re.web at the College of William and Mary
Transcript of: "If you don't know where you are going, any road will
take you there"

Hi, I'm Susan Evans, chair of the re.web project team at the College of William and Mary and today is Thursday, November 1, 2007.

Welcome to the second episode of a weekly podcast about the W&M web redesign project, called re.web. The cliché inspiring this podcast is "If you don't know where you are going, any road will take you there." And, if you're wondering about the literary reference for this quotation, go ask Alice. To be specific, it's from <u>Alice's Adventures in Wonderland</u> by Lewis Carroll.

If you've been following our blog, you know we're in what's called the strategic discovery phase of the web redesign. The folks from mStoner tell us this is the most important part of the project. Here are four reasons why I think having a carefully-developed strategy we all agree on makes sense for re.web:

Reason #1: the concept makes sense. It's hard to argue with the idea that having a strategy is tied to the success of a project. Most agree that planning for a project of this size is worth doing. So why do I have four reasons about why having a strategy makes sense for re.web? Because designing a strategy is hard to do, that's why. Moving on to the remaining reasons …

Reason #2: it will help us set priorities. If we know what we care about, it will make decisions about limited resources like time and money easier to make. Things we haven't thought of will come up and we'll need a way to determine if they are as much of a priority as those already in the plan.

Reason #3: it will keep us focused. There are lots of tasks, lots of meetings, and lots of conversations between now and when we go live with a new W&M web site. Without a strategic plan for the web, we could get distracted by daily fire fighting or we could forget to do a critical piece of work.

Reason #4: it means we can finish what we start. Having a strategy and a plan to support what's in the strategy, helps to control scope creep. You may not know the term *scope creep*, but I bet you know the concept. Scope creep is all the ideas that are great but not directly related to what we're trying to get done.

There are many talented people who care about the College – no falling down a rabbit-hole for us. Sticking to a carefully planned strategy, we'll end up with a new web presence for W&M.

Thanks for listening. Until next week.