

Completed

ACTION PLAN

Focus Area: **Web Enhancements**

Project Name: **Standardize information categories across departmental Web sites (Converging Topics)**

Creation/Revision Date: **Aug-11**

Project Start Time:

Anticipated Completion:

Team members: **IET, Marketing, Review team as appointed**

Task/Activity	Who's Responsible?	Resources needed	Dependencies	Who needs to know?	Deadlines		Status
					Start	Finish	
Appoint review team to identify and assign appropriate information categories.	Department Head	Staff time	Willingness of people to serve on team.	Unit leaders	Feb-10	Feb-10	Completed
Review external and internal sites for topics/categories and content packaging. (Identify resources)	Review team	Time	Department Head approval; administrative support	Unit leaders, administration	Mar-10	Ongoing	Completed
Test topics with focus groups at regularly scheduled intervals	Review team	Time, funding	Identification of participants	Unit leaders, administration	Aug-10	Feb-11*	Not Done
Finalize media categories to match with delivery methods, such as print, TV, and radio news; publications; Web sites; marketing.	Review team	IET resources	System resources, buy-in by KSRE, CoA staff, usability	Unit leaders, administration, KSRE staff	Oct-10	Ongoing	Completed
Identify and improve search engine capability to search by media category (as identified above).	IET	IET resources	Funding, time	System, educational plan for public	Jan-11	Ongoing	Completed
Create editorial calendar for news that follows Web presence and strategy	Marketing						Completed

*First review at 6 months with follow-up reviews and updates scheduled at least annually.