



## Plan Overview

### Priorities for Web Site Development Plan

**Date of approval:** Created May 2010 by the Web Management Committee; approved May 2010 by the President's Advisory Council; reviewed July 2010 by College Council

**Approving individual or group:** Web Management Committee and President's Advisory Council

**Responsible administrator:** Vice President for College Relations

**Implementation timeframe:** Starts in Fall 2010 for the 2010-2011 academic year

**Assessment schedule:** Late spring/early summer 2011 (occurs annually)

**Projected schedule for development of subsequent plan:** Late spring/early summer 2011

**Projected timeframe for implementation of subsequent plan:** Annually

**Plan overview:** This plan sets forth priorities for development of NWC's Web site for the coming year, as established by the Web Management Committee, which provides overall direction for the college's Web presence within parameters of the site's mission statement. Priorities on these lists represent *major* areas of emphasis—areas the committee believes should receive concerted effort. Plans by no means represent all work on the site that occurs in any given year.

The planning is approached by the committee in late spring and summer in a two-step process, as follows: 1) The committee assesses progress made in reaching the previous year's priorities, and 2) establishes priorities for the coming year. Over the years, priorities were often divided into primary and secondary projects (an exception to this division occurred in 2007-08 when the committee implemented a freeze on all new development in order to fully implement a new content management system and complete site redesign); however, the committee abandoned that distinction in the 2009-10 plan. Drafts of the plan are reviewed by the President's Advisory Council and the College Council. Achieving these priorities enhances NWC's Web presence in ways that help recruit and retain students and employees, and creates a functional Web environment for the college's various operations.

**Summary of ways the plan supports the Northwest College mission:** The mission of NWC's Web site is to further the mission of Northwest College by providing timely, helpful, and accurate online resources for external and internal audiences about the college and its services through utilization of emerging technologies. Overall, the NWC Web site is designed to promote student progress, stimulate efficient communication and foster student life through encouraging lifelong learning, cultural diversity and supporting institutional operations needed to achieve these objectives. As an extension of the college itself, the NWC Web site will:

1. Serve as a gateway to promote student success by delivering comprehensive online communication about programs, services, news and events, thereby enhancing the sense and service of community at Northwest College.
2. Provide intuitive, efficient online tools for accessing College Web resources while meeting accepted usability and accessibility standards.
3. Provide a valuable resource for the College to disseminate and extend information by maximizing the use of Web technology.