

Web Site Planning Tally Sheet



This form could be used as a tally sheet to develop areas of priority or need by the team. The numbers could be placed under the appropriate columns and afterward tabulated to determine consensus of the Web Planning Committee.

Ideas	Phase 1 (1- 3 months)	Phase 2?	Phase 3?	Comments
Marketing				
Need for market research: we need to shore up the demographics our target audience				Depends on budget restraints
Using "yellow-page" browser-search directory services and other search engines				
How do we promote the Web page because promotion is as important as content				Program and budget required
Need to create a separate budget line for promoting the site?				
Provide e-mail address on business cards and media (brochures)				

Ideas	Phase 1 (1- 3 months)	Phase 2?	Phase 3?	Comments
Technical				
We need to know how often the updates are necessary for the different site pages				All phases

Ideas	Phase 1 (1- 3 months)	Phase 2?	Phase 3?	Comments
Compliance				
What disclaimers are needed?				
Waivers/Disclosures: Do we need to limit access to certain people in certain areas of the web site?				All phases

Ideas	Phase 1 (1- 3 months)	Phase 2?	Phase 3?	Comments
Investment Costs in Starting, Maintaining Site				
What staffing requirements are required for responses to possible the e-mailed questions or comments?				
Concern for assessing the costs: include setup, development, maintenance, frequency of changes				

Ideas	Phase 1 (1- 3 months)	Phase 2?	Phase 3?	Comments
Overall				
Ultimate goal: Get people to want to go to our site regularly; create a web page as a starting point for their basic needs?				Each phase should achieve this goal!
People would want to use the web site as a complete resource: have search engines (or links) which encourage frequent visits and eventual use of our products				Links to weather, news, sports.

Ideas	Phase 1 (1- 3 months)	Phase 2?	Phase 3?	Comments
Site Format, Design & Content				
Need a survey page to coincide with member or potential research which invites them to come to the web page?				
Home page with logo, statement from leadership, brief history?				
Home page with picture of our building and or people?				
Marketing and Advertising plans to drive people to the web page?				
Conduct a on-line surveys, asking them if their needs are being met; gather a skills/interests database, ministry interests?				
Design: Is input on design available from specialists?				
Conduct a 3-D tour (perhaps game/ contest try to find something in the tour?)				
A kid's page?				

Ideas	Phase 1 (1- 3 months)	Phase 2?	Phase 3?	Comments
Site Format, Design & Content (Continued)				
Invite collaboration from other organizations or common points of interest or ministry?				
Provide text-only view as well as enhanced views for higher-end browsers or disabled individuals				A must for all pages.
Link to an on-line Person-to-person newsletter?				
Community events posted?				Must be coordinated with maintenance.
E-mail capabilities so individuals can communicate with staff?				Must be coordinated with support function.
Directions to location, hours, map information provided?				
Window option on the home page to show quickly (and link to) What's new in the site?				
News about the larger mission of ours and other denominations and other missions worldwide?				
Have a "Dear ?" column, e-mail Ellis with a question, they get e-mailed back from person, post bulletin board discussions on topics, issues?				Must be coordinated with support function.
Allow members to access their contribution history or statements?				
Allow members and friends to make contributions via credit cards and other Internet Secure means?				
Conduct scheduled on-line virtual chats/discussions on issues; conduct online classes using <i>BlackBoard</i> online classroom software				
Have a "Frequently Asked Questions" (FAQ) pages				
Applicants for employment on line for HR, enable people to e-mail their resumes in a "Grow With Us" section				Coordinate with support function.
Publish job/ministry openings (as is done in the want ads)				