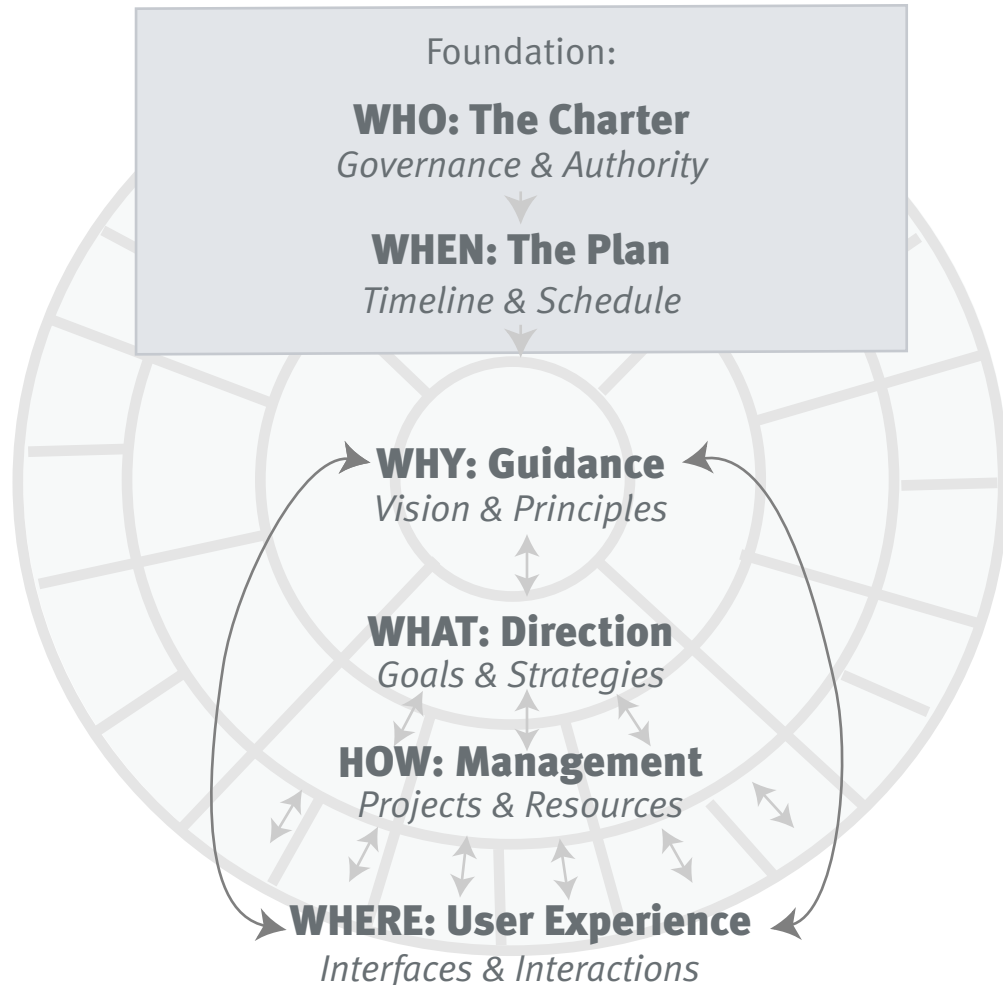


Dartmouth Web Oversight Committee

BUILDING A WEB STRATEGY

Components of the Strategy



THE CHARTER:

What group/person is the primary "champion"?
What group is responsible for each phase?
Who will define success?

THE PLAN:

What time period shall this strategy cover?
What are the development and consultation steps?
When shall development of the next version begin?

GUIDANCE:

Why will this work be undertaken? For whom?
What are the principles that guide the work?
How are these principles prioritized?

DIRECTION:

What are the goals that will achieve the vision?
What strategies will lead to these goals?

MANAGEMENT:

How shall the strategies be accomplished?
What staff will be required for each?
What funding is needed?

USER EXPERIENCE:

Who are our Web users?
Where are they using the Web?
What are their needs?
Are their needs being met by our Web experience?