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**PROJECT TITLE:**

FAQUpdates.com: A Web 2.0 educational support and content management platform.

**Project Director:** John G. Moore, Jr. | “J.G.” Moore

**Department:** Clarian Learning Solutions - Multimedia Development

**Mailing Address:** 1815 N. Capital Ave. Suite 205, Room J, Indianapolis, IN 46202

**Phone:** 317.674.3644

**Fax:** 866.465.8160

**Email:** [jmoore3@clarian.org](mailto:jmoore3@clarian.org) or [informaticsed@gmail.com](mailto:informaticsed@gmail.com)

**Check all that apply:**

- Clarian Employee
- Member of Clarian Medical Staff – Private Practice Methodist
- Member of Clarian Medical Staff – IU / Riley
- Member of Clarian Medical Staff – Clarian North
- Member of Clarian Medical Staff – Clarian West
- Hold an official Clarian appointment

**Location where work will be performed:** 1815 Building, 1815 N. Capital Ave.

**Budget Period:** 6/2010 to 12/2011 - 19 months

**Percent Effort of Project Director:** 49%

**Amount Requested:** Year One: \$40,000    Year Two: \$40,000

**Signature of Applicant:**

“The undersigned agrees to accept responsibility for the scientific and technical conduct of the education project and for the provision of required progress reports if a grant is awarded as the result of this application.”

**Date:** 1/15/2010



**ABSTRACT OF EDUCATION PLAN**

Key Professional Personnel Engaged on Project:

NAME	POSITION TITLE	DEPARTMENT
John G. Moore, Jr. "J.G." Moore	Multimedia Developer PACE Updates PULSE Content Owner	Clarian Learning Solutions

FAQUpdates.com: A Web 2.0 educational support and content management platform.

The goal of the FAQUpdates.com project is to create a Web 2.0 educational support and content management platform for Clarian employees. The FAQ Updates website will provide content management tools and powerful search capabilities — powered by Google — to provide current best practices, alerts, reference guides and other job-related FAQs that support the delivery of patient care. FAQUpdates.com will contain operations, maintenance and Partnering to Advance Clinical Excellence (PACE) educational resources from the PACE Updates content archives. FAQUpdates.com emphasizes systemness\* by leveraging information and facilitating collaborative learning throughout Clarian’s statewide network.

During 2010 I will design and supervise development of the FAQUpdates.com web application, populate FAQUpdates.com with the PACE Updates content. I will also integrate the Google search appliance with FAQUpdates.com, add one e-mail distribution newsletter and plan for phase III of FAQUpdates.com development. Phase III will include developing web-based content collaboration and distribution tools for FAQUpdates.com.

During 2011 the FAQUpdates.com website will go live. I will strengthen the searching capacity by upgrading the existing Google search appliance license, update website standard operating procedures (SOP) and add an e-mail healthcare delivery and services distribution newsletter. I will create a new detailed design document (DDD) and plan for phase VI of FAQUpdates.com development. Phase VI will include developing education content modules and executing a "web + mobile" FAQUpdates.com strategy.

Amount Requested: \$80,000

Project Duration: June 2010 – December 2011

\*Coordination, teamwork, shared learning, shared responsibility, and a long-term perspective with aligned financial and patient care incentives are the foundation of systemness. Systemness is the quality of being a system.



## **LAY DESCRIPTION**

FAQUpdates.com: A Web 2.0 educational support and content management platform.

The goal of the FAQUpdates.com project is to create a Web 2.0 based educational support and content management platform for Clarian employees. FAQUpdates.com will index educational resources from the Partnering to Advance Clinical Excellence (PACE) Updates archives, and will be exclusively for educational purposes to provide powerful search capabilities powered by Google and other web collaboration tools.



**Project Director:** John G. Moore, Jr.

**Project Title:** FAQUpdates.com: A Web 2.0 educational support and content management platform.

DETAILED BUDGET FOR GRANT PERIOD #1 FROM 6/1/2010 THROUGH 12/31/2010						
PERSONNEL		TIME EFFORT		AMOUNT REQUESTED \$		
Name	Position	%	Hours per Week	Salary	Fringe Benefits	Totals
John G. Moore, Jr.	Project Director	49	16	19,000	None	19,000
<b>Subtotals Year # 1</b>		<b>49</b>	<b>448 Hours</b>	<b>19,000</b>	<b>None</b>	<b>19,000</b>
CONSULTANT COSTS: <b>\$10,000</b>						
EDUCATIONAL MATERIALS: <b>\$9,730</b>						
SUPPLIES: <b>\$1,270</b>						
ALTERNATE SOURCES OF FUNDING: <b>\$0.00</b> TOTAL DIRECT COSTS for year #1 <b>\$40,000</b>						
A detailed 2010 materials list and time/effort schedule is located here: <a href="http://www.kubepharm.com/info/FAQUpdatesBudget2010YearOne.xls">http://www.kubepharm.com/info/FAQUpdatesBudget2010YearOne.xls</a>						

DETAILED BUDGET FOR GRANT PERIOD #2 FROM 1/1/2011 THROUGH 12/31/2011						
PERSONNEL		TIME EFFORT		AMOUNT REQUESTED \$		
Name	Position	%	Hours per Week	Salary	Fringe Benefits	Totals
John G. Moore, Jr.	Project Director	49	16	20,000	None	20,000
<b>Subtotals Year # 2</b>		<b>49</b>	<b>768 Hours</b>	<b>20,000</b>	<b>None</b>	<b>20,000</b>
CONSULTANT COSTS: <b>\$14,000</b>						
EDUCATIONAL MATERIALS: <b>\$1,000</b>						
SUPPLIES: <b>\$5,000</b>						
ALTERNATE SOURCES OF FUNDING: <b>\$0.00</b> TOTAL DIRECT COSTS for year #2 <b>\$40,000</b>						
A detailed 2011 materials list and time/effort schedule is located here: <a href="http://www.kubepharm.com/info/FAQUpdatesBudget2011YearTwo.xls">http://www.kubepharm.com/info/FAQUpdatesBudget2011YearTwo.xls</a>						

**BUDGET JUSTIFICATION**

**J.G. Moore, Project Director** (effort = nineteen months) will be responsible for overseeing the design and development of FAQUpdates.com, PACE Updates and external content integration while managing all project timelines. The Project Director will plan and implement the web content submission processes, provide quality assurance, monitor website analytics and work with contractual services and Clarian staff to implement improvements. The Project Director will also oversee Google search appliance and SharePoint integration, as well as successfully apply knowledge of Search Engine Optimization (SEO) concepts. Duties also include design and implementation of four FAQUpdates.com educational modules and thirty FAQ Updates e-mail notifications.

**Contractual Services** (effort = twelve months) will be responsible for building the FAQ Updates website and web applications to the Project Director’s specifications using HTML, CSS, Google Mini search appliance, AJAX, ASP and SQL Databases.

**Hardware, Software** (effort = three months) **and Cloud Hosting** (twelve month subscription) must be purchased, installed and implemented to complete the project. Hardware and software procurement will begin immediately. Cloud hosting will not be started until contractual services have completed the FAQUpdates.com alpha web application.

**Grant Spending Breakdown:**

- **Project Director** = 49% of total grant
- **Contractual Services** = 30% of total grant
- **Hardware Software** = 13% of total grant
- **Cloud Hosting** = 8% of total grant



**Figure 1.** FAQUpdates.com work breakdown structure (WBS)

A larger version of this work breakdown structure (WBS) is available here:

<http://www.kubepharm.com/info/WBS20102011.html>



## **RATIONALE FOR FUNDING, SIGNIFICANCE**

### **1. What is the potential importance of the proposed program? Discuss novel ideas and/or contributions the project offers.**

Healthcare is a challenging and competitive environment. Accessing and sharing good information is vital to our organization in meeting challenges and staying competitive. The FAQ Updates project will provide clinicians, administrators and support staff with subject matter expert (SME) approved information they need, when they need it.

FAQ Updates will crawl and index content from PACE Updates, Clarian Learning Solutions, SharePoint archives and Internal Clarian Servers to provide users with a definitive reference and educational information source. The FAQUpdates.com website will be accessible via Secure Sockets Layer (SSL), Virtual Private Network (VPN), Clarian Intranet and the Internet.

FAQUpdates.com will use the Google Mini Search appliance to provide search results. The Google Mini, a hardware and software device for businesses, reads through a web site's content and files using the Google search algorithm to create a search index. The search index supplies users with tailored search results as well as providing reports that deliver invaluable metrics. Users have the ability to search particular keywords or phrases on FAQUpdates.com, just as they would on Google.com

By crawling and indexing diverse content repositories FAQUpdates.com will contain a full catalog of SME approved educational content. FAQUpdates.com's web collaboration tools will provide a platform that encourages peer-to-peer collaboration — content sharing by the same clinicians, administrators and support staff that use FAQ Updates. The FAQ Updates project offers Clarian an effective, efficient and easy to use Web 2.0 support and educational delivery platform.

### **2. Make clear the potential importance of the proposed project to further educational efforts especially at Clarian. Explain how this project supports the Clarian values and is of benefit to the Clarian system.**

Our system-wide use of healthcare information technology has created a constant need to educate, inform and alert Clarian staff. FAQUpdates.com brings powerful search, content and web tools for managing the large amount of educational information that has increased since our hospitals started using Cerner. This project by its design and focus will support and promote a comprehensive approach by educating, alerting and supporting clinicians, administrators and support staff. The increased availability of relevant, searchable information and education will improve nursing quality. The FAQUpdates.com project is an innovative blended solution that will support Clarian in its goal to improve patient satisfaction.





**BIOGRAPHICAL SKETCH**

**Project Director:** John G. Moore, Jr.

**Project Title:** FAQUpdates.com: A Web 2.0 educational support and content management platform.

**Education:**

INSTITUTION AND LOCATION	DEGREE	YEAR	FIELD OF STUDY
Herron School of Art Indianapolis, IN	Not conferred	1990 – 1991	Visual Communications

**Professional Experience:** April 2002 - Present Clarian Health Partners, Inc.

Clarian Learning Solutions Multimedia Developer - As a Multimedia Developer I am a key member of a dynamic creative services team. I am detail oriented and enjoy working in a fast paced collaborative environment. I am well versed in current Internet technologies. I work with clinical staff, other developers, training staff and designers to create storyboards, user interfaces, websites, documentation, multimedia presentations and e-learning web applications. I have been the content owner of the PACE Updates PULSE webpage since 2005.

I have a thorough grasp of application support and training, and work well within a team environment and under the pressure of multiple deadlines. I have gathered and documented requirements, worked with subject matter experts (SME) and evaluated learning task analysis (LTA) documentation on several Clarian Learning Solutions e-learning projects.

**Relevant Skills:**

- 14 years of hands-on computer experience
- 10 years of Internet, multimedia and new media experience
- 7 years of healthcare e-learning development experience
- Readily incorporates design and technical ability to complete projects
- Thorough grasp of customer technical support and training
- Technical Writer

My complete resume: <http://www.kubepharma.com/info/JGMooreMultimediaDeveloper.html>

My performance awards: <http://www.kubepharma.com/info/JGAwards.html>

Author of The Flash Webisode Handbook: <http://www.bigwebmaster.com/255.html>



## **OTHER GRANT SUPPORT**

(Include all support, active and/or pending)  
(Use continuation pages if necessary)

None     Pending     Active



## **INTRODUCTION**

The goal of this proposal is to create a Web 2.0 based support and educational content management platform for Clarian employees. The FAQ Updates platform will be exclusively for education. It will provide powerful search capabilities — powered by Google — and web collaboration tools, FAQ Updates will be effective, efficient, easy and will allow users to search, store and share relevant educational information system-wide.

## **CURRENT STATUS: PACE UPDATES**

PACE Updates contains over two thousand documents that are critical for clinicians and administrators. PACE Updates delivery content was redesigned in Q1 2009. The redesign resulted in increasing our user base by 60%. PACE Updates currently has a user base of 2,442 or 15% of all Clarian employees. The current PACE Updates audience use PCs, laptops, tablets and phones to access clinical checklist, guidelines, alerts, policies and procedures. We currently have half a terabyte of PACE Updates clinical FAQ content, most of which is not posted to the Pulse PACE Updates webpage.

The ability to search and find information is vital; a website is only as good as its ability to search and find relevant information. Clarian clinicians and administrators need to be able to search the PACE Updates archive with the same ease they search for movie showtimes on Google. PACE Updates has outgrown the single page “website” on Pulse. We need an easy, cost-effective and powerful information archiving, distribution and search web solution. Unfortunately, finding information on PACE Updates is difficult. Content is currently scattered across multiple websites and accessed system-wide. Users of the PACE Updates website do not have the ability to search through any of the two thousand PACE Updates documents. PACE Updates has rich content but poor usability.

## **PROJECT RATIONALE: THE FAQ UPDATES PROJECT**

Clarian has many successful educational initiatives that produce educational resources. Much of Clarian's system-wide educational information has become scattered, limiting overall access to fewer users. Not having a *definitive* support and educational content management platform forces departments to duplicate efforts, information and use improvised solutions to posting, distributing and finding Clarian support and educational content. The FAQ Updates project is a solution to this problem.

The FAQ Updates project will provide Clarian employees a searchable Web 2.0 based support and educational content management platform that will contain educational materials produced by various Clarian departments. FAQUpdates.com will allow Clarian employees and statewide partner institutions to search, store, and share educational resources with ease. This approach will allow for more collaboration and less duplication of educational content creation.

## SPECIFIC AIMS

FAQUpdates.com will be a web-based support and educational delivery platform. This website will allow users to search the PACE Updates and Clarian Learning Solutions educational archives, as well as archive and share user generated content. FAQUpdates.com will support Clarian Learning Solutions by providing a platform for practice modules; web based training (WBTs) and follow-up session notifications. FAQUpdates.com has **three** core features:



**FAQ Updates Search** — Google Mini search appliance enabled



**FAQ Updates Share** — Share content via e-mail, newsletters and blogs



**FAQ Updates Store** — User search and digital content archive

FAQUpdates.com will allow users to:

- Dynamically search the entire FAQ Updates content archive using Google.
- Rate content search results and e-mail those results to peers.
- Create an electronic newsletter using content from user archived files and searches.
- Create hyperlinks and Really Simple Syndication (RSS) feeds from archived files.
- Include user-generated DOC, HTML, SWF, PDF and JPG files in their archive.
- Create educational content blogs using user-generated and SME content.
- Archive search results in their FAQ Updates member accounts.
- Access Optical Character Recognition (OCR) and Text-to-Speech (TTS) services.
- Access a Web Map Service (WMS) for Clarian facilities using Google Maps.
- Easily create surveys, proxy voting and polls — and collect user responses.

Web design and development is a "Frankenstein" mix of design and code, form and function. My ultimate goal as Project Director will be to make sure the site is effective, efficient and easy to use. The FAQ Updates project will bring the benefits of Web 2.0 technology to Clarian employees and statewide partner institutions.

## **METHODS OF PROCEDURE**

Our current solution for providing access to PACE Updates content is a one-dimensional approach to a three-dimensional problem. FAQUpdates.com is a three-dimensional solution that allows the PACE Updates user base to search, store and share information. The current PACE Updates user base includes vice-presidents, directors, managers, registered nurses, educators, support analysts, project liaisons, team leaders, coordinators and consultants.

The following user scenario illustrates how FAQUpdates.com will serve the PACE Updates user base. This user story highlights user interaction with the website and the process of searching, storing and sharing information.

### **A DAY IN THE LIFE: FAQ UPDATES STORE**



Carla is a support analyst who needs to send a FAQ that provides details on a PowerChart update. Her FAQ has been checked by SMEs and is now ready to be sent to Nursing Administration, Clinical Information Services and the South Campus IS Help Desk. Carla's content consists of an eight page Microsoft Word document that includes text and images. FAQUpdates.com allows users to develop content using Microsoft Word, Clarian's standard content creation tool.

Users will also have the option of using FAQUpdates.com to create content. The FAQUpdate.com website includes a text editor application. This text editor app has all the usability and functionality of MS Word. This will allow the PACE Updates user base to create content without having to struggle with new content creation tools. The FAQUpdates.com document conversion process archives and indexes uploaded Microsoft Word documents and text editor content on-the-fly without any direction from the user.

Before Carla continues, she does a quick search to see if any other PowerChart content has been entered into FAQUpdates.com. She finds some content, but nothing new, all the hits are for older content. Carla now goes to her member area and uploads her Microsoft Word DOC file using FAQUpdates.com. The website automatically converts the DOC file into HTML and puts the DOC file in Carla's member storage area.

FAQUpdates.com generates a page hyperlink for Carla. This hyperlink will be used as the link to access Carla's PowerChart content on FAQ Updates. Carla's PowerChart content link will get indexed by the Google search appliance so that the content can be accessed using the FAQUpdates.com search box.

Carla creates an e-mail newsletter by using the FAQUpdates.com send functionality. She will choose an e-mail layout; add a title and description text for the content she needs to send. Carla next adds the page hyperlink generated by FAQUpdates.com to her e-mail layout.



Carla now has an e-mail newsletter that is ready to send. She has two options that will allow her to send the e-mail newsletter using the FAQUpdates.com send functionality. Carla can upload her exported MS Outlook contacts CVS file to FAQUpdates.com, or she can enter individual email addresses into FAQUpdates.com to send her completed e-mail newsletter to her audience. Users will have the ability to create email group lists.

#### **A DAY IN THE LIFE: FAQ UPDATES SEARCH**



Lisa is a coordinator in Clinical Information Services who has just received Carla's e-mail newsletter. Lisa reads the e-mail and clicks the hyperlink in the body of the e-mail. Her browser opens Carla's PowerChart FAQ that is being hosted by FAQUpdates.com. Lisa reads through the content, she reads the entire FAQ and decides that this is information should be seen by Nursing Resources.

Lisa forwards Carla's e-mail to Bill, an educator working at the Nursing Resource Center. She recalls another colleague, Susan, who asked about last month's Cerner Enhancements FAQ. Lisa decides to search for "Cerner Enhancements FAQ" using the FAQ Updates search box to find and send the Cerner Enhancements FAQ link to Susan.

#### **A DAY IN THE LIFE: FAQ UPDATES SHARE**



Bill is a registered nurse who is also an educator working at the Nursing Resource Center. He has just finished his 2 p.m. meeting. He's checking his email using his phone and opens Lisa's forwarded PowerChart FAQ e-mail. Bill reads the email and clicks the hyperlink in the body of the e-mail. Bill also searches for some more topics using the FAQUpdates.com search box.

Bill finds a Clinical Notes FAQ alert that covers a topic that was brought up in a meeting discussion the other day. The Clinical Notes FAQ alert content page includes a "Listen" button that allows Bill to have the FAQ content text read aloud using text-to-speech technology. This streaming text-to-speech technology also allows him to download the FAQ content text as an .MP3 file. FAQUpdates.com provides our user base with 508 accessibility\* and a quick, high quality audio transcription service.

Bill's colleagues, Diane, Mary and Jack work in the Academic Affairs department. They were asking about this Clinical Notes FAQ alert during the meeting. Bill decides to share this FAQ with his colleagues in Academic Affairs. He clicks on the FAQUpdates.com share button located on the content page and enters his colleagues e-mail addresses, a quick note, and clicks the send button. Bill hurries back to the Nursing Resource Center to catch up on some paperwork. Tick-tock Bill. 😊

\*Section 508, an amendment to the United States Workforce Rehabilitation Act of 1973, is a federal law mandating that all electronic and information technology developed, procured, maintained, or used by the federal government be accessible to people with disabilities.

**METHODS OF PROCEDURE: 2010 – 2011 FAQ UPDATES DESIGN AND DEVELOPMENT**

The following pages contain an overview of the design and development process for the FAQ Updates project.



**Figure 3.** FAQUpdates.com WBS 152 weekdays – 1216 hours

**METHODS OF PROCEDURE: 2010 PHASE I – DESIGN, PROCUREMENT AND ALPHA**

The design phase of the FAQUpdates.com project will begin by defining the necessary scope and requirements for the project. The deliverables and plan will be finalized and a Detailed Design Document (DDD) will be generated. Detailed FAQ Updates application screens and data structure wire frames will be created and added to the DDD. The final DDD will be used to develop FAQUpdates.com. FAQ Updates facilities will be setup and ready to go. FAQUpdates.com hardware, software and 3rd party code will be purchased and installed.



**Figure 4.** 26 days – 208 hours

The consulting services will be selected and the final DDD will be sent to contracted services for review. The DDD will be used by both Project Director and contracted services to start the first phase of FAQUpdates.com development. The development phase of FAQ Updates project will begin by DDD review consensus and 3rd party code hand off.

The Project Director will copy all PACE Updates content to the easyStore backup server. The software release life cycle for FAQUpdates.com begins. Pre-alpha website source code development begins. The Google Mini search appliance setup begins. The FAQUpdates.com Web Map Service (WMS) development and functionality testing will occur.

The Project Director and testers will provide quality assurance on the FAQUpdates.com alpha source code. Once the alpha code is finalized the Cloud Site Server hosting is started. The alpha FAQUpdates.com code, current PACE Updates content, WMS and Google search server are tested in a cloud computing environment. Cloud computing increases web server capacity on the fly without the need of investing in new equipment. The ability to add server capacity on-demand saves money and provides the website greater efficiency, processing, increased bandwidth and centralizing storage.

**METHODS OF PROCEDURE: 2010/2011 DEVELOPMENT – PHASE II - PRE BETA**



**Figure 5.** 50 days – 400 hours

Pre beta FAQUpdates.com is tested for bugs. All bugs are compiled by the Project Director and fixed by contracted services. The FAQUpdates.com beta code fixes and current PACE Updates content are installed on the Cloud Site server.

The roll out phase of FAQ Updates project will begin with the FAQUpdates.com alpha source code approval by the Project Director. While FAQUpdates.com is in beta the Project Director and testers will run test scripts to continue the final round of testing of FAQUpdates.com

**METHODS OF PROCEDURE: 2011 PHASE III AND IV – GAMMA TO GO LIVE**

Contracted services uses the final round of testing to develop the gamma website source code. More testing produces the FAQUpdates.com Release Candidate (RC) code.

The RC code is uploaded to the Cloud Site Server and tested by the Project Director. The Project Director and contracted services agree on all fixes and contracted services develop the final “gold” FAQUpdates.com source code.



**Figure 6.** 58 days - 464 hours

The Project Developer uploads the gold FAQUpdates.com source code to the Cloud Site Server. FAQUpdates.com goes **live!** The Project Director will create three e-learning modules for FAQ Updates users and create one monthly e-mail notification to Clarian FAQ distribution. The new monthly e-mail notification will promote FAQUpdates.com by directing the user base to the three e-learning modules and relevant information.

The Project Director will use e-mail marketing and posters to advertise FAQUpdates.com to Clarian staff. PACE Updates content SMEs learn to use FAQUpdates.com (three e-learning modules) and begin to distribute the PACE Updates e-mail announcements to the Clarian FAQ distribution. The Clarian Learning Solutions liaisons learn to use (three e-learning modules) FAQUpdates.com. The project Director includes New FAQ Updates functionality into the DDD.



## METHODS OF PROCEDURE: 2011 PHASE V – MAINTENANCE AND DOCUMENTATION

The maintenance phase of FAQUpdates.com will begin by documenting issues and upcoming features. The Project Director will create Standard Operating Procedures (SOP) for FAQUpdates.com and create two e-learning modules for advanced FAQUpdates.com users. The Project Director will work with Clarian IS to promote a desktop link that will provide Clarian users access to FAQUpdates.com



**Figure 7.**  
18 days - 144 hours

One additional monthly e-mail notification to the Clarian FAQ distribution will be integrated into the project e-mail schedule. The Project Director will create a new DDD and contact contracted services for **phase VI** of FAQ Updates.

## METHODS OF PROCEDURE: PITFALLS

Ad-hoc development is *the* pitfall that the FAQ Updates project will avoid. Ad-hoc development is an unstructured way of designing and developing a website. This method of running a web development project can disrupt project flow and potentially cause project setbacks.

Ad-hoc development often reflects the lack of a solidly documented project plan. I will minimize ad hoc development by focusing on scope, schedule and task by:

- Not changing the projects **scope**.
- Staying on **project schedule**.
- Not allowing **feature creep** in any phase of development.  
*Feature creep* is the proliferation of additional features in a product.
- Making **all** design decisions.

Creating a solid and simple plan, staying on task and not changing scope will keep the FAQ Updates project from becoming a causality of ad-hoc development. Relying on the project plan and functionality matrix will be my primary method to avoid "feature creep."

This project will avoid “design by committee.” As the Project Director, I will make all visual design decisions for the FAQ Updates project. This approach will allow me to focus on a particular set of FAQUpdates.com features, oversee development, testing and feature implementation.

**FACILITIES JUSTIFICATION**

The FAQ Updates project requires a multipurpose workspace. The ideal facility will be part office, server room and meeting place. The room must be large enough to house the Google Mini and easyStore servers. A multipurpose workspace roughly 140 to 240 square feet would be the ideal facility for the FAQ Updates project.

The workspace must be secure; security is paramount because the servers, OCR scanning station and FAQ Updates project software must be in a secure location. The facility must have at least six power outlets, four network connections, one phone line, fast Wi-Fi access, working temperature controls and must be able to easily handle four computers and essential peripherals without tripping circuit breakers.

Having adequate power, network and Internet connectivity is important for any web development project. The workspace must have both the space and capacity to run the equipment needed to design, develop, test and implement the FAQ Updates website.



**Figure 8.** Workspace Requirements

This project requires a room that is large enough to handle the heat dissipation of the Google Mini search appliance and easyStore server. In a large room, the heat will dissipate. In a smaller room the exhausted hot air from computers can cause the room and server to overheat. Four computers, plus peripherals can quickly warm up a small room. A large room with temperature controls and a small evaporative air-conditioner will keep the servers cool and remove any moisture from the room.

## FACILITIES JUSTIFICATION

A multipurpose workspace will include a small meeting table, workstations, printer, scanner, whiteboard, evaporative air-conditioner, seating and a secure cabinet for the servers. Having a room large enough to brainstorm on a whiteboard, conduct a phone conference with contractual services and tweak FAQ Google search appliance results is vital to the success of the FAQ Updates project. The right facility will provide this project a practical, comfortable and cost-effective space to design, develop, test, implement and support the FAQUpdates.com website.



**Figure 9.** Proposed Multipurpose FAQ Updates Workspace



## **COLLABORATIVE ARRANGEMENTS**

I will serve as a liaison working with current PACE Updates instructional design team to introduce FAQUpdates.com and provide help with content submission and distribution. I will also provide education and support for users of FAQ Updates by phone, web-based training modules and e-mail. I currently have a good rapport with and intimate working knowledge of the Clarian Learning Solutions and Learning Management departments, as well as our current group of contractors. I will use these contacts and work relationships to promote FAQUpdates.com acceptance and accelerate the overall effectiveness of the FAQ Updates project. Clinical Lab Sciences, Continuing Education, General Employee Education, Ambulatory, Medical Education and a host of other departments will benefit from FAQUpdates.com.

## **PROGRAM EVALUATION**

Google Analytics, Statcounter and Crazy Egg analytic software will be used to evaluate the effectiveness, efficiency and usability of FAQUpdates.com. The metrics obtained from these tools will be used to identify potential problem areas, improve the website and track e-mail distribution effectiveness. User metrics are an excellent way to measure content effectiveness, audience reach and identify areas of opportunity. These metrics will demonstrate project outcomes and be the basis of my program evaluation.

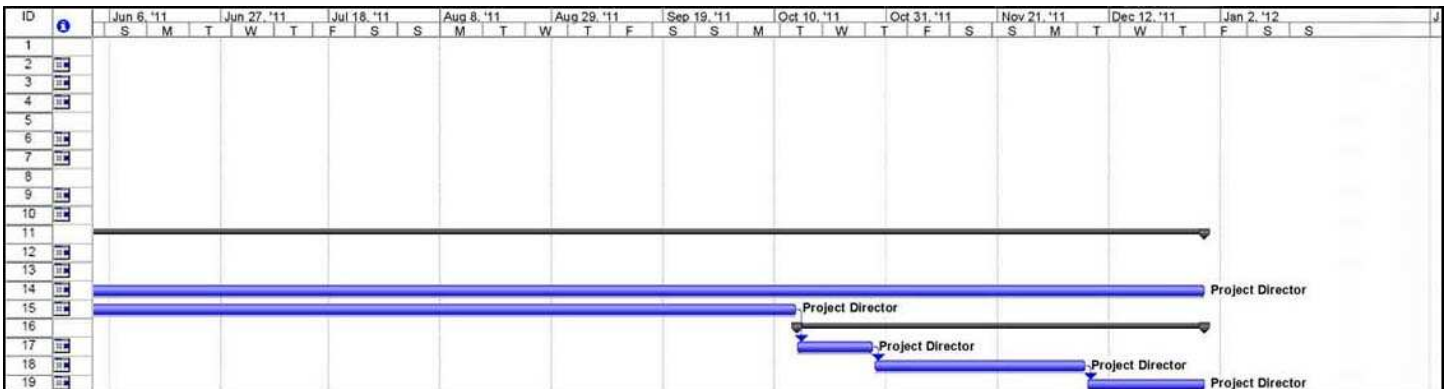
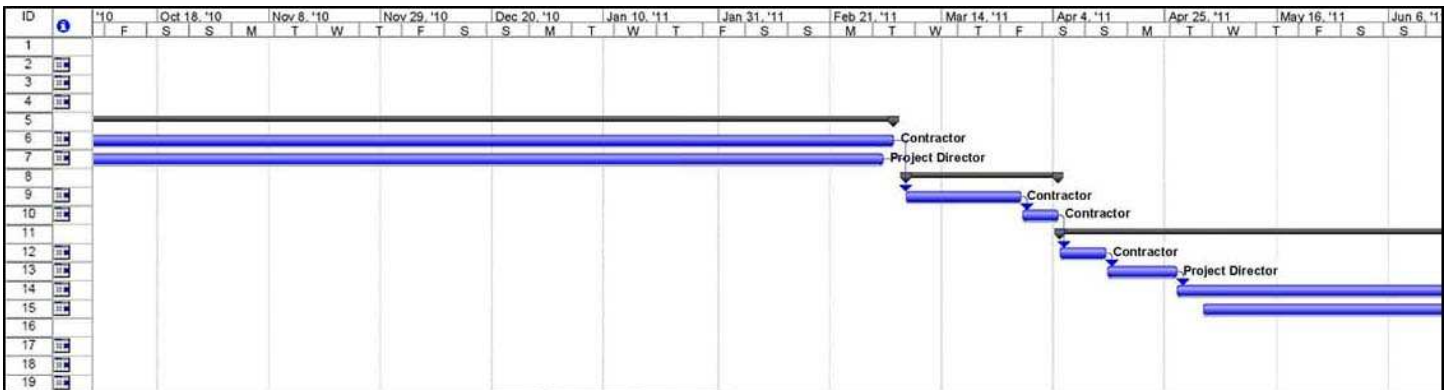
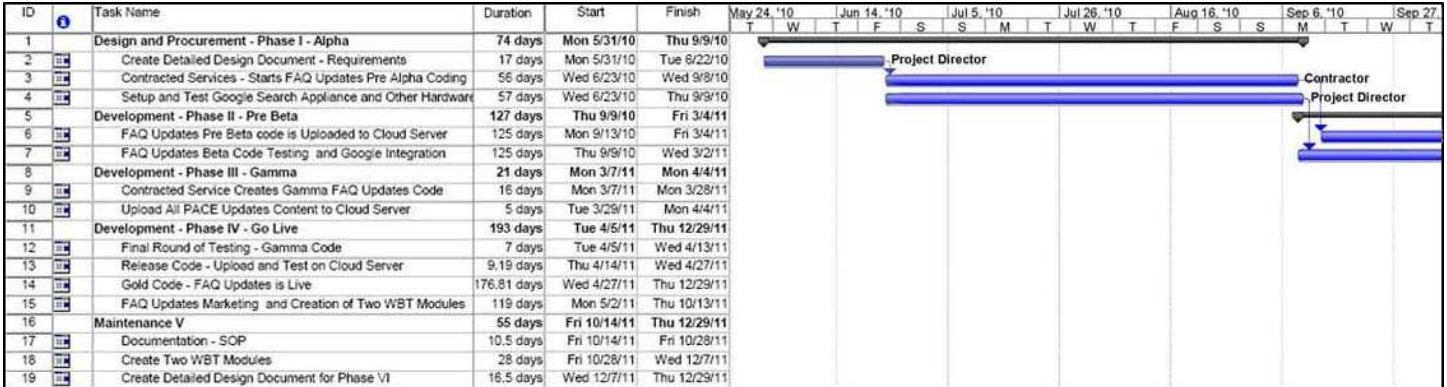
## **CONCLUSION**

Up to 30% of an average knowledge worker's time is spent searching for information, at a cost per employee of \$14K per year. Not finding data costs an additional \$6 million per year for a company with one thousand knowledge workers, according to a recent IDC (International Data Corporation) report. Employees often don't find what they are looking for and spend another two hours recreating documents that exist.




These are the same issues the PACE Updates and Clarian Learning Solutions user base is struggling with right now. Our users want powerful search functionality and the ability to easily share information with their colleagues — these are features our web savvy users expect. FAQUpdates.com will be a major step in meeting these expectations. The FAQ Updates project is a prime candidate to receive support from the Clarian PACE and operations budgets and external foundation educational grants. These sources can provide continuing support for FAQUpdates.com and FAQ Updates content management initiatives.



FAQUpdates.com will be the *definitive* web-based support and educational content management platform for Clarian employees. The goal of this project is to improve Clarian's online educational experience by allowing users to search, store and share PACE Updates and operations educational resources.

## FAQ UPDATES PROJECT PLAN 2010-2011































Date: Mon 12/21/09

Task  Progress  Deadline 

Split  Milestone 

A larger version of this project plan is available here: <http://www.kubepharm.com/info/ProjectPlan.html>

## FAQ UPDATES FEATURES MATRIX

Website Feature	Phase I	Phase II	Phase III	Phase IV	Phase V
Content Search (Google Mini)					
Content Rating & Sharing					
E-mail Newsletter					
Content *RSS Feed Links					
User Content Archive					
User Search Archive					
User Content Wall (blog)					
*OCR & *TTS Web tools					
*WMS Clarian Facilities					
Surveys & Polls					

\*WMS - Web Map Service

\*OCR - Optical Character Recognition

\*TTS - Text-To-Speech

\*RSS - Really Simple Syndication



Project Director

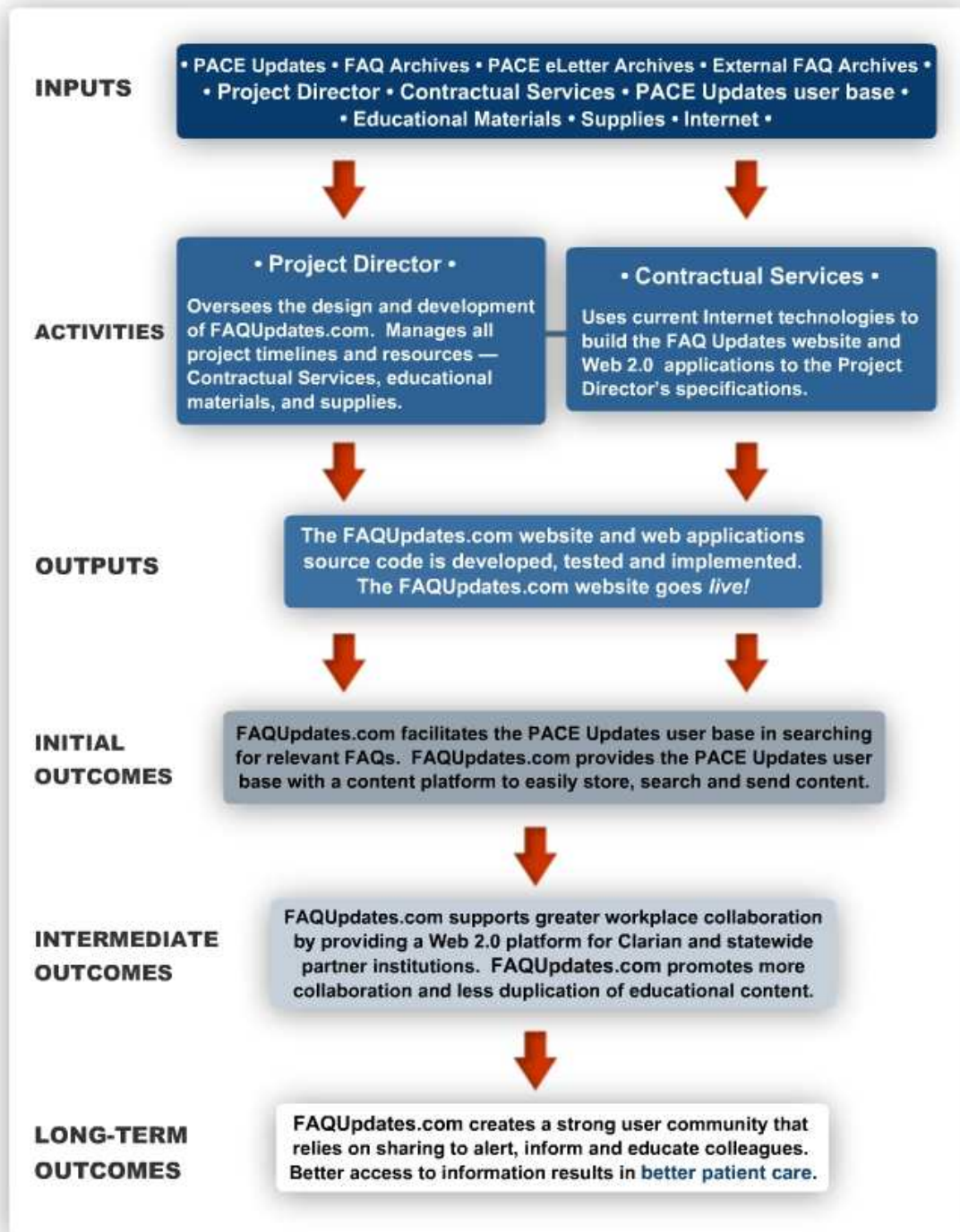


Contracted Services



Project Director & Contracted Services

## FAQ UPDATES PROJECT LOGIC MODEL





## Clarian Health

Wednesday January 12, 2010

Dear Clarian Values Grant Reviewer:

I am writing in support of J.G. Moore's Values Grant Proposal: FAQ Updates: A Web 2.0 support and content management platform.

The FAQ Updates project is a much needed upgrade of our current Pulse PACE Updates content page. Powerful search, content archiving and web collaboration functionality will empower the PACE Updates user base to stay informed and share Clarian Learning Solutions approved FAQ content with colleagues.

The web 2.0 web collaboration tools and PACE FAQ content archiving tools will help us achieve our goal of designing, developing and posting FAQ Updates content.

Sincerely,

A handwritten signature in black ink that reads "Carole M Montoya". The signature is fluid and cursive, with a long horizontal stroke at the end.

Carole M Montoya, BS, RN, MEd  
Sr. Instructional Designer  
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January 14, 2010

Dear Clarian Values Grant Reviewer:

As a Multi-Media Instructional Designer, I would like to express my support for the FAQ Update Project.

The FAQ Updates project will be a welcome upgrade from our current method of storing information. Bringing Web 2.0 technology to the PACE Updates users represents a new way of managing and repurposing online information. FAQUpdates.com's search integration allows users and content producers to leverage technology to boost both learning and productivity.

As an integral member of the Design/Development team, JG Moore has established standards for online documentation within our department. Benefits of a FAQ Updates website include integration of SharePoint, one archive for content, Google integration and use of Web 2.0 tools.

I strongly recommend the awarding of this grant to JG Moore. If I may be of any other assistance, please contact me at the address listed below.

Sincerely,

A handwritten signature in black ink, appearing to read "Ronda Valentine-Thompson".

Ronda Valentine-Thompson  
Multimedia Instructional Designer  
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