Philadelphia University Web Action Group
Thursday, August 19, 2004 • 1-3 p.m., Library Media Classroom

AGENDA

I. Introduction and Overview
   A. What is WAG? Who is WAG?
   B. Web Standards and Guidelines
   C. A Brief History of www.PhilaU.edu
   D. Recruitment and Branding
   E. The Evolution of www.PhilaU.edu

II. Site Demo
   A. Quick Tour and Click Thru
   B. Defining and Maintaining a “Shell”
   C. A Word on Style Sheets, Scripting and Static vs. Active pages

III. Content Management
   A. Centralized Control
   B. A Community of Contributors
   C. New Development vs. Existing Site Architecture
   D. Page Maintenance
      1. The Role of the Content Manager
      2. The Tools of the Content Manager
   E. Communication among WAG members
   F. A Strategy for Growth and Change

IV. Testimonials and Q&A

V. Summary and Conclusion