

2003

Mission Driven Web Development

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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 deadlines
for all facets of the site