

## **re.web at the College of William and Mary**

### **Transcript of: “Water, water everywhere, nor any drop to drink”**

I really am surrounded by water today, Wednesday, December 5, 2007. This is Susan Evans and yes, I’m podcasting a day early. I’m at Gloucester Point today for a series of meetings between faculty, staff, and students at VIMS and the mStoner team. If you remember high school English class, you may have read “The Rime of the Ancient Mariner,” by Samuel Taylor Coleridge. In this rather lengthy poem, a sailor is at sea, surrounded by salt water he can’t drink. Thus the cliché for this podcast, “Water, water everywhere, Nor any drop to drink.”

These lines from the poem describe my situation as someone in the midst of plenty who can’t partake of it. There are some great discussions going on in there. Voltaire Miran and Devon Moore from mStoner have been in there all day, listening to some great stuff. We’ve had a steady stream of VIMS faculty, staff and students talking to them about the Virginia Institute of Marine Science. Oh, yeah, by the way, I’m sitting nearby in the Seawater Research Laboratory, in an empty office next to the conference room. Notice I say “next to the conference room;” I’m not in there, I’m surrounded by water but I can’t drink.

The mStoner team will be working to create a new home page design for VIMS and the only way to do this well is to get to know the place. VIMS is the Virginia Institute of Marine Science, it’s the W&M School of Marine Science, and it’s among the largest marine research and education centers in the U.S.

VIMS was chartered in 1940, and approximately 500 faculty, staff, and students are engaged in marine science activities at the Institute. By the end of today, Voltaire and Devon will have a solid baseline knowledge about VIMS and they’ll probably also have some great ideas for interpreting that unique character and mission on the web. Just prior to Thanksgiving, Dave Malmquist, the VIMS Communications Director, sent sample informational, marketing, and admission materials to Chicago. So, the mStoner team will combine what they learn today with what they already know from their background research.

What’s going on at VIMS today is what the mStoner team calls “strategic discovery.” Just so you know, strategic discovery is the foundation for a web strategy and it’s already complete for W&M, for the School of Law, and for the School of Education.

Thanks for listening. Until next week.