

## OPEN UNIVERSITY STUDENTS ASSOCIATION

### Central Executive Committee (CEC)

22 – 24 January 2021

### WEBSITE IMPROVEMENT UPDATE

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The CEC is asked to: -

- i) **note** the update on the website improvement project.

#### 1. Background

- 1.1. At the January 2020 CEC meeting, Vice President Media & Campaigns and the Digital Communications team highlighted several issues with oustudents.com in its current form and proposed investigating our options regarding moving to a different website provider. The CEC agreed that the website will be a crucial part of delivering our strategy and approved further investigation by the team.
- 1.2. At the April CEC meeting, a discussion paper was brought to the meeting to discuss some initial functionalities that the CEC felt would be important to a new website provider moving forward. A discussion was also had around the pricing of a potential new provider.
- 1.3. At the May Board of Trustees meeting, VP Media & Campaigns and the Head of Digital Communications brought a paper to the board to secure an agreement in principal for the cost of setting up a new website provider. After a short discussion, this was approved.
- 1.4. At the July CEC meeting VP Media & Campaigns and the Head of Digital Communications presented an update paper to inform CEC of the need to extend the project timeline by 6 months. This was to ensure a thorough consultation and selection process could take place.
- 1.5. At the October CEC meeting VP Engagement and the Head of Digital Communications provided an update paper to inform CEC of the status of the consultation process for writing the invitation to tender document.

#### 2. Update since last CEC meeting

- 2.1. Since October CEC, all the consultations have concluded, and the results were analysed with the support of the Strategy and Research team

- 2.2. The results of the consultations and existing knowledge of our needs have all informed the writing of the invitation for providers to tender – this document is called the Request for Proposal.
- 2.3. The document was sent to over 30 website providers on 21st December 2020.
- 2.4. The full document can be found as Appendix 1 of this paper

### **3. Next Steps**

- 3.1. An interview panel has been selected, consisting of VP Engagement, President, VP Admin, Head of Digital Communications and Senior Digital Communications Officer. In addition, our newly employed Digital Optimisation Officer will be observing the interviews.
- 3.2. Providers have until the 11<sup>th</sup> of February to submit their proposals with a view to receive presentations from shortlisted providers on the 24<sup>th</sup> and 25<sup>th</sup> February.
- 3.3. If we select a different provider to the current one this will happen by 8<sup>th</sup> March, with a view to conclude any negotiations before the 31<sup>st</sup> March to meet our deadline of providing 6 months' notice to our current provider.
- 3.4. An update paper will be provided at April CEC to ensure transparency of the process and to keep the leadership team in the loop.
- 3.5. For any further queries or thoughts, please contact the Digital Communications team or VP Engagement.

**Fanni Zombor**  
**Vice President**  
**Engagement**

**Kate Dungate**  
**Head of Digital**  
**Communications**