

Tier 2

ACTION PLAN

Focus Area: **Web Enhancements**

2025 Thematic Area: Primary
Theme 2

Project Name: **Maintain and Improve the Web Site for Academic Programs**

Creation/Revision Date: **Sep-12**

Project Start Time: **1-Apr-09**

Anticipated Completion:

Team members: **Lindsey Cossman, Lisa Moser, Richard Baker, Pat Melgares, Neal Wollenberg, Sharon Thielen, Gamage Dissanayake, Bob Holcombe and other representatives from academic programs**

Task/Activity	Who's Responsible?	Resources needed	Dependencies	Who needs to know?	Deadlines		Status
					Start	Finish	
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	

Other notes:

Find out how students use the Web
What info are they seeking?
Focus group of high school seniors?

Gather secondary data

This action plan was combined with Web Enhancements - Improve Accessibility of Information