**Website Development Task List**

Task list prior to initial web committee meeting

1. Identify and discuss objectives

Speak to the target markets

* 1. Primary: *(ex. prospective/current students, prospective/current faculty and staff)*
  2. Secondary: *(ex. donors, parents, grant agencies)*

Satisfy business objectives

* 1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ *(ex. Increased enrollment of highly qualified students)*
  2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ *(ex. Retention of students and faculty)*
  3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ *(ex. Convey school story on research and academics (faculty and student))*

1. From a content perspective, select three to five responsive websites (academic or non-academic) that you like. Be prepared to discuss features that you like.
2. Current school website review
   * 1. What do you like?
     2. What’s missing?
     3. Which competitors’ sites do you like?
     4. What do you want it to do that it currently isn’t doing?
     5. Are current problems related to design? Structure? Content? All of the above?
3. Selection of a school-based web committee. Determined by the dean.
4. Selection of one person who will serve as liaison with Amy, our web communications manager, throughout the project.
5. Review available responsive landing page templates.