

**re.web at the College of William and Mary**  
**Transcript of: "Making a List and Checking It Twice"**

Dear Santa Claus,

I hope you are a regular listener of the re.web podcast. This is me, Susan Evans, writing my annual letter to you on Thursday, December 20, 2007. I know I'm late this year, but besides being very, very good, I've been very, very busy. Still, I'm "making a list and checking it twice" and hoping this reaches you in the Nick of time.

As I mentioned when we met last weekend at the Yule Log Ceremony, we have been extraordinarily good this year. By the way, do you know you look a lot like the College's president, Gene Nichol?

In 2007, the re.web team has listened to the comments and suggestions of hundreds of people who care about the College and the W&M web site. And we always say thank you for the time they spend with the re.web team and the consultants from mStoner, which makes us polite and so we deserve lots of presents this year!

For the people at W&M who may be too busy to write, please bring the following:

For Geoff Feiss, please send a few elves that don't mind hard work. No matter his schedule, our provost is always available to support the W&M web redesign. But his plate is full and he could use some extra staff.

For Sam Jones, save yourself the trouble of making toys and instead please bring cash – mostly tens and twenties.

For our gem of a VP of Student Affairs, please bring everything on his list. Year after year, Sam Sadler is inspiring to anyone with a heart "two sizes too small."

For the ten faculty members who attended design preview meetings during exam week, please bring a special treat. You know who they are; but to show our appreciation I'll name them: Dave Armstrong, Chuck Bailey, Bill Cook, Trotter Hardy, Laurie Koloski, Jack Martin, Alan Meese, Scott Nelson, Gene Roche, and Gene Tracy.

Oh – and let's not forget Henry Broaddus, please bring a Red Ryder carbine-action, two hundred shot Range Model air rifle BB gun. His commitment to a W&M web redesign has been key to our success; plus he's very careful and not likely to shoot his eye out.

Now about the re.web project team, besides a partridge in a pear tree, please bring:

- 12 perfect page layouts for the talented web editors at W&M,
- 11 professional writers for all the new pages,
- 10 times as much fabulous photography as we'll actually need,
- 9 extremely efficient student workers to help transfer content,
- 8 extra days during the month of June (since we hope to go live in July!),
- 7 rational and readily accepted reasons for explaining why some links are no longer on the Home page,
- 6 25% off coupons good for payment on mStoner invoices,
- 5 additional days of vacation for the re.web project team – thanks for working the extra hours all!
- 4 powerful new web servers,
- 3 wishes in case we get into a jam,
- 2 million dollar clients for our exceptional consultants at mStoner, and
- 1 outstanding content management system.

Santa, my letter is coming to a close. Oh, one more thing: do I need to sleep on the steps of the Wren Building so you'll know where to leave the presents? Please send me an email if that would make things easier for you.

Anyway, we hope you'll like the feathers we'll leave out for you. We can't use them in our logo anymore but we know that Donner and Blitzen will put them to good use.

Thanks, Santa.

From Susan in Virginia.

PS: If you have the time, Santa, please share our favorite phrase with Rudolph. In case you don't remember from last year, the phrase is "Go Tribe. Hark upon the gale."

The re.web podcast will take a week off for the holiday. Thanks for listening. Until January 2008!