

Over the past ten years, the World Wide Web has become an integral part of the Dartmouth experience for all members of the Dartmouth College community.

Indeed, for many who live at a distance — including prospective students and alumni — the Web serves as the primary window into Dartmouth.

Our goal is to enhance the Web experience by taking advantage of emerging tools and techniques to improve communications and transactions between and amongst members of the Dartmouth community, wherever they are.

Background

In the spring of 2003, Web Publishing Services (WebPub) began tracking client requests for enhancements to the Dartmouth Web. Between April and August, an initial survey was distributed to WebPub clients, the Web Oversight Committee, the Communications Committee, the Web Producers group, and the Web Developers group. The ranked results are included on page two.

Web Publishing Services subsequently implemented or prototyped six of the top ten requests during 2003/04, and will continue to offer those services to clients as its roster grows.

Opportunities

We now plan to gather together colleagues from across campus to explore four new initiatives that can enhance the Dartmouth Web.

Process

Computing Services is convening ad-hoc focus groups to explore each of the following proposed initiatives. Final reports will include preliminary order-of-magnitude cost estimates for each — for both basic and world-class options. At that time, funding levels will be determined for further project planning.

Proposed Initiatives

Of the twenty requested enhancements, the following four categories received the most interest. Implementation options were suggested by members of the Dartmouth Web community.

Campus Map/Explore Dartmouth

Basic solution: Acquire updated campus map (with buildings index) from vendor and integrate into existing */~maps/* site.

World-class possibilities: Create gateway to Dartmouth using a location/navigation model, including people, departments, and stories related to specific places. Automatic “you are here” presentation for wireless devices. Meta-search engine of places, people, and information with results ranked by peer groups.

Calendar/Dartmouth Now

Basic solution: Deploy fast and easy-to-use public events calendar.

World-class possibilities: Integrate calendar of events, news headlines, and bulletins into personalized service based on individual interests.



Search Dartmouth

Basic solution: Evaluate the current campus search engine service; analyze commercial, open-source, and free options; and implement/fine-tune solution.

World-class possibilities: Develop Web system to search multiple data sources and provide integrated search results of Web pages, people directories, departments, and locations.

Web Toolbox/DartWeb DIY

(This proposal is a combination of multiple requests by developers.)

Basic solution: Develop on-line demonstrations for existing Web publishing tools and techniques.

World-class possibilities: Develop tools to allow content editors to enhance Web publishing without the need for expert consultation, including: form, survey, and database generation wizards; headline syndication; and authorization and authentication.



Web Enhancements Survey - 2003

Complete survey and results are available at: dartmouth.edu/goto/webenhance.

New Feature Requests

As of July 2003 (in alphabetical order):

- Calendar for public events
- Campus map
- Community-building tools (Weblogs, discussion boards, instant messaging)
- Community-ranked search engine
- Content updates by staff authors
- Database publishing from FileMaker to Web pages
- Digital asset management
- Enterprise database publishing
- Event registration
- Headline syndication
- Online commerce with secure data capture
- Online training modules
- Portal (Intranet development platform)
- Search engine evaluation
- Streaming video/audio
- Templates/guidelines for site and page development
- Virtual tour
- Visual identity system
- Web forms to formatted e-mail to ease database entry
- Web policies

Dartmouth Web Community

Feedback invited from:

- Web Oversight Committee
- Communications Committee
- Dartmouth Web Developers
- Web Producers Group
- Web Publishing Services

Formal ranking received from:

- Rick Adams
- Adil Ahmad
- Jan Bent
- Chris Blood
- Jeff Bohrer
- James Burger
- Ted Cooley
- Sheila Culbert
- Alison Findon
- Ellen Frye
- David Izzo
- Dan Karnes
- Barbara Knauff
- David Lagomarsino
- Mary LaMarca
- Mary Liscinsky
- Meg Maker
- Rolf Olsen
- Nick Rinard
- Joshua Shaw
- Laurel Stavis
- Paul Sunde
- Carol Westberg
- Hali Wickner

Ranked Features

Aggregate of all response groups, as of September 2003 (with WebPub status):

1. Enhanced calendar for public events
2. Campus map (*version 1 complete*)
3. Search engine evaluation
4. Content updates by staff authors (*for WebPub clients*)
5. Templates/guidelines for site and page development (*for WebPub clients*)
6. Digital asset management (*discovery complete*)
7. Streaming video/audio integration
8. Community-building tools (*prototyped*)
9. Event registration
10. Web forms to formatted e-mail to ease database entry (*for WebPub clients*)
11. Virtual tour (*version 1 complete*)
12. Visual identity system/Web resources
13. Portal/Intranet development platform
14. Headline syndication (*for Computing Web site*)
15. Web policies
16. Database publishing from FileMaker to Web pages
17. Online commerce/secure data capture
18. Peer-ranked search engine
19. Online training modules
20. Enterprise database publishing