

Project: Next Generation OC Web Site

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Action Needed

Please review draft strategic objectives and provide feedback, comments, etc. by Tuesday April 29, 2008.

Goal

Align our investment in the web, and our strategic directions related to the web, with broad college strategic goals.

Draft Strategic Objectives for the OC Web Site

- Reduce barriers and make it easier for students to find and complete tasks relating to registration.
- Make the Academic Programs, Work Force Programs, and Student Services usable and desirable.
- Use Student Life and Student Athletics to attract current and new students to the web site.
- Increase Foundation presence on the web with online donations and alumni relations.
- Create modern visual design and increase brand awareness.
- Bring new student services online on the web site.
- Get appropriate business functions online on the web. Be able to find and use them.
- Advertise unique opportunities and resources at Shelton and Poulsbo campuses to their appropriate communities and students.
- Allow the web site to facilitate communication to the campus and community.
- Introduce processes for keeping information current on the web site and move internal content to the intranet.