



Penn State University Web Strategies Initiative

Guiding Principles

1. **Increasing Communication:** Penn State's web site should be seen as a first line of communication with key constituents. It should provide useful information, encourage interaction among diverse groups, create loyalty, and generate enthusiasm for the University's educational programs, services, and resources.
2. **Improving Relationship Management:** The Web should be used as a means to develop relationships with each and every Penn State constituent—prospective and current students, potential and current faculty, alumni, corporations, government, foundations, legislators, and friends of the University. It should evolve into a portal for customizing Web-based information and services—a place where individual constituents can personalize their access, import functionality, and aggregate content from multiple sources—ultimately assisting in the creation of a lifetime relationship between the user and all Penn State University resources.
3. **Integrating Teaching, Research, Service:** The University must make a commitment to enhance all teaching, research, and service functions and all administrative and learner support processes through greater utilization of Web applications. In order to transform University processes and enhance University functions, all units—from the central planning body of the University to individual departments and offices—should include the use of the Web in their planning, budgeting, and review.
4. **Enhancing Web Presence:** Every academic and administrative unit should have an up-to-date Web site highlighting its programs, faculty, and services. Unit Web sites should reflect the interests of diverse constituents: current and potential students, faculty, potential funders or research/education/service partners, etc. Web sites should be high quality, aesthetically pleasing, quick to access, easy to navigate, and offer multiple functions.
5. **Central Support and Resources:** Appropriate financial support must be made available to create and maintain the virtual University functions. Central resources should be made available to provide base-level support for Web site design, Web utilization, and Web development. Extended support for special applications, major projects, and services should be offered on a fee-for-service basis. Capital investments to support the infrastructure and architecture of the electronic university must be given high priority.
6. **Increasing E-Commerce:** The University should increase E-Commerce activities. Where appropriate, Web sites should provide a common system for E-Commerce transactions to serve clients and customers. University E-Commerce activities must provide high-quality customer service and adhere to all University security and privacy standards and policies.

Source: Web Task Force Report, Summer 2000

Leading Web Solutions @ Penn State

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