



Revamping your website: The ECA Web Development Process

Kibruyisfa Achamyelah
CT



The Problem

- Too much pressure on the webmaster/multimedia team
- We must maintain security, integrity, and Consistency of the site
- We need to shift from ‘brochure’ approach to a content-led approach, in line with evolving ideas about our target audiences



Objectives

- It was one of the projects under the ISP : “Revamping the ECA Web site”
- To ensure that relevant and up-to-date content is posted at all times,
- And making the site comparable to that of similar organizations.



Deliverables of the project

- Web strategy document
- Methodology for revamping the site
- A Content Management System
- IT resource requirement
- Staffing and structural arrangements



Business process in ECA

- ECA has six major programme areas managed by six substantive divisions. These are:
 - ❑ African Center for Gender and Development (ACGD),
 - ❑ Development Information Services Division (DISD),
 - ❑ Development Policy Management Division (DPMD),
 - ❑ Economic and Social Policy Division (ESPD),
 - ❑ Sustainable Development Division (SDD), and
 - ❑ Trade and Regional Integration Division (TRID).



Policy on Internet Publishing

- Strict adherence to the guidelines
- Controlled access
- Only authorized persons can publish
- UN and ECA guidelines and ECA editorial policy
- Only edited documents can be published.





Roles and responsibilities

● Web/Multimedia Team

- Responsible for coordinating the overall Web development activity of the Commission
- Prepare policies and guidelines
- Designs and maintains ECA websites
- Administer web servers

● Other players

- Communication officers
 - Responsible for managing the generation, packaging and publishing of content from their respective substantive divisions
- Directors
- Staff



A CMS Solution

- Short term

- Low Cost
- Required functionalities
- Shorter implementation time
- Compatible with ECA standard
- Good scalability and portability features

- Long term

- To develop an open source CMS in-house OR to customize and use a CMS that is being used by other UN agencies



CMS selection criteria

- Publishing
- Custom template design using CSS
- Workflow
- Security, Admin, and setup
- Ease of use and administration
- Implementation time
- Cost
- Technical compatibility



Users opinions

- Consultation with UN agencies and regional commissions
- Consultation with the Web4dev network



CMS considered

- Bricolage
- Zope
- Action apps
- Ektron
- Infosquare



CMS Evaluation results

Criteria	Bricolage	Zope	Actionapps	Ektron	Infosquare
Publishing	Good / Needs a lot of coding	Good / Needs a lot of coding	Good /Features are not compatible	Good /Easy to use	Good /Easy to use
Template	OK	Not bad	OK	Good	Good
Workflow	Ok	Ok	Not complete	Good enough	Good
Security and Admin.	Good enough	Good enough	Good enough	Good enough	Good enough
Implementation time	6 month – 1 year	6 month – 1 year	2 – 3 months	2 months	2 months
Cost	Consultant	Consultant	Consultant	5500 USD for 10 users	25,000 and up
Compatibility	Not compatible	Compatible	Not compatible	Compatible	Compatible





Status of implementation

- Web strategy document
- CMS procured and ready to be implemented
- Redesign work is under way
 - ▣ Users feed back analysis is being done
 - ▣ Information architecture
 - ▣ Possible user interface
 - ▣ Application of CMS