

CIF Project #719 – P&E Shop Support

Background

In 2012, the CIF hired The Letter M Marketing to provide ongoing support for the online P&E Shop which was developed under CIF Project #192. This included support for the login system, database, user support and any necessary changes, as well as hosting fees.

Summary of Results

The Letter M Marketing provided the required website maintenance and hosting services throughout 2013 and 2014 under this purchase order. At the end of 2014, the P&E Shop was removed from the CIF website and this service terminated due to stale information and low web traffic.

Financials

The final cost of this project was \$3,060.

Learnings

This project highlighted the need to undertake a detailed cost analysis before developing training and educational materials. Some materials can become stale dated very quickly and the cost of refreshing them must be considered as part of the ongoing operational costs. Additionally, the CIF did not, at the time, fully appreciate that its target audience was unlikely to seek out program support information without additional promotional efforts. Consequently, the unit cost for delivery of this service proved to be unnecessarily high. Since then the CIF has learned to deliver similar materials through in-person training sessions, interactive workshop and social media with much greater success.