

Chapter 7B: Web Development & Maintenance Plan

Starting Points

In our present technical world, there is a growing expectation that all information and most transactions will be available via the Web. The college web presence has mirrored this trend, in that most information and many college transactions (including position searches) are now on the Web or are being planned for the web. At present, the College has only one staff position to support the entire college web site and does not have a management plan for ongoing web improvements. The unfortunate result is two-fold: desired services are not provided and offices and departments develop a poorly integrated patchwork of information.

The potential for marketing the College of Engineering may be more important than information sharing. As stated in Goal 33 of the University Strategic Plan, the college should promote recognition of the excellent academics and phenomenal research in the college. A well-groomed web site promotes the partnerships the college has with its many constituencies.

Objective: Wisely manage the College of Engineering web presence with a focus on promoting the COE,

Goal: Create a new College of Engineering web site,

Strategy:

- ✘ The college will create a new web site with a focus on marketing and recruitment. All central college functions will be included in the redesign.

Goal: Manage the web site appropriately,

Table 7B.1 Web Starting Points

Growth of web in the College

- ✘ Number of files: 4 GB in 2000; 45 GB in 2005
 - ✘ Pages delivered (average per day): 5,263 in 2003; 39,713 in 2005
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Web Expertise Needed in 2000

- ✘ Knowledge of HTML Code
 - ✘ Familiarity with Netscape and Internet Explorer
 - ✘ Ability to manipulate and minimally animate graphics files
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Web Expertise Needed in 2005

- ✘ Knowledge of XHTML Code
 - ✘ Familiarity with multiple browsers
 - ✘ Ability to manipulate and animate graphics files
 - ✘ Back-end database programming
 - ✘ Use of Cascading Style Sheets (CSS)
 - ✘ Secure-socket web services
 - ✘ Ability to use PHP, SQL, & Perl
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Strategies:

- ✘ Appoint an individual to be the single point of contact for all changes made to the college web pages. In addition, establish a Web Development Committee to oversee and coordinate long-term web development and to work with the individual above on short-term changes.
- ✘ The committee also will work with the college to ensure that staffing levels are appropriate for the long-term quality of the web presence. At a minimum, hire an additional staff member to focus on technical web improvements.

Metrics:

- ✘ Creation and maintenance of a new COE web site,
- ✘ Existence of an individual who is the single point of contact for college web pages,
- ✘ Existence of a Web Development Committee,
- ✘ Appropriate web development staffing levels,
- ✘ Number of hits and click-throughs, and
- ✘ Number of common data sets for consistency across college web pages.