

Duke.edu Redesign - July 2025 Status Report

Summary & Status

The Duke.edu redesign project has made significant progress and is positioned to become the new digital face of Duke University. Core design systems, mockups, foundational elements, and substantial content are in place and ready for review. The project is estimated to be within a few months of completion.

However, the project has stopped and started numerous times and is currently paused. Key blockers include:

- Work temporarily halted due to organizational restructuring
- Consistent deprioritization of duke.edu in favor of other projects
- Lack of dedicated team resources
- Absence of structured review cycles for existing content

To successfully complete this initiative, dedicated resources and leadership commitment are required immediately.

Estimated Timeline: Q4 2025 completion (pending resource allocation)

Critical Resource Requirements

Essential Team Roles

1. **Project Lead/Strategist** - Overall project management and strategic direction
2. **Content Creator(s)** - Primarily text, but other content development may be required
3. **Content Reviewer/Editor** - Quality assurance and review (may be combined with Project Lead role)
4. **Developer** - Technical implementation and integration

Process Requirements

- **Timely Review Cycles** - Structured, and time-limited, feedback and revision processes, particularly with leadership
- **Stakeholder Socialization** - Clear identification of:
 - Who needs to review the plan
 - Who can suggest modifications
 - Who has final sign-off authority

- **Technical Coordination** - Ongoing collaboration with OIT for current site maintenance and new search integration
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Critical Success Factors

Content Strategy Development

The site requires a dedicated content strategy to prevent it from becoming merely a themed collection of news stories. Essential elements include:

- Alignment with Strategic Frameworks
- Cohesive narrative threading through themed content
- Clear positioning as a destination site, not just a university welcome page
- Implementation of the "magazine" concept with engaging messaging

Ongoing Theme Planning & Execution

Without dedicated resources, the site will stagnate within one semester. Requirements include:

- Theme planning coordinated with existing content production
- Collaboration between Marcomms and university partners
- Sustainable content pipeline development

Crisis Communications Integration

Current crisis planning efforts must address:

- Emergency communication protocols at launch (continuation of current Alerts Bar practice?)
- Long-term crisis communication strategy for the new platform

Search Integration

- New search functionality is in final testing for current site
 - Additional coordination with OIT needed to ensure smooth integration with redesigned platform
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Recommended Next Steps

1. **Immediate Actions**
 - Designate Project Lead with decision-making authority
 - Assess Marcomms/Duke resource availability and capacity
 - Evaluate external contractor options if internal resources insufficient
 2. **Planning & Timeline**
 - Establish realistic project timeline with milestone deadlines
 - Create agreed-upon schedule for leadership and partner review cycles
 - Develop contingency theme content for potential delays
 3. **Resource Allocation**
 - Investigate collaborative opportunities with internal teams (OIT, etc.)
 - Secure dedicated team member commitments
 - Establish project priority level and resource protection protocols
 4. **Execution**
 - Implement timeline enforcement mechanisms
 - Begin regular progress reporting and stakeholder communication
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Risk Assessment

High Risk:

- Any delays pose a security risk as current duke.edu platform has reached end-of-life
- Continued delays may result in outdated design systems and lost momentum
- Lack of dedicated resources will prevent project completion
- Stakeholder expectations may not align with available resources

Low Risk:

- Integration challenges with new search functionality
 - Content strategy gaps affecting site effectiveness
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Project Resources & Documentation

Design & Planning Assets

- [Figma Mockups and Design System](#)
- [June Status Presentation](#)
- [Duke.edu Redesign Teams Channel](#) (includes Search documentation)

Project Documentation (Box)

- [Main Project Folder](#)
- [Latest Sub-Page Documentation](#)
- [Theme Documentation](#)

Project Management Documentation (Monday.com – abandoned, June 2025)

- [Project Review & Production Schedules](#)
- [Status Updates Archive](#)
- [Full Project Plan](#)
- [Theme Planning Board](#)

Report prepared: July 23, 2025, by Ben Kimmel