

# Web Enhancements — Tier 1

---

**Tier 1**

**ACTION PLAN**

Focus Area: **Web Enhancements**

Project Name: **Image Database**  
 Creation/Revision Date: **Revised 10/8/2012**  
 Project Start Time: **Nov-07**  
 Team members: **Dan Donnert, Gerry Snyder, Bob Holcombe, Pat Hackenberg, Janie Dunstan, Amy Hartman, Gloria Holcombe, Elaine Edwards,**

Anticipated Completion: **Ongoing - Review/Revise Annually**

**Vernon Turner, representatives from News Media and Marketing, Technology, and Publications**

Task/Activity	Who's Responsible?	Resources needed	Dependencies	Who needs to know?	Deadlines		Status
					Start	Finish	
Conduct needs analysis for image database	Linda Sleichter	Committee		Unit leaders	Nov-07	Apr-08	Complete
Select software	Linda Sleichter	Committee		Department head, Unit leaders	Nov-07	Apr-08	Complete
Purchase software, servers	Lori Buss, Larry Havenstein, Linda Sleichter	Funds, bid process	Funds available, approval	Dept head, Gina Nixon, Unit leaders	Jan-09	Mar-09	Complete
Install software	Vernon Turner, Larry Havenstein	Time, software, servers	Server room complete, software purchased, servers purchased	Dept head, unit leaders, Linda Sleichter, committee members	Mar-09	May-09	Complete
Learn how to use the software (committee members)	Committee members	Committee members' time, Extensis help	Software installed	Committee members	Apr-09	Sep-11	Complete
Create and revise workflow for entering and tagging images; offer training /retraining, as needed	Gerry Snyder, Dan Donnert, Amy Hartman, designers, and others who enter images; leaders of those units	Vernon, Gerry; time of those involved; process documentation	Unit leaders approval	Unit leaders, committee members	Apr-09	Dec-12	Revising
Create Workflow for Selecting and Deleting Old Images	Gerry Snyder, Dan Donnert, Amy Hartman, Gloria Holcombe, designers	Vernon, Gerry; time of those involved; documentation	Unit leaders approval	Unit leaders, committee members	Nov-12	Apr-13	
Establish Workflow/ Process for Storing Photo Releases	Gerry Snyder, Dan Donnert, Amy Hartman, Gloria Holcombe, designers, and others with releases	Vernon, Gerry; workflow documentation	Unit leaders approval	Unit leaders, committee members	Nov. 2012	Apr-13	
Create and revise categories and keywords for image database	Amy Hartman, Gerry Snyder, Dan Donnert, Publishing editors/designers	Participants' time, existing category systems; documentation	Approval by department members	Unit leaders, committee members, department members	Apr-09	Jun-09	Revised summer 2011 /Needs additional revision
Establish standards for images, based on PDIS standards	Gerry Snyder	Documentation of standards		Student worker TBD, department members loading images	Apr-09	Sep-11	Where is documentation?
Load images into the database (digital images first)	Pprofessional staff	Computer station, scanner, access to images	Category system approved	Committee members	Jun-09	Sep-11	Partially complete

**Tier 1**

**ACTION PLAN**

Focus Area: **Web Enhancements**

Project Name: **Image Database**  
 Creation/Revision Date: **Revised 10/8/2012**  
 Project Start Time: **Nov-07**  
 Team members: **Dan Donnert, Gerry Snyder, Bob Holcombe, Pat Hackenberg, Janie Dunstan, Amy Hartman, Gloria Holcombe, Elaine Edwards,**

Anticipated Completion: **Ongoing - Review/Revise Annually**

**Vernon Turner, representatives from News Media and Marketing, Technology, and Publications**

Task/Activity	Who's Responsible?	Resources needed	Dependencies	Who needs to know?	Deadlines		Status
					Start	Finish	
Develop training materials, documentation for image database	Gerry Snyder, Neal Wollenberg	Time	Software installed, trainers trained	Committee members	Aug-09	Dec-12	In development
Training software users	Gerry Snyder	Committee members time, documentation	Software installed, trainers trained	Unit leaders	Oct-09	Dec-12	Training incomplete
Define image library usage and access	Dan Donnert, Gerry Snyder, Bob Holcombe, Pat Hackenberg, Janie Dunstan, Amy Hartman, Gloria Holcombe,	Committee members time, documentation		Committee members	Aug-09	Sep-11	In progress
Monitor images and correct categories, keywords and information	Amy Hartman, Dan Donnert, Gerry Snyder	Amy, Gerry, Dan's Time, Commitment from unit leaders	time	Committee members	Nov. 2012	On-Going	
Market image library to internal audiences	Gerry Snyder, Pat Melgares	time	database complete	All	Jan-10	Oct-11	ongoing