

Topic

- **Bethel University – Strategy Outline**
- **1 Executive Summary**
- **2 What We Heard From You**
- **3 Peer Review**
 - Faith-based Colleges
 - Secular Liberal Arts Colleges
 - Public Universities
- **4 What We Recommend**
 - Telling the Bethel University story
 - Audience Overview
 - Key messages for the Web
 - CAS
 - CAPS
 - GS
 - SEM
 - Information Architecture
 - Site Maps
 - Wireframes
 - Critical Paths
 - Content
 - Style & Tone
 - Internal Content vs External Content
 - Design
 - Features
 - Technology (*possibly in a standalone document*)
 - Silva CMS
 - Search
 - Calendar
 - Analytics
- **5 A Smart, Sustainable Solution**
 - Website Governance
 - Recommended Training Programs
 - Necessary Policies and Procedures
 - Measuring Success
- **6 Next Steps**
 - Process Overview
 - Timeline to Implementation
 - mStoner / Bethel Responsibilities
- **7 Appendices**
 - Detailed Information Architecture
 - Design & Usability Best Practices
 - Models for Determining Necessary Resources