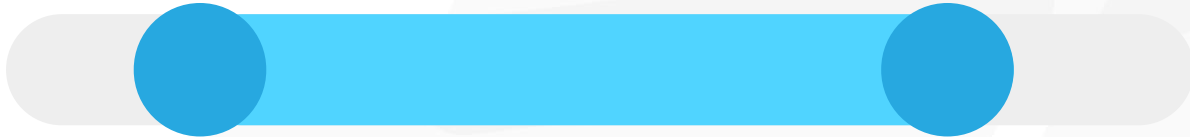


# UMN Superior Research Data Hub

Proposal for Communication Strategy  
and Website Development

# COST RANGE

\$32 000 – \$39 661  
Estimated hours: 555



# Overview of costs

| Task Description  | Estimated Hours | Estimated Cost |
|---|-----------------|----------------|
| <b>Project management</b>   |                 |                |
| Client meetings, project scope and day-to-day management (20% of project cost)  | 110             | \$6,610.20     |
| <b>Design</b>   |                 |                |
| Develop a brand name and identity in line with UMN guidelines   | 32              | \$1,920.00     |
| Design a webpage prototype, detailing the layout and functionality of webpages to be developed  | 48              | \$2,520.00     |
| <b>Communication strategy and content</b>   |                 |                |
| Develop communication plan, including: Objectives, Internal and external channels, Audiences, Key messages, Content types and formats, Style guide, Community management guidelines, Messaging calendar, Analytics, Messaging tools   | 52              | \$3,440.00     |
| Produce templates and starting content for the first month of operation   | 48              | \$2,880.00     |
| Monthly review (30 meetings over 3-year period): <ul style="list-style-type: none"><li>- Review message and web analytics</li><li>- Suggest minor changes to improve results, such as adjusting message timing and frequency, or trying different content types</li><li>- 30-minute meeting to prepare for the next month</li></ul> | 60              | \$3,900.00     |

*Continued...*

| Task Description   | Estimated Hours | Estimated Cost     |
|--|-----------------|--------------------|
| Quarterly communications workshop (10 workshops over 3-year period):<br>- Review the quarter's results<br>- Consider more significant changes that may improve results, such as using different channels, or adjusting key messages<br>- One-hour workshop to debrief and prepare for the next quarter | 40              | \$2,600.00         |
| In collaboration with the technical storage team and UMN's RC communications team, develop content for 5 to 10 webpages  | 32              | \$2,160.00         |
| <b>Web development</b>   |                 |                    |
| Set up development environments  | 12              | \$720.00           |
| Digest and document website code base for <a href="http://rc.umn.edu">rc.umn.edu</a> . Check for outdated components and possible code/style conflicts   | 9               | \$540.00           |
| Develop 5 - 10 webpages based on prototype   | 80              | \$4,600.00         |
| Create custom views for data storage services  | 24              | \$1,200.00         |
| Create a webform to request info or submit data  | 4               | \$200.00           |
| <b>Support and maintenance</b>   |                 |                    |
| Knowledge transfer: two 1-hour training sessions on website and communication plan   | 4               | \$260.00           |
| Monthly website maintenance and support (1 hour/month)   | 30              | \$1,800.00         |
| <b>Contingency</b>   |                 |                    |
| Contingency 15%  | 0               | \$4,311.00         |
| <b>Total</b>   | <b>555</b>      | <b>\$39,661.20</b> |

# Project overview

## **Overview**

We propose to develop and implement an integrated communication strategy and web presence for the University of Minnesota's Superior Research Data Hub. This project will establish cohesive branding, create effective communication channels, and develop web content within the existing rc.umn.edu infrastructure to better connect researchers with data storage resources.

# Project deliverables

## Phase 1: Brand Development and Design (Months 1-2)

- Create brand identity compliant with UMN guidelines
- Design webpage prototypes for rc.umn.edu integration

### Deliverables:

- Brand guidelines document
- Webpage mockups
- Design system documentation

# Project deliverables

## Phase 2: Web Development (Months 2-4)

- Environment setup and codebase analysis
- Development of 5-10 webpages within rc.umn.edu

### Features:

- Custom views for data storage services
- Information request webform
- Integration with existing UMN systems

### Deliverables:

- Technical documentation
- Developed webpages

# Project deliverables

## Phase 3: Communication Strategy (Months 3-36)

- Comprehensive communication plan development
- Content creation and template development

### Ongoing support:

- Monthly analytics reviews (30 sessions)
- Quarterly workshops (10 sessions)

### Deliverables:

- Communication plan document
- Content templates
- Monthly performance reports
- Workshop materials



**Thank you for  
your consideration!**