# New Web Projects

The goal of the 4Culture website is to empower people to access what we have to offer.

## Process for new web page requests:

- Contact Communications with basic info; Communications schedules discovery meeting and discovery meeting questions.
- Discovery meeting to discuss the project idea and determine what type of digital presence is most appropriate.
- Communications creates recommendations based on this information.

# Discovery Meeting Questions

Please write out short answers to each of these and bring them to our discovery meeting.

### Define your Audience

- Who will this page serve?
- What is your contact with this group of people?
- What needs do they have that aren't currently being met?

### Define your Goals

- What are the problems you hope this project will fix?
- What does success look like?
- How will you measure success?

### Content

- Where and in what form is the content coming from?
- Does the content serve the goal of the site?

### Timeline / Maintenance

- Is there a deadline for this project?
- How often will the information need to be updated?
- Can your schedule/workload accommodate content maintenance?