STRATEGIES FOR CREATING A WEB-BASED INFORMATION-COMMUNICATION SYSTEM

Rebecca Augustyniak
Florida STW Clearinghouse
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Making the Connection - Information and Program Improvement

- Florida’s long-term commitment to information-communication systems
- Florida - different - yet alike
- Program improvement
- Cost Savings/Leveraging Resources
Role of the STW Clearinghouse

- What is a Clearinghouse?
  - A central agency that identifies, collects, organizes, adds value and distributes information in a particular area
Goals and Objectives

- Make relevant information accessible to STW partners
- Provide quick response information-communication services
- Coordinate the systematic flow of information
- Disseminate “best” practices and exemplary activities
Information-Communication Tools

- Why the Web?
  - Information delivery
  - Communication
  - Interaction
  - Computation
Advantages of the Web vs. Print
  – Cost effectiveness
  – Interactivity
  – Timeliness

Disadvantages
  – Technical Barriers/Access
WWW as a Communications Medium

- Web as part of the Internet
- Media characteristics
  - unbound in space/time - 24/7/365
  - bound in use context through associative linking
  - distributed, nonhierarchical pathways
- Web is dynamic, multirole, interactive, and competitive
The Future - Knowledge Management

- Knowledge Management
  - web-based databases that allow multiple users/contributors to access and build a database of knowledge
Getting Started
- Personnel
- Hardware/Software
- Develop a Plan
- Content
- Design
- Search Engines
- Listservs/Bulletin Boards
- Marketing/Awareness
- Florida Model
Webmaster vs. Webteam

Webmaster - one person who does it all

Webteam
- information specialist (100%)
- graphic designer (25%)
- computer support specialist (25%)
- writer/editor (25%)
Software/Hardware

- Contract with Provider
- Internet address, accessibility, locality
- Hardware (newer the better)
  - Novell, NT, or UNIX Server
  - Cost - $4000  (see handout)
- Software for Web Page Development
  - Homesite (Allaire), Frontpage (Microsoft)
  - FTP and Winsock, Word Processing, Image processing
Dynamic vs. Static

- What do we mean by a static page?
  - A file posted on the Web
- What is a dynamic page?
  - Query driven data display
- How does your selection of either or both affect software selection?
  - Publishing databases on the Web
What Software Does the STW Clearinghouse Use?

- InMagic (www.inmagic.com)
  - 1)DB Textworks (database development)
  - 2)Webserver (publish databases on the Web for searching, browsing, and displaying data)
  - 3)Powerpack (publish interactive databases on the Web)

- Cost for 1) $925; 2) $4400; 3) $4400; or all three $9,725.
Planning Steps for Web Development

- Take a good look around
- Clear statement of purpose and objectives
- Know your main objectives
- Define your users and their information needs
  – Do they exist on the web?
Planning Steps Cont.

- Have a concise outline of the information your site will contain
  - organize into logical units
- How will you evaluate your site
- How will the information be updated/maintained/archived, by who, and how often
- Define limits
- Determine personnel and costs
Content

- What content areas are needed to meet your objectives
- Focus on user needs
- Build associative meaning
Content Continued

- Who’s responsible for collecting the data
- What sources will they use to identify information
  - How often will they be contacted
    - ex. Grants/Foundations
    - Federal Register, BCD, Fedix Opportunity Alert, Newsletter (STW Reporter, Vocational Training News)
Design

- Constantly evolving
- See “Best of the Web” - www.yahoo.com
- Know the technological capabilities of your primary audience and design accordingly
  - screen size
  - size of graphics
Efficient use of space, graphics, access time and long-term maintenance requirements

Images
  – attractive
  – support ease of navigation
  – load quickly
Design

- Layout
  - appropriate use of headers
  - mixed font sizes
  - white space

- Information cues -
  - contact, e-mail address, date modified, copyright notices, organizational information
Search Engines

- Ability to search by keyword or phrase for specific information within the page
  - Lycos Site Spider (searches static pages)
  - InMagic - search engine for each database
- Provides easy access
Listservs/Bulletin Boards

- Listserv - electronic mailing list of subscribers and their e-mail addresses organized around a specific topic.
- Bulletin Board - allows individuals to post messages for others to view
  - WebBoard - Web conferencing software
Marketing/Awareness

- Sign up with major search engines
- Tell people you are on the Web
- Use other media when possible
  - Listservs
  - Ads in newsletters
  - Posters
  - Postcards
  - Publications
Home page development is a CONTINUOUS process
Florida School-to-Work Information Navigator - Microsoft Internet Explorer

Address http://www.flstw.fsu.edu/

Florida School-to-Work Information Navigator
Florida STW Clearinghouse

- About STW
- Business Partners
- Conferences/Workshops
- Directory

What's New

- Grants/Legislation
- Job Profiles
- Newsletter
- Resources

Listservs

Navigator Alerts

The 1999 Florida STW Conference

Countdown to Groundhog Job Shadow Day!
Start planning your "job shadowing experiences" for February 2, 1999.

Florida Programs Selected as National Gifted Education School-to-Work Models
The Executive Internship Program, Pinellas County Schools, and the Lincoln Park Academy Harbor Branch Oceanographic Institution, Inc.- A School Within a School, St. Lucie County School-to-Career partnership, were two of five programs to be selected nationally as "Best Practices" for Gifted Education School-to-Work programs.

School-to-Work On Teens' Top Ten Wish List for Governor Bush
In a list of top ten reforms teens would like to see from Governor Jeb Bush and his administration "incorporating
Dynamic Pages and Queried Databases
Accomplishing Goals/Objectives Using the Web

- **Objective**
  - Make relevant information accessible to STW partners

- **Activities**
  - Conducted technology status/needs assessment
  - Conducted training workshops
  - Provide technical assistance
Objective
- provide quick response information-communication services

Web Page
- Listservs
- Navigator Alerts
- E-mail
- Online request forms
- Directory
- Grants/Legislation
Objective
- coordinate the systematic flow of information

Web Page
- Listservs
- Navigator Alerts
- Resources
  • publishers/organizations
- Newsletter
- Conferences
- Grants
Objective

- disseminate "best" practices and exemplary activities

Web

- Newsletter
- Navigator Alerts
- Resources
  - catalog
- Florida STW
  - Award Winners
- Business Partners
  - Award Winners
Objective
- customize the STW information-communication network to meet state, regional, and local needs.

Web
- Business Partners
  - STW Zone Database
- Florida STW
- Listservs
- Regional Homepages
- Conferences/Workshops
- Grants
Objective
- provide support and maintenance of the STW Zone Business Partner database in conjunction with the STWJSO

Web
- Business Partners
  - STW Business Partner Database
Statistically Speaking

- Web Page Annual Report 97/98
- 479 new documents
- 2935 links
- 47 links removed
- Total Links = 9,935
- 69 updated files
- 65 Alerts
- 1 Page redesign
- 1 Search Engine