MINIMUM REQUIREMENTS for a WEBSITE

✓ Needed to develop a website:
  o Basic program information for the homepage;
  o Provide an outline of the pages you want included on the website
  o Provide contact information
  o Provide pertinent pictures that “tell a story” about the program for use throughout the site OR on a photos page
  o Provide a page of resource links, in-house or out- [the point is that we are to be giving information/help to our clientele]
  o Provide stories of the program in action with photos, if the program has been functioning for any time period these should be available [similar to old Success Stories], a good source for stories can be county agents actually working the program and there is no problem for me to work with the county agents
  o Provide a logo or we can work up something if you would like to use one
  o Please help me keep everything CURRENT by getting the information to me in a timely manner

✓ Taking ownership of a website entails:
  o All program information needs to be kept up-to-date, just let me know when things/people change in a program and I can make the changes on the website
  o Please let me know [remind me] when an event has passed so that I can remove it from your list of upcoming events, when these are listed anywhere OTHER THAN on the ACES calendar [NEVER remove events from the ACES calendar once these have occurred, they are still a marketing tool, especially for reoccurring events]
  o Please include only information that clientele will find HELPFUL on your website
  o Information about past events IS considered helpful and can really build programs (photos with individual and county names in cut lines are VERY pleasing), but this information may need to be moved from one area of a website to another depending on how the website is designed [move from “upcoming” or “current events” and add pictures of what happened to a “We’re Making Waves” type section]

NOTE: All written material is to be submitted to Wendi Williams for editing prior to inclusion on the website.