Graduate Research Assistant (TBD) will assist with content research and metadata creation. The assigned GRA will be an active student in GMU's History PhD degree program.

II. Advisory Board

We have also assembled and Advisory Board that brings together expert historians (Susan Piedmont-Paladino, Kirk Savage, Zachary Schrag, Mark Tebeau), educators (Sarah Richardson Whalen) and cultural heritages professionals (Nancy Proctor, and Robert Sutton). The Advisory Board will be active through all stages of the project, meeting formally twice a year for large conference calls, but participating in several smaller or individual consultation calls as we develop particular elements of the content. *(See Section 8, Resumés and Letters.)*

G. Work plan

1st Six Months: May 2012-October 2012

Content Development: The content team (Leon, Crew, O'Malley, Ghajar, and GRA) will spend the first six months in an intense period of research and planning. They will survey the preliminary list of source items, and outline ten individual questions for each of the investigation categories, assembling at least five archival sources, people, places, and events for each question. Ghajar and the GRA will also secure high-resolution images of the seven historical maps that will serve to anchor the Maps point of entry. Then they will geo-rectify those maps so that they will work with *Neatline.*

Programming: The web development team will begin the installation and customization of the technical infrastructure for the website. Under the oversight of Leon, Murray-John will create a basic *Omeka* installation. Then, he will do the preparation to run the *Neatline* plugins, including installing Geo-Server to enable the computation of geospatial data. (*See Appendix B for a detailed discussion of the technical infrastructure.*)

Advisory Board: During the first bi-annual Advisory Board conference call, the advisers will review the content team's initially planning and proposed content, offering suggestions and additions.

2nd Six Months: November 2012-April 2013

Content Development: The content team will begin work on materials for the "Commerce and Trade" investigations. They will finalize their content selections, and Ghajar and the GRA will secure high-resolution copies of all digital files, and the requisite usage permissions. Then, Leon, Crew, O'Malley and Ghajar will work together to write the historical annotations that frame each piece of content in relationship to its investigative question. Second, Leon, Ghajar, and the GRA will create a full set of Dublin Core Metadata for each individual item. Finally, O'Malley will create both a video introduction to the "Commerce and Trade" investigations, and a scavenger hunt for the category.

Programming: Murray-John will design and build a mobile versioning plugin for *Omeka* that will enable the website to serve different versions of core pages based on the specifications of the user's computing device.

Advisory Board: During the second bi-annual Advisory Board conference call, the advisers will review the content for the "Commerce and Trade" investigations, and offer suggestions for revision.

3rd Six Months: May 2013-October 2013

Content Development: The content team will begin work on materials for the "Designs and Memorials" investigations. They will finalize their content selections, and Ghajar and the GRA will secure high-resolution copies of all digital files, and the requisite usage permissions. Then, Leon, Crew, O'Malley and Ghajar will work together to write the historical annotations that frame each piece of content in relationship to its investigative question. Second, Leon, Ghajar, and the GRA will create a full set of Dublin Core Metadata for each individual item. Finally, O'Malley will create both a video introduction to the "Designs and Memorials" investigations, and a scavenger hunt for the category.

Design and Testing: Once the infrastructure is in place, Nguyen will design the user interface for the website, including producing wireframes and Photoshop mockups that will be tested with representatives of our core audience. (*See Evaluation and User Testing in Section 3, Exhibition Walkthrough.*)

Advisory Board: During the third bi-annual Advisory Board conference call, the advisers will review the content for the "Designs and Memorials" investigations, and offer suggestions for revision.

4th Six Months: November 2013-April 2014

Content Development: The content team will begin work on materials for the "Politics and Protest" investigations. They will finalize their content selections, and Ghajar and the GRA will secure high-resolution copies of all digital files, and the requisite usage permissions. Then, Leon, Crew, O'Malley and Ghajar will work together to write the historical annotations that frame each piece of content in relationship to its investigative question. Second, Leon, Ghajar, and the GRA will create a full set of Dublin Core Metadata for each individual item. Finally, O'Malley will create both a video introduction to the "Politics and Protest" investigations, and a scavenger hunt for the category.

Testing and Revision: Based on feedback from the initial testing, Nguyen will revise the design and then produce a CSS3 and HTML5 prototype that will undergo further testing and revision. In addition to the user testing, we will conduct functional compatibility testing across a range of devices and browsers. This data will feed into the final design revision, and will culminate in the implementation of the final, functional user interface for the website.

Programming: Murray-John will implement the final design for the *Omeka* site, including the custom programming necessary to support the mobile and standard views, as well as the support of the multimedia content.

Advisory Board: During the fourth bi-annual Advisory Board conference call, the advisers will review the content for the "Politics and Protest" investigations, and offer suggestions for revision.

5th Six Months: May 2014-October 2014

Content Development: The content team will begin work on materials for the "Work and Play" investigations. They will finalize their content selections, and Ghajar and the GRA will secure high-resolution copies of all digital files, and the requisite usage permissions. Then, Leon, Crew, O'Malley and Ghajar will work together to write the historical annotations that frame each piece of content in relationship to its investigative question. Second, Leon, Ghajar, and the GRA will create a full set of Dublin Core Metadata for each individual item. Next, O'Malley will create both a video introduction to the "Work and Play" investigations, and a scavenger hunt for the category. Finally, Leon and Ghajar will write the initial draft of the *Guide to Creating Interpretive Mobile-Optimized Websites for Cultural Heritage Sites.*

Programming: Having completed the specific implementation of the technical infrastructure for *mobile.mallhistory.us*, Murray-John will begin work to generalize the *Omeka* plugins for release to the public through the *Omeka* Add-ons Directory. Finally, he will package the mobile-optimized website as both an iPhone and an Android app, for those users who prefer native applications to websites.

Advisory Board: During the fifth bi-annual Advisory Board conference call, the advisers will review the content for the "Work and Play" investigations, and offer suggestions for revision.

6th Six Months: November 2014-April 2015

Content Development: Based on Advisory Board feedback, Leon and Ghajar will revise the *Guide* and publish it on both the *Omeka* and CHNM websites.

Design and Programming: Based on the results of the evaluation conducted with GMU students, Nguyen and Murray-John will implement any necessary alterations to the design and function of the mobile-optimized website.

Launch: We will conduct a rolling launch of the site by making public five investigations in each of the four categories in December 2014 and another five investigations in March 2014. This schedule will allow for major public use of the site during the high traffic spring and summer seasons.

Outreach and Evaluation: During this period, Ghajar will coordinate our outreach campaign. (*See Marketing Plan in Section 3, Exhibition Walkthrough.*) Also, both Crew and O'Malley's spring semester classes will work with Leon and Ghajar to test and evaluate the site. (*See Evaluation and User Testing, Section 3*).

Advisory Board: During the second bi-annual Advisory Board conference call, the advisers will review the *Guide* and offer suggestions for revision before publication on the *Omeka* and CHNM websites.

H. Fundraising plans

The project has already received substantial contributions from GMU, both in the form of cost-sharing and in indirect expenses, which covers facilities and the maintenance of the data center. As a result, no additional fundraising is necessary to meet the project budget or the cost share requirements.