2003

Mission Driven Web Development

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Mission: What has it done for me lately?

- Why does your library have a mission Statement?

- How did you develop the statement?

- How do you use the statement?

- How does it benefit your organization?

Mission: What can it do for your web site?

- Why do you need a mission statement just for some web pages?

- Web site a significant commitment of resources

- It is your library's virtual presence

- It is your main service point

Developing your site's mission

- Site mission should directly support the library's mission

- This is the stage for consensus building

Using your mission for design

- Functionality of site should be determined by mission

- Content of site should be determined by mission

Using your mission for Look & Feel

- How will your look and feel support your mission
- What message will your images give
- Images and graphics should
  - » Speak With a single voice
  - » Project a focused Vision
  - » Present a Unique Viewpoint

Using your mission for growth

- Strategic Planning
  - What else could your site do
  - what else do your patrons want

- Preparing your organization
  - hardware
  - training
  - culture

TIP

Set measurable goals and specific deadlin
for all facets of the site