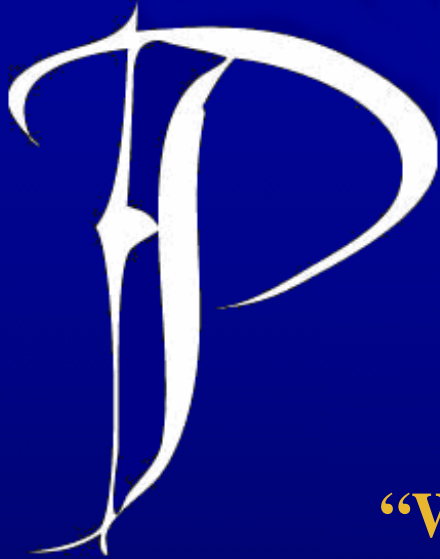


Philadelphia University
Web Action Group 08/23/05



“What is a Web year now, about three months ?”
— *Tim Berners-Lee, the "inventor" of the World Wide Web,
commenting on the speed with which the Web changes*



- To support the University brand online
- To insure accuracy, maintain currency, and strive for excellence online
- To manage site content
- To develop new solutions and better content as technology changes and ideas are shared
- To know the tools and the terminology that will make WAG a success



Maintaining the brand

Philadelphia University Web Action Group 08/23/05

- Philadelphia University has a brand identity. And that identity is to be supported online.
- The Office of Public Relations can help you to work within University guidelines to establish and maintain your own department or school identity online.
- If your department or school does not have a template (i.e. shell design) in place for the software you use, let us know.



Insure accuracy,
Maintain currency,
and Strive for Excellence

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- Each Web Action Group member has been given software to make the process of content management simpler for everyone. Some members prefer Macromedia Contribute. Some like Dreamweaver. Others stick with FrontPage.
- Look to the PR Web Development team for help with rebuilding navigation, setting redirects, establishing better META and TITLE tagging, etc. WAG members are content managers. Not developers. Or designers.
- Overall, know your pages and what's there. Eliminate redundancy. Keep pages current.



- OIT and PR work together to set permissions, establish URLs and support software used for web site content management. Know when to contact IT and when to contact PR.
- For Contribute 3 users, understand how the style menu options work, and how default fonts will show, making editing easier for you.
- For old or out-of-date content, work with PR to set redirects or overhaul entire subwebs.



- Stay appraised of developments in other departments that may affect your links or inspire you to do something differently on your pages.
- Note how .asp has changed the way we can display (and report upcoming) event information.
- Help with the effort to cleanup and streamline directory information (public *and* restricted access). Look to the near future where “find a person” will be an option from the home page.



New solutions
(in place or about to be)

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- A new library web site
- More dynamic content
- Additional Search options from home



New solutions
(on the horizon)

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- Even more dynamic content
- Improved online applications
- A new emphasis on student work
- Templates for faculty pages



- Tools: Contribute 3
 - Has the font issue been resolved? Causes. Concerns.
 - Defining styles: what are the defaults and why use them
 - WAG members weigh in: general Q&A
 - Resource: <http://www.macromedia.com/support/contribute>
- Terminology
 - Communicating with PR and OIT via email: be specific. Copy and paste URLs. Be descriptive.
 - Have Joel or I used a term with which you were not familiar? When in doubt, look it up: <http://whatis.techtarget.com>



Summary and Conclusion

Philadelphia University Web Action Group 08/23/05

- Some points to consider:
 - The Philadelphia University web site contains over 3,000 pages.
 - There are two web developers on staff.
 - There are approximately 40 web action group members.
- Admissions has reported a dramatic increase in the incidence of prospective students first discovering Philadelphia University via our web site.
- It is no great exaggeration to say that Web Action Group members can help shape the future of this institution.
- We have our work cut out for us.

