

So you think you want a website?

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TECHNOLOGY

Building a website for your professional presence or course can be a satisfying endeavor and has become easier than ever with newer web authoring tools.

PURPOSE

A professional site can help colleagues and prospective students learn more about you, while a course website can free you from the constraints of the LMS and bring your materials to a broader audience.

FORMULATING QUESTIONS

Some questions to consider before getting started:

- » What is the primary purpose of your site?
- » Who is your target audience?
- » What content will you include?
- » What options/tools are provided by your institution?
- » Do you want dynamic content or will the content be mainly static?
- » How interactive do you want your site to be?
- » Do you plan to embed media (youtube, flickr, etc.) on your site?

CONSIDERATIONS

- » Does your institution have templates to help get you started?
- » Be conscious of posting student data on a public site that may conflict with FERPA policies.
- » How accessible is your site? Does it work well on mobile devices?
- » Does your content adhere to copyright and intellectual property policies?



INTERMEDIATE

Find out more at » nwacco.org/card/wantwebsite



<http://www.nwacco.org/card/>

References – So you think you want a website?

- » Kozlek, Bradley, and Boone Gorges. "7 Things You Should Know About WordPress." Educause Library. Educause, 2 Sept. 2011. Web. <<http://www.educause.edu/library/resources/7-things-you-should-know-about-wordpress>>.
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