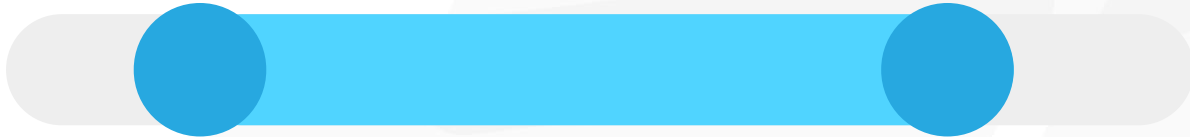# UMN Superior Research Data Hub

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
Project management		
Client meetings, project scope and day-to-day management (20% of project cost)	110	$6,601.00
Design		
Develop a brand name and identity in line with UMN guidelines	32	$1,920.00
Additional design time for icons, infographics, etc.	32	$1,660.00
Develop a site map and page structure, using the DSI website as a basis	16	$1,120.00
Communication strategy and content		
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): - Review message and web analytics - Suggest minor changes to improve results, such as adjusting message timing and frequency, or trying different content types - 30-minute meeting to prepare for the next month	60	$3,900.00

Task Description	Estimated Hours	Estimated Cost
Quarterly communications workshop (10 workshops over 3-year period): - Review the quarter's results - Consider more significant changes that may improve results, such as using different channels, or adjusting key messages - 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
Web development		
Set up development environments	12	$720.00
Make a copy of DSI website and do initial setup of dev site	9	$600.00
Customize existing DSI website infrastructure for Superior Data Hub's use	40	$2,800.00
Create custom views for data storage services	24	$1,200.00
Create a webform to request info or submit data	4	$200.00
Upload website content using existing DSI framework	24	$1,440.00
Support and maintenance		
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
Contingency		
Contingency 15%	0	$4,305.00
Total	539	$39,606.00

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. Using the DSI website as a starting point, we will create a new website 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
- Site map and page structure
- Design system documentation

Project deliverables

Phase 2: Web Development (Months 2-4)

- Environment setup and codebase analysis
- Development of 5-10 webpages

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!