Faculty of Information Web Vision

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Introduction
The Faculty of Information’s web presence is an essential element in building the iSchool community and in promoting its academic mission, strategic vision, and educational goals and objectives, both locally and internationally.

The iSchool’s web vision comprises four elements:

- Support the mission of the iSchool
- Provide targeted user experience
- Ensure accurate, timely, and relevant content
- Promote the contribution of managed content

Support the Mission of the iSchool

- Refine our web focus to better position the Faculty’s online presence to be consistent with the Faculty’s goals and objectives as articulated in our mission statement, and to create a virtual showcase of the achievements of the iSchool;

- Build upon recent accomplishments in terms of the Faculty of Information web site, challenging ourselves to attain a new level of innovation, technological advancement, and community involvement;

- Continuously engage in staff development and upgrade web tools and techniques to maintain a vibrant and cutting-edge web presence.

Provide Targeted User Experience

- Focus on targeted user experiences driven by our key audiences including faculty, current and future students, staff, alumni, employers, visitors and neighbours, and the general public;

- Enable audience self-sufficiency through social networking tools, simple site navigation and encouragement of user feedback;

- Serve as a mechanism to allow completion of key functional processes;

- Serve as an effective informational and marketing tool for the Faculty and its audiences, enhancing the Faculty’s online presence;
- Open avenues for student, alumni, faculty research participation and collaboration in projects and initiatives;

- Include capabilities for faculty and student interaction, discussion, and for sharing rich media content;

- Leverage social media to further Faculty goals.

**Ensure Accurate, Timely, and Relevant Content**

- Develop informational, educational and engaging content that is presented in an attractive, consistent and professional manner, thereby becoming an invaluable resource for the dissemination of current information related to the Faculty of Information and its audiences;

- Enable all visitors to navigate the web site easily and effectively by providing user-friendly navigation and logically defined content areas, with content optimized for download speed and web accessibility.

**Promote the Contribution of Managed Content**

- Support the University's ongoing efforts at self improvement through the implementation of solutions which allow non-experts to develop and maintain web pages, promoting a managed contribution of content and information to the website by a broad array of community members with content expertise;

- Improve communication and collaboration among all those involved in the process of providing content to the Faculty websites by encouraging a sharing of expertise, capitalizing on re-use and re-purposing of resources, and increasing the value of all Faculty web pages;

- Foster an environment of distributed content creation and maintenance, allowing end users and clients to easily manage, maintain, create and update the iSchool website.

**Conclusion**

The Faculty of Information website must absolutely target prospective students and those who influence their decisions. Our website must actively engage and interact with researchers, collaborators, alumni, and external stakeholders. Our Information Architecture needs to accurately reflect the targeted audiences, provide the information and activities they wish to perform, and allow for the call to actions we would like the visitors to focus on.

By engaging our audience and serving as a platform for collaboration and discussion, we will be creating a centre of focus for our Faculty and showcasing its innovative faculty, students, programs, and research.