maroon from the black text.
	11:2 Format Common Items Consistently.	This happens automatically in the Gato CMS.	There needs to be more consistency on formatting in terms of the use of headers, sub headers, and bullets.
	11:3 Use Mixed-Case for Prose Text.	The website accomplishes this.	
	11:4 Ensure visual consistency of Web site elements within and between Web pages.	This happens automatically in the Gato CMS.	
	11:5 Use bold text sparingly.	Bold text is used appropriately on the website.	
	11:8 Use familiar fonts, at least 12-pt.	Standard CSS header, sub header, and paragraph font are used on the site.	
	11:10 Emphasize importance and highlight information.	This could be improved as formatting is improved.	Make important information more distinguishable.
Lists	12:1 Arrange lists and tasks in an order that best facilitates efficient and successful user performance.	While there are no lists on this site, there are groupings.	The customer page could incorporate lists. Maybe by size of project or if it was state/regional level? Could also be categorized by how low each project took to complete?

	12:2 Place a list's most important items at the top.	This is good on the leadership page, but not so good on the customers page – even though the order may be correct a user may not understand why certain things are at the top	The Customers page may need to be reorganized.
	12:4 Display a series of related items in a vertical list rather than as continuous text.	The How We Work page may have content that can be reworked into lists. The Home page as well.	
	12:5 Provide an introductory heading (i.e., word or phrase) at the top of each list.	The Customers page has an introduction.	Create introductory headings for each webpage. Make sure they are clear and concise so that the user knows exactly what webpage they need to navigate to for the information they are looking for.
	12:7 When items are numbered, start the numbering sequence at 'one' rather than 'zero.'	There are no numbered lists on the current website.	When we add content, we need to be aware of this, but even before that we need to decide whether or not a list should be ordered or unordered.
	12:8 Use bullet lists to present items of equal status or value, and numbered lists if a particular order to the items is warranted.	No bulleted lists on the current website.	Create a navigation list on the homepage or a clickable list of clients.
	12:9 Capitalize First Letter of First Word in Lists.	All first letters of first words are capitalized.	
Screen-Based Controls (Widgets)	13:1 Distinguish clearly and consistently between required and optional data entry fields.	There are no forms on this site.	A form would be useful on the Contact Us page to help gather information from potential customers.
	13: 2 Ensure that a pushbutton's label clearly indicates its action.	There are no buttons on the current website.	
	13:3 Ensure that data entry labels are worded consistently, so that the same data item is given the same label if it appears on different pages.	No forms on the current website.	Maybe create a contact us form on the website? That way users can get the conversation started and can fill out the online form at their convenience?
	13:5 Display an associated label for each data entry field to help users understand what entries are desired.	No forms on the current website.	
	13:6 Do not require users to enter the same information more than once.	No forms on the current website.	

Graphics, Images, and Multimedia	14:1 Use background images sparingly and make sure they are simple, especially if they are used behind text.	No background images used.	Background images would be inappropriate/unnecessary for the website.
	14:2 Ensure that all clickable images are either labeled or readily understood by typical users.	Items that could be clickable such as the Customers page with logos, are not used as clickable links.	Ensure all images are clickable and clearly labeled. Regarding the current use of company icons on the Customers page: They should be repositioned near each company title. Perhaps make the logos clickable (in a new window) to each company's home page as well.
	14:4 Use video, animation, and audio only when they help to convey, or are supportive of, the Web site's message or other content.	No video, animation, or audio present on current website.	I think an introductory video could be created in the future, but not sure that it is needed just yet.
	14:9 Use images only when they are critical to the success of a Web site.	Images designated to Customers page and staff profiles.	Add a few more relevant images to the Website to gain user/trust and understanding of IGI's project management.
	14:10 Include actual data values with graphical displays of data when precise reading of the data is required.	There are no graphical displays of data on the website.	Perhaps display client satisfaction ratings on the website in a graphical form? Examples of projects accomplished for customers may lend itself to graphical displays.
	14:14 When viewing full-size images is not critical, first provide a thumbnail of the image.	Not applicable.	
	14:16 Photographs of people may or may not help build trust in Web sites.	Currently, only our leadership group is shown in photos	Enlarge photos on the website. Maybe have photo on the left hand side and bio on the right next to it? Also, have all photos have the same background. Have the university photographer take professional portraits of the leadership staff so they all have a consistent and professional look and feel.
Writing Web Content	15:1 When describing an action or task that has a natural order or sequence (assembly instructions, troubleshooting, etc.), structure the content so that the sequence is obvious and consistent.	No structured sequences	

15:2 Do not use words that typical users may not understand.	The words used on the website are standard. Majority of users who speak/read English would not have a difficult time understanding the content.	We should eliminate jargon.
15:3 Use words that are frequently seen and heard.	Language is plain and clear. Should be easily understood by a wide range of users.	Eliminate jargon.
15:4 Do not use unfamiliar or undefined acronyms or abbreviations on Web sites.	Acronyms are adequately identified on the site.	
15:5 Show complete words rather than abbreviations whenever possible.	"Interagency Contract" we end up defining this as IAC, but never reuse the acronym. Abbreviations are used in a fashion that is easy to understand (e.g., TX in the mailing address is a standard use). Other abbreviations are used on the Leadership page to denote degree types. These are standard uses as well.	No need to change standard abbreviations such as educational degrees.
15:6 Display continuous (prose) text using mixed upper- and lowercase letters.	This is evident on the website.	
15:7 To optimize reading comprehension, minimize the number of words in sentences, and the number of sentences in paragraphs.	I did a quick readability check with Word and found that the content is written at a high school senior level. There are 2.7 sentences per paragraph and 17.8 words per sentence.	Reduce the amount of prose by using headers more effectively and bulleted lists. Change the paragraph format and rewrite some of the sentences to be more concise.
15:8 Do not put a lot of prose text on navigation pages.	Lots of prose on Homepage and Customers page.	I think the prose could be better chunked together to make the website more appealing.
15:9 Compose sentences in active rather than passive voice.	I think the current sentences are active but could be restricted to better reflect/define the scope of various services the IGI can provide.	As an example...change this: In order to begin helping you, we work with you and your team to understand your overall project goal and the individual high level tasks you want completed. To this: The IGI team works hand in hand with you and your team through the entire process lifecycle. We work to understand your project goals, requirements, and marks of project success.

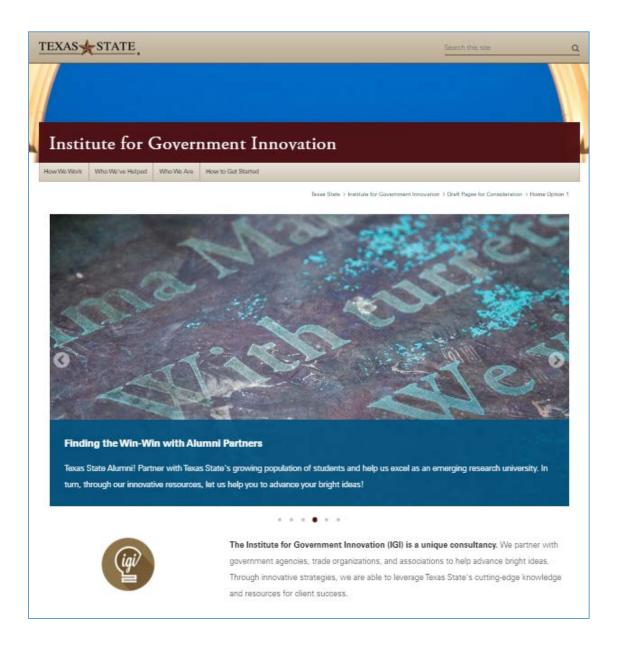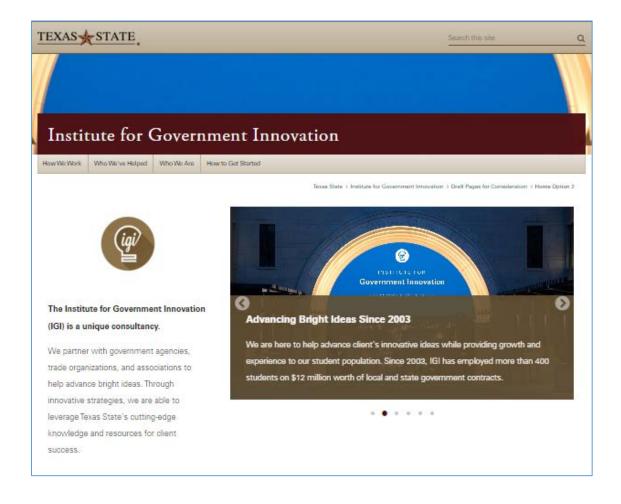|			
	15:11 Include the primary theme of a paragraph, and the scope of what it covers, in the first sentence of each paragraph.	The How We Work first paragraph can be reworded to sound more inviting. Reword/structure the sentence to not only catch the users attention but also make a good first impression about the quality of service offered.	Overall sentence structure on the site needs improvement. This will ensure clarity and an easier-to-digest layout. Clearly, concise wording in the opening sentences will not only catch the user's attention but can also be an example of the professional work the IGI can perform for their clients.
Content Organization	16:1 Organize information at each level of the Web site so that it shows a clear and logical structure to typical users.	The content is organized in a clear logical structure. I menu is laid out clearly and naturally guides you to the next webpage of the website.	I think it we stay focused on the users, we can better build something suited to their needs.
	16:2 Structure each content page to facilitate scanning: use clear, well-located headings; short phrases and sentences; and small readable paragraphs.	On the Home, Customers, and How We Work pages, the large amount of prose makes it difficult to read.	Restructuring, balancing the formatting, and content across all pages of the site will help to relay a more consistent message to potential customers. Make the headings more distinguishable. Perhaps a different font/color? Make them stand out more? Currently they are blending into the content paragraphs.
	16:3 Ensure that all needed information is available and displayed on the page where and when it is needed.	Content is lacking.	Breaking up the long prose will help to make the pages scannable.
	16:4 Group all related information and functions in order to decrease time spent searching or scanning.	Content is grouped together by topic and matches up to the appropriate webpage.	
	16:5 To allow users to efficiently find what they want, design so that the most common tasks can be successfully completed in the fewest number of clicks.	Contacting us is the most critical behavior and it requires moving from the website to an e-mail client or phone to actually make contact. Easy to navigate horizontal menu bar directs users to the correct homepage. No other features on the website allow navigation.	Create another means for users to access the different webpages. Perhaps also add a page that breaks down the typical bid process for a client? (If there is such a thing)

Proposed New Webpage Expansion and Content

We have drafted the below webpages that we hope to become complete replacements to the existing IGI site. Links to all proposed draft pages are located here: http://igi.txstate.edu/drafts.

The pages are currently hidden from searching and from public view. With Dr. William's approval, we plan to prose these new webpages to Dr. Davio with the intent to have some (if not all) in place by the end of the semester (or shortly thereafter).
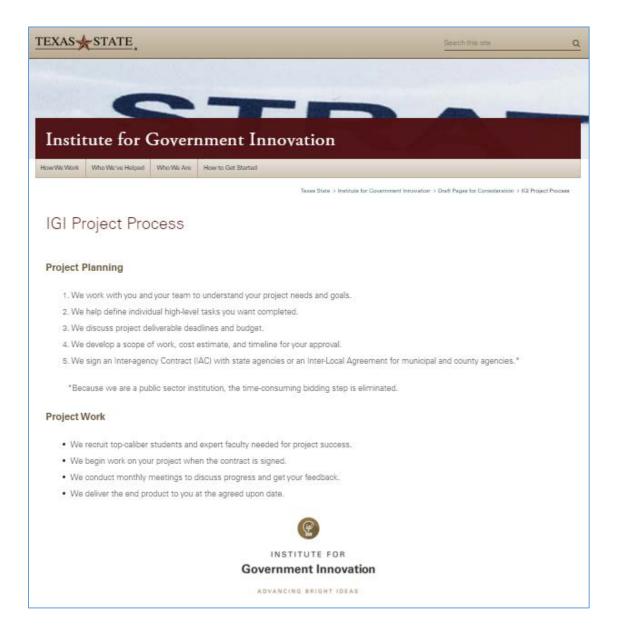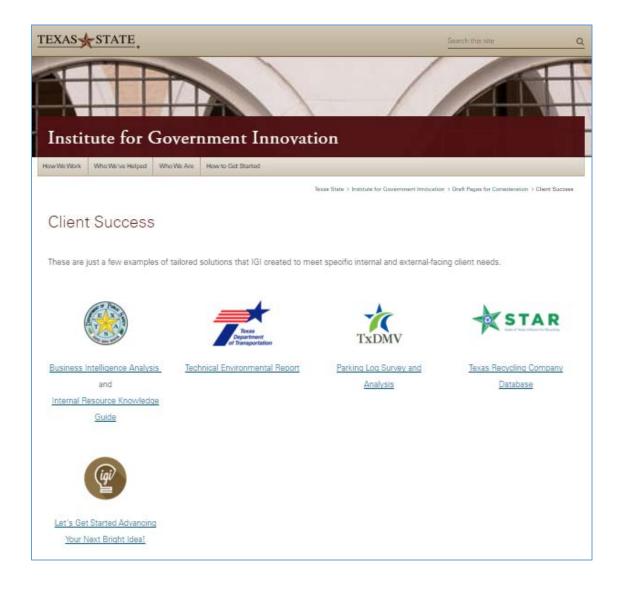
Home Page (option #1)

Home Page (option #2)

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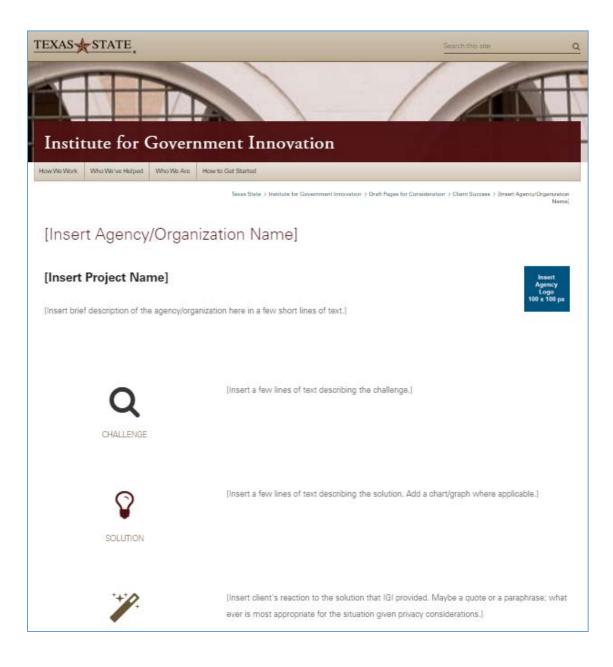IGI Project Process

Client Success

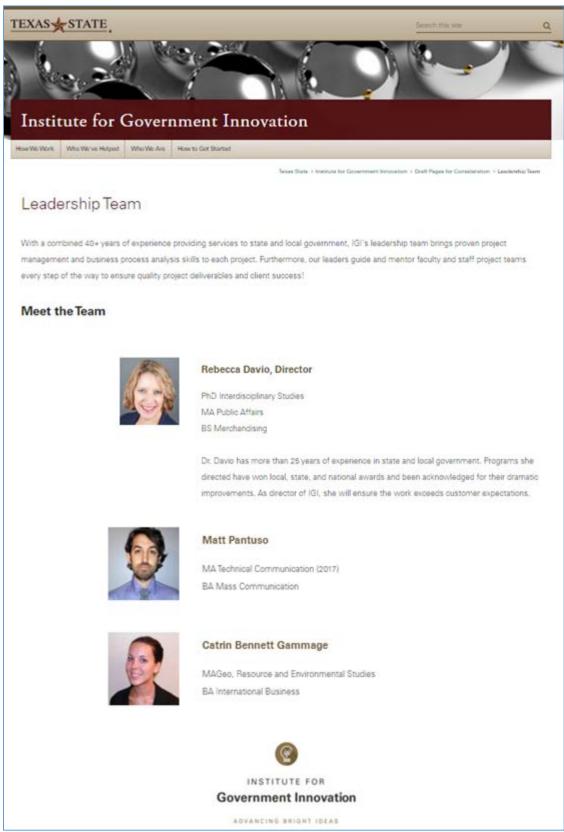Client Success Detail Page (one example of five detail pages)

New Template for Client Success Detail Pages

To be used once IGI has obtained permission from various agencies to display project details.
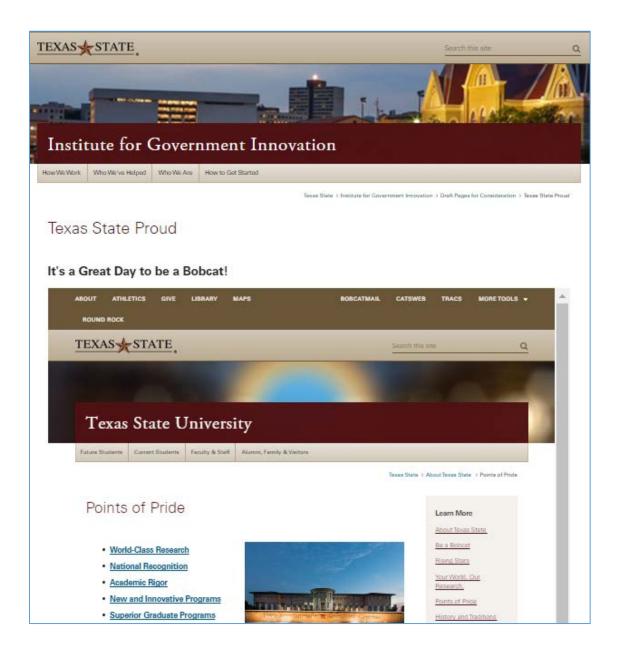
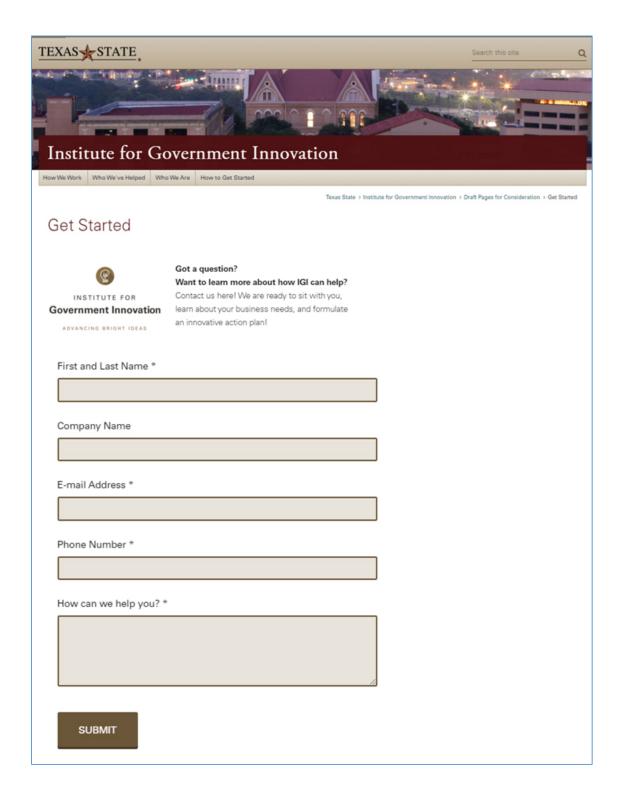Leadership Team

Recruiting Top Students (new page)

Texas State Proud (new page)

This is currently configured to display the Points of Pride webpage within the page. However, Dr. Davio may wish to list specific areas to highlight and then provide a button that points to the Points of Pride page instead.

Get Started

Get Started Thank You

This page displays after submitting the Get Started Web form.