

BA 353 - Online Presence 2015

Overview:

In groups of 4, you'll be creating a website presence for a make-believe business or non-profit organization (up to your group members to decide what kind you're representing).

The Details:

- You and your team members are the Board of Directors for a business / non-profit and you're creating a website for it.
- Decide on the specific type of business or non-profit organization that you want to represent in your website (coffee shop? bookstore? homeless shelter? humane society? crazy new thing?).
- Create a minimum of 3 different pages for your website: About Us, Mission, and Wildcard (this page could be anything). Feel free to have more than 3 pages if you're inspired to do so.

About Us: introduce your Board of Directors. Feel free to use fake names, but in the bios describe the kind of person you'd like to be in 10 years. When the website address is submitted in Canvas, you'll also include a list of group members and which fake names they chose for the website.

Mission: give some background or history of your business / non-profit, a mission statement, and the upcoming goals for your organization. This is the kind of information that would be looked at by potential new investors, donors, or news reporters.

Wildcard: this should be in keeping with the nature of your business / non-profit. Some ideas: event listings, sample projects, favorite books or albums of Board members, etc. Be creative, experiment.

- Your group will present the website to the class on October 29th in about 5 minutes or less. Collect feedback and incorporate the suggested changes as appropriate into the final website, due on November 2nd.

The Timeline:

October 1st	Groups set up
October 6th	Sara will demonstrate WordPress. We'll be using the free sites offered through OSU at http://blogs.oregonstate.edu/ -- one group member will sign in with ONID, create the web address and then add the other group members as Administrators. Each member will create a personal "sandbox" site in order to test out WordPress features.
October 8th	In-class work on the WordPress sites. By this time your group should have decided on your type of organization, your wildcard page(s), and your profiles. Feel free to email Sara anytime with questions: sara.thompson@osucascades.edu
October 29th	Group website presentations and class feedback
November 3rd start of class	Final website due - link will be submitted in Canvas with group names (plus fake names if you used them)

The Evaluations:

What we'll be looking for in your websites:

- Emphasis will be on **content** and **style**, not on graphics. Making a website pretty and sparkly takes much more time than we have in this class. Clean, legible layout and text will be more important for your audience.
- Professional content -- spell-checked, proofread, double proofread, descriptive and informative. Tell us why we should care about your org and what your org does.
- Images -- appropriate to the site, link or information back to original source or creator
- About Us -- each board member has a bio with links to inspiring authors / orgs / places, plus a description of their role for this organization
- Mission -- organization is clearly described, background or history is provided, mission statement is clear and there is a clear call-to-action for the site reader / visitor
- Wildcard page(s) -- content is creative and appropriate for the organization
- Usability -- readers of the site can easily navigate the pages; widgets are appropriate to the content; the site is not cluttered
- Overall Impression -- Site as a whole presents most important information about the organization and gives the reader strong reasons to be interested in the organization, understand what the organization does

Local Examples:

Note: these websites are much more evolved and complex than the ones you will be creating so don't worry - we don't expect you to make something at this level! However, these are great places to look for ideas and get a sense of what kind of content is covered in an organization's web presence. As a group, what do you think works and doesn't work about these sites? Do they give you, the site visitor, the information you need? If you were an investor or a donor, would you contribute based on the information provided?

Local Businesses:

541 Threads <http://www.541threads.com/>

Cascade Couriers <http://www.cascadecouriers.com/>

Lone Pine Coffee <http://www.lonepinecoffeeoasters.com/>

Tin Pan Theater <http://www.tinpantheater.com/>

Hawthorn Healing Arts Center <http://www.hawthorncenter.com/>

Local Non-Profits:

Environmental Center <http://envirocenter.org/>

Deschutes Land Trust <http://www.deschuteslandtrust.org/>

Oregon Natural Desert Association <http://onda.org/>

Camp Fire Central Oregon <http://campfireco.org/>

Human Dignity Coalition <https://humandignityco.wordpress.com/>

Central Oregon Trail Alliance <http://cotamtb.com/>