

Web Enhancements – Tier 2

Tier 2

ACTION PLAN

Focus Area: **Web Enhancements**

Project Name: **Improve Accessibility of Information**

Creation/Revision Date: **8/31/2011; Rev. oct. 4, 2012**

Project Start Time: Anticipated Completion:

Team members: **Representatives from News Media Services and Marketing, Technology, Publishing**

Vision 2025, Theme 4

Task/Activity	Who's Responsible?	Resources needed	Dependencies	Who needs to know?	Deadlines		Status
					Start	Finish	
Research, review and identify new technologies for delivering and distributing information to targeted audiences, while also serving an increasingly diverse population.	Elaine Edwards, Joe Lear, Department of Communications staff	Time, technology and staff	Technologies need to work within CMS environment	Department of Communications, KSRE, and CoA staff		Ongoing	
Research, review and implement social media technologies	Elaine Edwards, Nancy Zimmerli-Cates, Joe Lear, Russ Feldhausen, Sarah Caldwell-Hancock, Vernon Turner, Pat Melgares, other social media strategists	Time	Technologies need to work with RSS, etc.	staff, administrators, Comm and Marketing staff, coA staff			
Develop new technologies for communicating content and digital media. Use new technologies for delivering information to maintain client base and attract new audiences. (such as widgets, podcasts, e-book publications, possibly HTML pubs?)	Joe Lear, Nancy Zimmerli-Cates, Elaine Edwards, News Media, IET, and Publications staff	IET staff, time, line item in budget for equipment	Technologies need to work within CMS environment	Department of Communications staff, administrators, content providers		Ongoing	e-book publications in development.
Improve accessibility to related media items across media platforms, and within the media collections (tagging, RSS, blogging, comments, bookmarks, epub, mobile technologies)	News Media, IET, and Publications staff	Staff, time, equipment, funding	Time, funding availability	Department of Communications staff, administrators, Comm and Marketing		Ongoing	Need to determine best location for e-book pubs
Improve access and interactivity of content by adding items such as "we recommend" most popular, related sites, comments, etc.	News Media, IET, and Publications staff	IET, News Media and Marketing staff/time	Data collection software funds.	Data to unit leaders, administrators, and content specialists	May-10	Ongoing	Considering this for new publications instead of order form.
Market availability of information to external audiences, media content related Web sites.	Marketing staff	Funding, staffing, possible line item in budget	Good quality information in accessible formats	Content specialists, News Media staff, administrators	Aug-09	Ongoing	

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News and educational products accessible for all [such as transcripts of audio programs, descriptive captions of photos, print materials for vision impaired (ADA Compliance)]	Department of Communications staff	Time, technology, financial support for tools, etc.	Availability of tools to streamline the processes	Clients Unit Leaders	Aug-06	Ongoing	
Gather student input and ideas	Brandie Disberger and Academic Clubs	student input, time	willingness of students	academic unit	Sep-11	May-12	
Conduct a needs assessment for the Web site	Pat M	time		academic unit	Sep-11	May-12	
Continue developing Web technology in CMS	Gamage, Neal, Sethu	time, input from CMS users	needs assessment complete	academic unit, IET unit leader	Jun-09	ongoing	
Develop an e-zine format for Agriculturist, other pubs	Lisa M	CMS technology, format, time	CMS technology	academic unit leader, Gloria Holcombe	May-09	Jan-10	
Gather and publish student and alumni testimonials	Lindsey Cossman	time, student input, alumni contact info, photographer or videographer, recording equipment	willingness of students, alumni	academic unit, NMS unit	Jan-10	ongoing	
Increase video, audio segments of the Web site	Jason Ellis, Lauri Baker, Richard Baker, Lisa Moser	Content from students, CMS technology, time	quality content available	academic unit, IET unit leader	Jan-10	ongoing - repeat each semester	
Analyze the Departmental homepage in light of recruitment						Ongoing	
Promote/market Web site to targeted audiences	Brandie Disberger, other Academic Unit Faculty, Pat Melgares	time, possible funding for tactics	Web site upgrade complete	academic unit, IET unit leader	Jan-10	ongoing	