



# **Project-Specific Quality Control Plan for the Dolly Sods Web Site Design and Maintenance DACW69-03-F-0046 November 30, 2004**

**Based on:  
Quality Control/Quality Assurance Plan for Dolly Sods,  
West Virginia Maneuver Area and  
Formerly Used Defense Sites in West Virginia  
Approved February 6, 2004 by USACE Huntington District**

## **Purpose**

This Project-Specific Quality Control Plan (QCP) is submitted by S&C Advertising & Public Relations (S&C) to The U.S. Army Corps of Engineers Huntington District (USACE) as the first item of work in the delivery of the Dolly Sods Web site. This QCP will describe S&C's management plan for executing the contract and the step-by-step approach that will be taken to ensure the quality of products.

## **Management Philosophy**

S&C's commitment to producing quality products and services is attained by the following:

- Compliance with USACE policies and procedures
- Internal quality checks and reviews
- Independent quality control by a qualified reviewer
- Fluid organizational structure and planned project execution

## **Management Structure**

S&C Advertising & Public Relations has entrusted the responsibility of quality control and assurance to Andy Lagueruela, Project Manager Sr. and Dana Brown, Web/Video QC Specialist. Elizabeth Adamson, QC Specialist and Earline Lagueruela, President will also conduct quality control reviews throughout the duration of the project; however, the aforementioned members of management execute the final analysis and review of all work performed for this contract.

## Management Approach

1. All material that is inserted into the Dolly Sods Web site will have the prior approval by USACE. Upon the receipt of any future/additional material from USACE Huntington District, S&C will assume that it has been approved by USACE. Only materials submitted by USACE POCs for this project will be implemented, provided it does not exceed a grand total of 16 Web pages. Please refer to the previously submitted and approved "Quality Control/Quality Assurance Plan for Dolly Sods, West Virginia Maneuver Area and Formerly Used Defense Sites in West Virginia," dated February 6, 2004 for a Quality Control Plan previously submitted by S&C to USACE Huntington District (attached hereto for reference) for the following tasks:
  - Public Awareness Plan (Including partnering agreement by all teaming agencies)
  - Community awareness items (brochures, Flash and PowerPoint presentations, Dolly Sods area Z-card map, promotional products, video production, tradeshow booth and professional voiceovers)
  - Public Involvement Plan
  - Management Action Plan
  - Project Management Plan
  - Community Surveys
2. Elizabeth Adamson, QC Specialist will be the main conduit for communication with the USACE points of contact (POCs) for this contract. She is accustomed to communicating with the USACE Huntington District POCs and they are familiar with her. The QC Specialist will receive approved documents and will adjust them to meet the needs of the Web design (font, color, template, etc...) The QC Specialist will then send the documents to the Project Manager (PM) for review. Upon review and approval, the PM forwards the document to the Web Designer for implementation. S&C's quality assurance is guaranteed through at least two reviews before implementation, and an independent review before submitting work to USACE. All documents received by USACE to be implemented into the Web site will be put through the same quality control measures.

The Dolly Sods video, "Enjoying Dolly Sods, WV Safely" that S&C presently has, will be converted to Microsoft Media Player 9 or better. A link will then be placed to obtain the free player. In the case of the Wally the Woodchuck children's Flash animation, the same actions will be taken and a link will be included to the Flash Player 4 or better. A link will also be included for Adobe Acrobat in order to view PDF files. S&C will test all Web material for 508 compliance with Page Screamer 5.0 and IBM Home Page Reader 3.0.

3. Designing and appearance (layout): For the primary site design, S&C will start from the Web address <http://www.lrh.usace.army.mil/projects/current/derp-fuds/wvma/>, as referenced in the contract. Using the basic design and colors of the aforementioned Web site, S&C will create a layout that flows and matches

the original design. The front page will retain (as requested by Erich Guy, POC for this project) the top and left navigation and also the drop down menu on the right side of the page. All subsequent pages will retain the top navigation so that their appearance will match the general design and color scheme of the front page.

4. As the design team creates and adds elements to the web pages, they will be added first to <http://www.scpr.com/dollysods/web/>. This will enable the USACE POCs to review daily/weekly progress and suggest changes via email irrespective of their physical location; they will be able to view the Web pages from any Internet connection.

Once the USACE POCs have given their preliminary approval, S&C will upload the final version of the WVMA Web site on the Huntington District development server (<http://development.lrh.usace.army.mil>) using a Virtual Private Network account, which shall be obtained through the USACE Help Desk (304-399-5077). The USACE Public Affairs Office, in accordance with AR 360-1, will review submitted pages for content, accuracy, grammar, redundancy and suitability for public release on the Huntington District's Web site. If the pages require additional editing, they will be returned to S&C via marked-up printed copy or detailed E-mail instructions. If necessary, S&C shall revise Web pages on a sub-Web site of the USACE development server. Upon completion of edits, S&C will E-mail the edited information to the Public Affairs Office at [Public.Affairs@lrh01.usace.army.mil](mailto:Public.Affairs@lrh01.usace.army.mil). S&C will assume that approximately one (1) week total worth of work will occur during this process.

S&C shall provide the POCs with two (2) digital copies (on virus-free CDs) of the final version of the Web site, in its latest updated form, within thirty (30) days of the contract period. The Web site in executable form, all Web site files (application files/source codes/documentation), graphics files (in original design and exported formats), and linked documents/files which reside on the USACE server as part of the latest version of the Web site, shall be provided in organized/structured format, such that it will be possible for USACE personnel familiar with Web design and maintenance to modify or re-locate the Web site subsequent to the contract period.

## **Documentation**

All internal review documents will be submitted to USACE in PDF format and retained in S&C's office files in an auditable condition allowing for quick submittal to the Government upon request. Upon project completion, S&C will submit a Contractor Statement of Technical Review signed by the Web Design Team, Independent Reviewer and the President of S&C.

## **Independent Technical Review Team**

Dana Brown has been chosen to fulfill the role of Independent Technical Reviewer, and will be given no further responsibilities as to comply with the guidelines set forth by USACE concerning Independent Technical Reviewers. S&C has attached his resume detailing his qualifications for this project.