



# Web Scorecard

*A Simple Tool To Allow Units to Internally Assess Their 'Web Readiness'.*

*The purpose of this Web Scorecard is to help units measure how 'Web Ready' they are. This tool can be taken at set intervals to compare the progression of 'Web Readiness.' The Web Scorecard can also be used when developing the Strategic Plan for a unit.*

*Answer on a scale of 1 to 5 for every question (1 is 'Strongly Disagree' and 5 is 'Strongly Agree'). Then add up all scores in each section to find the section totals. Then refer to the last page of the Web Scorecard to find your section averages and overall total assessment ranking.*

<b>Stakeholder Focus and Vision: Leadership, Integration and Culture</b>	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. Our unit has articulated a clear and compelling vision, with guiding principles for the use of the web in teaching, research, service, and administration.	1	2	3	4	5
2. We routinely benchmark and evaluate our competitor's web initiatives.	1	2	3	4	5
3. Our web efforts are mostly focused on teaching, research and service, rather than on operational or marketing communications.	1	2	3	4	5
4. Our current web efforts are well-integrated with our strategic initiatives.	1	2	3	4	5
5. Our vision for web initiatives is widely communicated and understood throughout our unit.	1	2	3	4	5
6. Our unit has the ability to learn from web innovations across the University.	1	2	3	4	5
7. Our unit focuses on stakeholder needs and how the web can better meet these needs and expectations.	1	2	3	4	5
8. Our senior leadership team is heavily involved in the development of our web strategy.	1	2	3	4	5
9. The values and culture of our unit supports web innovation.	1	2	3	4	5
10. Our unit's web vision is in alignment with the University's vision for the web.	1	2	3	4	5
<b>TOTAL IN THIS SECTION:</b>					_____

*This assessment has been developed with support from Penn State's e-Business Research Center and is adapted from their "e-Business Adoption Index" and the model published in Pushing the Digital Frontier (2001). Visit the eBusiness Research Center at: [www.ebrc.psu.edu](http://www.ebrc.psu.edu) for more information on e-business initiatives.*

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**Strategy:**  
**Structure, Process and Alignment**

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
11. We utilize "rapid response teams" when developing and implementing web solutions (e.g., 3 month timelines, 4-6 people).	1	2	3	4	5
12. We have a process for analyzing the cost/benefit or return on investment of each web project.	1	2	3	4	5
13. We have established metrics for measuring the impact of our web projects.	1	2	3	4	5
14. We are providing incentives for our people to meet their web objectives.	1	2	3	4	5
15. Decision-making authority has been clearly assigned to all web initiatives in our unit.	1	2	3	4	5
16. Roles, responsibility and accountability are clearly defined for each web initiative team.	1	2	3	4	5
17. We have strong relationships with external stakeholders (donors, parents, alumni, business, government, education).	1	2	3	4	5
18. The current unit structure is well suited for web initiatives.	1	2	3	4	5
19. We have analyzed our critical processes, changed the way we operate and determined the cost savings before implementing web initiatives.	1	2	3	4	5
20. Our web strategy is aligned with our organizational strategy.	1	2	3	4	5
<b>TOTAL IN THIS SECTION:</b>					_____

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**Implementation:  
Technology Infrastructure, Human Capital and Success  
Roadmap**

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
21. Our technology infrastructure is adequate to meet the requirements of our web initiatives.	1	2	3	4	5
22. We have developed a set of goals and 12-18 month objectives for deploying the web for teaching, research and service.	1	2	3	4	5
23. Our staff has the web skill competencies needed to perform at a high level.	1	2	3	4	5
24. We understand the security and disability/accessibility issues related to providing information over the web.	1	2	3	4	5
25. We have sufficient resources to invest in web maintenance.	1	2	3	4	5
26. Our web applications are delivered on time and with the necessary features to meet customer needs.	1	2	3	4	5
27. We have clearly defined career paths for web professionals in our unit.	1	2	3	4	5
28. We have developed a detailed roadmap for web initiatives for teaching, research, service, communications and administration, with project plans and 90 day milestones and deliverables.	1	2	3	4	5
29. We have developed a set of scorecard metrics to evaluate web success and performance.	1	2	3	4	5
30. We have a communications strategy so that our staff understands our vision, strategy and goals for the web.	1	2	3	4	5
<b>TOTAL IN THIS SECTION:</b>					_____

Last revised 7/26/01 by Ben Eisenberg.  
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Methodology adapted from Net Ready Survey B:  
Hartman, Amir and Sifonis, John. Net Ready. 2000 New York: McGraw Hill and Companies. p. 301-305  
Net Readiness: [www.netreadiness.com](http://www.netreadiness.com)

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Web Strategies Implementation Team at Penn State University  
webstrategies@psu.edu · [www.web.psu.edu](http://www.web.psu.edu) · (814) 865-8822

# Web Scorecard Results

<b>Subtotals</b>	Sub-Totals	Divide by 10	Section Average
Stakeholder Focus and Vision		<b>/ 10 =</b>	
Strategy		<b>/ 10 =</b>	
Implementation		<b>/ 10 =</b>	
<b>OVERALL TOTAL:</b>		_____	

<p><b>Results:</b>  <b>Web Readiness Results Summary</b></p> <p>60 – 74: Web Aware</p> <p>75 – 89: Web Savvy</p> <p>90 – 119: Web Innovator</p> <p>120 and Above: Web Visionary</p>
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