

# Penn State University Web Strategies Initiative

## The Challenge

Web usage at Penn State is widespread and pervasive, but its application and impact are underdeveloped. Without a systematic strategy for a coherent Web presence and for future development of web-based services, the University will lose an extraordinary opportunity to shape its future. (Web Task Force Final Report, Summer 2000)

## Our Vision

The Web will be embraced as a fully integrated and dynamic tool by all academic and administrative units to promote access and service. The University Web presence will provide the foundations for creating and sustaining a community that serves and engages all University constituents.



## Charge to the University Web Implementation Team:

- Recommend strategies to increase University-wide awareness and skills regarding the methods, models, tools and training in the use of the web for our academic, administrative and business functions.
- Identify best practices and leading edge applications at educational and other institutions.
- Use external consultants to augment deliberations and recommendations.
- Make recommendations concerning University web projects that are most critical to pursue immediately and those that can be best structured for longer-term implementation.
- Develop a roadmap for implementation, priorities, and change.

## Ideas/Suggestions?

- Contact Fred Loomis at [webstrategies@psu.edu](mailto:webstrategies@psu.edu). Visit us at [www.web.psu.edu](http://www.web.psu.edu)

## Team Members

Tom Abendroth  
Fred Aebli  
Robin Anderson  
Phil Burlingame  
Ken Cox  
David DiBiase

Ann Dodd  
Patrick Donghia  
Ben Eisenberg  
Ken Forstmeier  
John Harwood  
Sally Kalin

Tysen Kendig  
Fred Loomis  
John Mason  
Deb Meder  
Gary Miller  
Tom Moore

Rich Pearce  
Jean Landa Pytel  
Ron Rash  
Doug Stanfield  
Jim Wager  
Sam Walch

## *Leading Web Solutions @ Penn State*