

ANALYZE YOUR INSTITUTIONAL WEB PRESENCE

I. MISSION & AUDIENCE

a. What is your mission?

b. Who is your audience? What do they expect from your institution?

c. Related to your mission, what outcomes do you seek? What would these outcomes look like?

d. What role does/should the Internet play in fulfilling your mission and realizing these outcomes? Outcomes to consider include:

- Does it (can it) drive traffic to your website or physical institution?
- Does it help extend your content outside of your physical space/website?
- Does it deepen engagement of audiences?
- Does it enable viral marketing and/or education?
- Does it enhance your institution's reputation/brand?

Use reverse side to outline changes that may enhance your existing Web presence .

II. PROJECT IDEA(S)

What does your Web presence currently do well (see mission, audience, outcomes)?

What could you do better (see mission, audience, outcomes)?

Project concept:

Institutional Goal or Audience need addressed:

Outcome:

Online Resources/Tools: