



Philadelphia University Web Action Group

Thursday, August 19, 2004 • 1-3 p.m., Library Media Classroom

AGENDA

- I. Introduction and Overview
 - A. What is WAG? Who is WAG?
 - B. Web Standards and Guidelines
 - C. A Brief History of www.PhilaU.edu
 - D. Recruitment and Branding
 - E. The Evolution of www.PhilaU.edu
- II. Site Demo
 - A. Quick Tour and Click Thru
 - B. Defining and Maintaining a “Shell”
 - C. A Word on Style Sheets, Scripting and Static vs. Active pages
- III. Content Management
 - A. Centralized Control
 - B. A Community of Contributors
 - C. New Development vs. Existing Site Architecture
 - D. Page Maintenance
 - 1. The Role of the Content Manager
 - 2. The Tools of the Content Manager
 - E. Communication among WAG members
 - F. A Strategy for Growth and Change
- IV. Testimonials and Q&A
- V. Summary and Conclusion

