

Tier 3

ACTION PLAN

Focus Area: **Web Enhancements**

Project Name: **Enhance KSRE Web presence and content standards**

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

Project Start Time: **Jan-10**

Anticipated Completion:

Team members: **Representatives from Technology, Publishing, News Media and Marketing, Web Standards Committee***

Task/Activity	Who's Responsible?	Resources needed	Dependencies	Who needs to know?	Deadlines		Status
					Start	Finish	
Evaluate and refine Web standards (annually)	Web Standards Committee	Committee assignments and time	System compliance, administrative support	Department head and unit leaders	Jan-10	Ongoing	
Ensure organizational sites are "Google" friendly and continue to improve searchability	Amy Hartman	Time, training	Staff training and implementation	Users	Ongoing		
Acquire audience evaluation of the KSRE Web site	Pat Melgares	Funding for surveys and focus groups, WebTrends data	Respondents, appropriate method(s) identified	Administration, department head	Mar-10	Dec-12	
Establish and enforce content standards for internal Web sites	Web Standards Committee	Standards created	Administrative support, user buy-in	KSRE and CoA administration, department head	Jan-10	Ongoing	
Establish and enforce content standards for grant Web sites	Web Standards Committee	Standards created	Administrative support, user buy-in	KSRE and CoA administration, department head	Jan-10	Ongoing	
Respond to posted feedback	Neal Wollenberg, Amy Hartman	Time	Type of response needed	Appropriate unit leaders and staff members	Ongoing		
Promote the CMS capability	Marketing and administration	Time and funding	Reliability and usability of product	KSRE and CoA users	Ongoing		
Promote organizational Web sites	Marketing and administration	Time and funding	Proper markets identified	County offices, general public	Ongoing		
Garner administrative support of time spent on Web content	Department Head and unit leaders	Funding, budget line	Administrative support	Department head and unit leaders	Ongoing		
*Web Standards Committee members, as of May 2009: Karen Blakeslee, Marsha Landis, Sharon Thielen, Mishelle Hay, Suzan Adams, Alicia Goheen, Amy Hartman, Kent Hampton							