
MED & CS Division

Diversity Web Site Proposal

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Revision Summary			
Author	Date	Version	Comments
Katy Koenen	2/01/2006	1.0	First Draft
Katy Koenen	2/03/2006	2.0	Included feedback from participants and reviewers. Ready to submit to MEDCOMED.

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1. Executive Summary

The MED & CS Diversity Portal will be an intranet site that highlights the ways the division encourages and accommodates diversity among its ranks. This specification identifies the goals of the site, and proposes two alternatives for its structure and content.

Where relevant, supporting documentation is provided via hyperlinks, and all documentation can also be found at <\\bellagio\Public\katyko\MED Diversity Web Site>. Additionally, Appendix B: Related Documents, provides a table of all related documents & their URLs.

2. Roles and Responsibilities

Stakeholders

Role	Name	Alias
Owner	Katy Koenen	Katyko
Approvers	MED Community/Education Committee (Committee Members: Ava Denton; Aziz Ben Malek; Bob Rapp; Dan Javnozou; Renee Olson; Elizabeth Cole; Evan Goldring; Jana Shul)	MEDCOMED
Reviewers	Pamela Janello; Damon Bacheller	PamelaJ; v-DaBach
Participants	End User team (Curtis Love, Laurel Tueling, Wendy Green, Evelyn Kessler); Ethan Zoller; Renee Olson	MEDUAEU; EthanZ

Please see this [Visio diagram](#) for the responsibilities assigned to each role.

3. Goals

Business objective	Success measure
Provide pointer to MS Corporate diversity content/plan	Link implemented & live
Provide information about specific diversity activities in MED & CS	Boilerplate page created
Provide answers to frequently asked questions	FAQ page created
Evangelize MED &CS diversity "successes" = our "stories"	Page for video presentations created
Provide a communication vehicle so team members can ask questions & provide feedback	E-mail alias created, available from site.
Advertise company-wide diversity events	Page owner to update Diversity home page
Provide a means for folks to post comments on events and activities.	Comment field available for each diversity event advertised.

4. Proposed Site Structure & Content

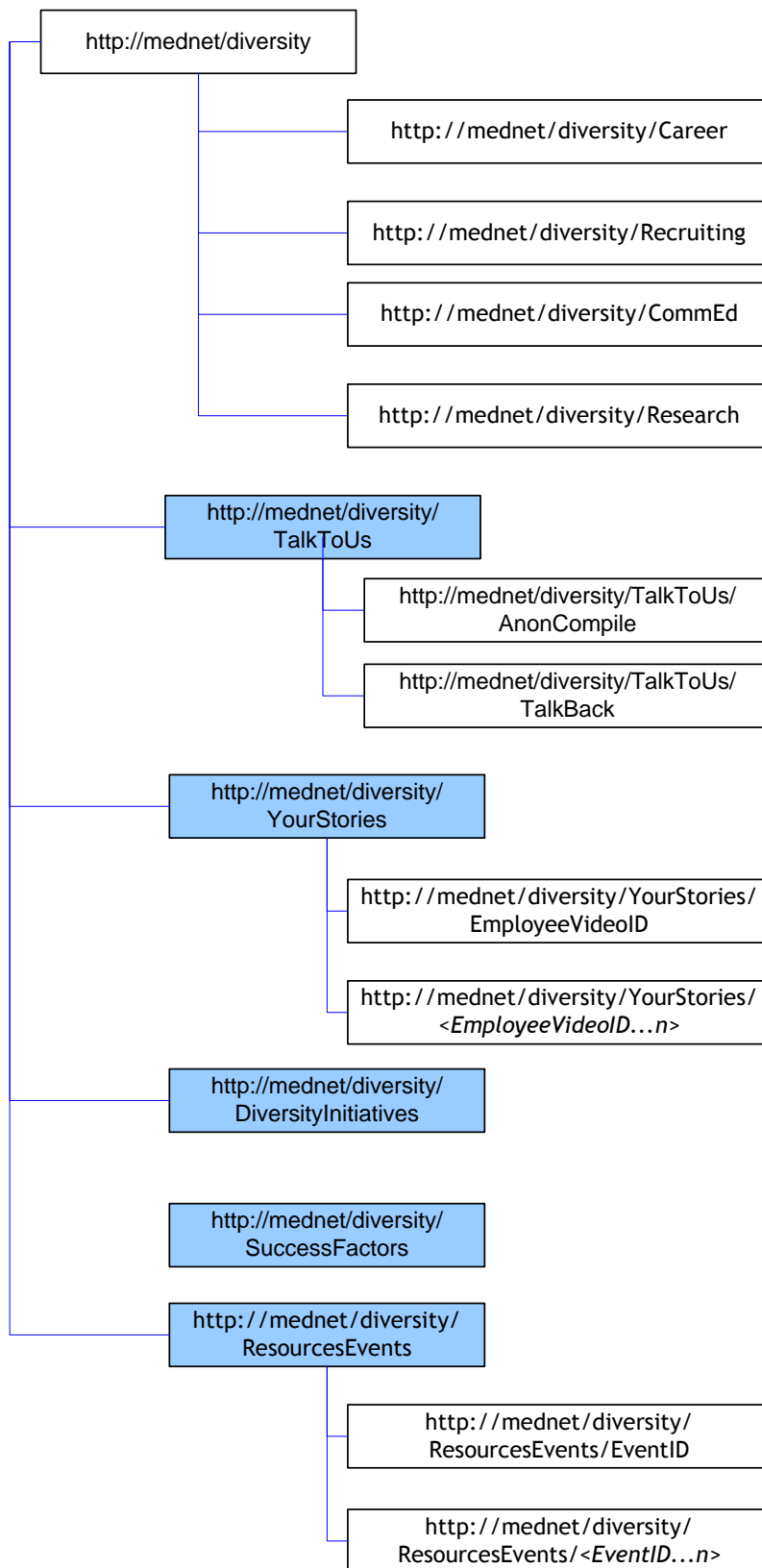
I have mocked up two potential Web site implementations, with some proposed content in each. The principle difference between them is that, in the first, [Diversity Site Mock-up #1](#), the portal to MED&CS Diversity Initiatives are always available at the node pages of the web site, whereas in the second, [Diversity Site Mock-up #2](#), the portal to the MED&CS Diversity Initiatives is a node in and of itself, as illustrated in the following diagrams.

NOTES

- To see the mock-up layouts, follow the links above.
- Mock-ups are color coded, as follows: **Green** indicates links to pages that are part of the Diversity web site structure **Light blue** indicates links to existing MS Web sites or mail-to addresses **Red** indicates I wasn't sure what to do with it, reserved for diversity initiatives.
-

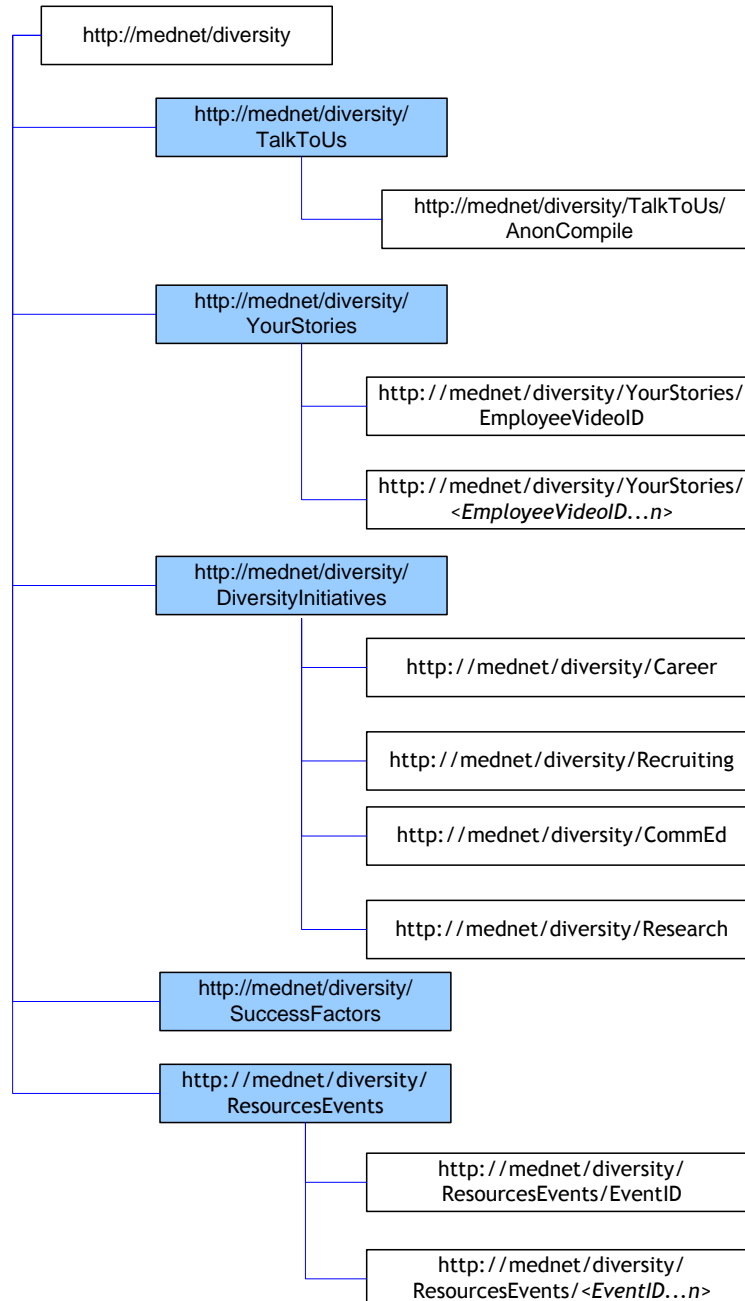
4.1. Page Flow for Diversity Site Mock-up #1

NB: (1) In this model, in addition to the Diversity Portal page, each of the pages in blue contains links to all of the division's diversity initiative Web sites. (2) The MEDNET FlexWork site is not represented below because it has a separate website of its own, which is not part of this structure.



4.2. Page Diversity Site Mock-up #2

NB: (1) In this model, **only** the Diversity Initiatives page has links to all of the division’s diversity initiative Web sites. (2) The MEDNET FlexWork site is not represented below because it has a separate website of its own, which is not part of this structure.



5. Recommendation

Based on the feedback I’ve received from reviewers and participants, Mock-up #2 is the better layout and design for adoption.

6. Open Issues

1. Approval and Sign-off: Before moving forward, we need an agreed-upon process for approval and sign-off for this plan.
2. Do the Business Objectives in section 3 above truly describe what we hope to accomplish with this site?
3. Success metrics for the Business Objectives in section 3 above are needed from the MED Community/Education committee.
4. Who will own & monitor the MEDANON and MED-DIV aliases & the anonymous query process?
5. What is the privacy policy for MEDANON?
6. Editorial Calendar: How often will the content change? Will the Announcements change weekly or monthly to highlight various diversity events throughout the year? See Appendix A: Potential Diversity Events for a list of possibilities.
7. Schedule: What is the target "live" date?
8. Resources: The Open Issues need to be addressed before the full scope of required resources can be determined.
9. Budget: The Open Issues need to be addressed before the anticipated costs can be determined.
10. Do we need some sort of basic design that reflects the initiative? Somewhere between a logo and a tagline, like FlexWork.
 - 10.1. If so, what are the driving visual concepts that address that need?
 - 10.2. How pervasive will that design be (top page only, all pages)?
 - 10.3. What are the plans for roll-out? Will there be an associated print/poster campaign around Lakeridge?
11. What voice and style guidelines should be used for this site? These need to be determined and included in this plan before handing the plan off to the vendor. Presumably, the MED & CS Diversity site should follow the same guidelines as the rest of <http://mednet>. If this is true, where can those guidelines be found?
12. With respect to Event Reviews, keeping postings anonymous will be difficult, if not impossible to implement, without putting in a middle-man, does it matter? Do event reviews *need* to be anonymous, or is providing a threaded discussion-forum sufficient?
13. Who is the "Webmaster" for the site? This is the person who will take feedback on each page and ensure the site is functional and the content is up-to-date.
 - 13.1. Content owners are needed for each page of the site.
 - 13.2. Security – who has access & when (part of the roll-out plan)? Damon needs to know who, among the stakeholders, will be adding content.
 - 13.3. The various Diversity Initiatives have designated owners, the rest of the pages need to be assigned an owner as well.
 - 13.4. The following content is needed:

Mock-up #	URL	Page Title	Content Need	Owner
1	http://mednet/diversity	Diversity Home	Initiative Summaries	TBD
1 & 2	http://mednet/diversity/Career	Career Development	All	Brenda Zinkan
1 & 2	http://mednet/diversity/Recruiting	Recruiting	All	Megan Oden

Mock-up #	URL	Page Title	Content Need	Owner
1 & 2	http://mednet/diversity/CommEd	Community & Education	All	Robin Goldstein
1 & 2	http://mednet/diversity/Research	Research	All	Janine Harrison
1 & 2	http://mednet/diversity/TalkToUs	Talk To Us	Initiative Summaries	TBD
1 & 2	http://mednet/diversity/TalkToUs/AnonCompile	Anonymous Compile	<ul style="list-style-type: none"> • Compilation of Anonymous Inquiries • Initiative Summaries 	TBD
1 & 2	http://mednet/diversity/YourStories	Your Stories	All	TBD
1 & 2	http://mednet/diversity/YourStories/EmployeeStoryID	Employee Story	Employee Story	TBD
1 & 2	http://mednet/diversity/SuccessFactors	Success Factors	All	TBD
1 & 2	http://mednet/diversity/ResorucesEvents	Resources & Events	<ul style="list-style-type: none"> • Event Review summaries • Initiative Summaries 	TBD
1 & 2	http://mednet/diversity/ResorucesEvents/EventID	Event Review	All	TBD
2	http://mednet/diversity/DiversityInitiatives	Diversity Initiatives	Initiative Summaries	TBD
1&2	All	All	Announcements section content	TBD

7. Resolved Issues

Issue	Resolution
If we do the anonymous compile per Hoppers, do we use a DL with restricted members for answering questions, or does the screener submit questions to everyone in MED/CS?	An opt-in alias, MED Diversity Issues (med-div) has been created. People who are interested in responding to anonymous questions and receiving the compiles can self-select by adding themselves to the MED-DIV alias via http://autogroup

Appendix A: Potential Diversity Events

(source: <http://www.brownielocks.com>; source verification: <http://www.brownielocks.com/holidayauthenticity.html>)

Also, see the MS Calendar at <http://mscalendar>

January

- Martin Luther King Jr. Day

February

- National African American History Month
- National Time Management Month
- Telecommuter Appreciation Week (2/16-3/4)
- Introduce a Girl to Engineering Day (23rd)

March

- Deaf History Month (3/13 – 4/13)
- International Listening Awareness Month
- Women’s History Month
- Universal Women’s Week (8 – 14)
- National Ethics Awareness Month
- Week of Solidarity with People Struggling Against Racism & Racial Discrimination (21-27)
- Irish-American Heritage Month

April

- Appreciate Diversity Month
- Jewish Heritage Week (4/30 – 5/6)

May

- Haitian Heritage Month
- National Older Americans Month
- National Suicide Awareness Week (2-8)
- National Family Week (7-13)
- Native American Rights Day (12th)

June

- Gay & Lesbian Pride Month / National GLBT Month)
- International Men’s Month
- Erev Shavout / Shavuot (1st / 2nd) (Jewish Holiday—source: <http://mscalendar/default.aspx?addcalendars=divrob>)
- Juneteenth (19th)

July

<found nothing appropriate>

August

- Tisha B’Av (3rd) (Jewish Holiday-- source:<http://mscalendar/default.aspx?addcalendars=divrob>)
- Lailat al-Ma’raj (21st) (Islamic Holiday-- source:<http://mscalendar/default.aspx?addcalendars=divrob>)

September

- Ramadan (9/24-10/23) (Islamic Holiday)
- Rosh Hashana (9/21-10/02) (Jewish Holiday)

October

- Gay & Lesbian History Month
- National Depression Education & Awareness Month
- National Disability Employment Awareness Month
- Polish-American Heritage Month
- Sukkot (10/6-10/15) (Jewish Holiday— source:<http://mscalendar/default.aspx?addcalendars=divrob>)
- National German-American Day (6th)
- Diwali (20th)

November

- National Adoption Month
- International Day for Tolerance (16th)
- International Day of Solidarity with the Palestinian People (29th)

December

- Chanukah (16-23)
- Posadas (16-24) (part of Mexican Christmas tradition)
- Christmas (24th)
- Kwanzaa (12/26-1/01)

Appendix B: Related Documents

The following table provides a description of, and specific links to, each of related documents.

Title	Description	URL
MED &CS Division Diversity Website Proposal	This document	\\Bellagio\public\katyko\MED Diversity Web Site\MEDDiversityWebPlan.doc
MED & CS Division Diversity Web site Design & Creation	"Swim lane" diagram of roles and responsibilities in bringing this project to fruition.	\\Bellagio\public\katyko\MED Diversity Web Site\MEDCEDivWebTaskFlow.vsd
Diversity Site Mock-up #1	Proposed page layout and content	\\Bellagio\public\katyko\MED Diversity Web Site\MED Diversity Mock-up 1.doc
Diversity Site Mock-up #2	Proposed page layout and content	\\Bellagio\public\katyko\MED Diversity Web Site\MED Diversity Mock-up 2.doc