

A Web Strategy for Birkbeck

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1 Introduction

The purpose of this document is to set out in broad terms the College's principle intentions with regard to its use of the Web over the next few years in contributing to the fulfilment of its mission and strategic aims. Although the College's top-level strategy documents (such as the *Information Strategy* and *Learning and Teaching Strategy*) make reference to the Web, it is helpful to draw together these separate references into one document to provide a clearer statement of planned Web developments and to help ensure a coherent approach to such work across the College. While the ownership of this strategy document lies with the Computer Policy Committee, the implementation of the developments discussed here will be the responsibility of the senior staff members identified below. This strategy has been compiled following extensive consultation across the College under the direction of the Pro-Vice-Master for Communications & Information Technology (Professor David Moss) and the College Web Manager (Adrian Tribe), both of whom will take lead co-ordinating roles overseeing its implementation. It will be updated periodically by the Web Manager, in the light of changing priorities across the College.

2 Accessibility & Usability

The College is committed to developing its provision of services for those within and outside Birkbeck in such a way as to reduce the barriers disability can create. In line with advice received relating to the requirements of recent disability discrimination legislation, the College is committed to ensuring that all new Web developments successfully address as many Priority 1 and 2 issues as practicable, defined in the Web Content Accessibility Guidelines (WCAG 1.0) of the World Wide Web Consortium's (W3C) Web Accessibility Initiative (WAI), thus achieving at least Level A conformance (see <http://www.w3.org/TR/WCAG10/>). This will be achieved through the use of a Web Content Management System (CMS) to apply compliant templates across managed sites and through the provision of guidelines and Web Help Desk support for College Web authors (see 3.2). If it becomes evident that problems of non-compliance persist despite such guidance and support it may become necessary for some material to be removed from the Web altogether.

The CCS Web Team and the External Relations' Web Editor will work together in the development and maintenance of the corporate Web site and intranets to maximise the usability of these sites, in terms of ease of navigation and the organisation of information. Periodic usability evaluations will be carried out to help inform this aspect of development, using staff, students and individuals from outside the College as appropriate.

3 Web Site Management and Support

3.1 Servers and other technical issues

Responsibility for the management and technical administration of the College's central Web servers lies mainly with the Central Computing Services' Web Team, under the direction of the Web Manager (Adrian Tribe). Working closely with CCS colleagues, the Web Manager will ensure that technical issues and concerns with regard to the operation of the College's central Web service are dealt with in a timely and effective manner and that server performance is regularly monitored and reviewed to ensure that it remains at optimum levels. Where Schools or other units within the College operate their own Web servers, appropriately experienced staff members within those units are responsible for the administration and

management of those systems. These systems administrators must abide by the terms of the College's *Network Security Policy*.

3.2 Supporting Web activities throughout the College

Legal issues such as the requirement to create accessible Web sites (see sections 2 and 3.4), together with the need to remain competitive in an increasingly Web-aware market through the production of high quality, visually consistent Web sites, have made it almost impossible to continue the practice of using enthusiastic volunteers from among School or Department staff to maintain the College's public Web pages. The need for dedicated full-time Web staff to be responsible for the development and maintenance of the College's Web sites has been acknowledged through the establishment and ongoing strengthening of the CCS Web Team, and the appointment of a Web Editor based in External Relations. However, units within the College such as Schools, Research Centres and administrative Departments will continue to have a requirement to create and develop their own Web services, particularly to specialist external audiences as well as to their own students and/or staff. The CCS Web Team will provide advice and guidance to these units to help them plan, create and implement such services in line with current best practice. Advice will be provided by means of written guidelines as well as via a Web Help Desk facility, currently accessible via a dedicated phone number – extension 6459 – and e-mail address – web-support@bbk.ac.uk.

In cases where units within the College do not have any staff with sufficient Web authoring experience, the central Web Team can be approached for advice and to undertake design and development work on their behalf on a project basis, as time and staffing resources allow. In the case of Web developments for externally funded projects, while advice can be provided by the CCS Web Team, it will generally be the responsibility of the unit receiving the funding to employ a designer/developer or to engage the services of an external Web agency to carry out the required development work. The College's full policy on this issue can be found at <http://intra.bbk.ac.uk/comm/CPC/04may11/websupport.pdf>.

3.3 Content and design

A high quality Web site must have content that is useful and informative, accurate, up-to-date, and appropriate to its intended audiences, and this content must be presented in a way that is visually attractive and readily accessible through the use of consistent design and navigation schemes. The best way to ensure that the information contained within a Web site is accurate and up-to-date is to devolve responsibility for its maintenance to the very individuals and departments that have "ownership" of that information. This is being enabled through the introduction of a Web CMS that is being rolled out during 2004/5, initially on the central corporate Web site. This system essentially de-skills the process of Web authoring, thus enabling non-technical staff to maintain Web content. It is expected that the central intranets will be redeveloped during the following academic year, also using the CMS if appropriate.

The necessity for the College to present a consistent visual identity across all its publications cannot be denied, and this must extend to Birkbeck's Web presence. Responsibility for determining the visual design of the central public Web site as well as key visual elements of the College intranets therefore lies principally with the External Relations Department, although working closely with the CCS Web Team to ensure that design and navigation schemes are practicable and efficient from a technical point of view. Schools and other units within the College must adhere to any Web design guidelines that are issued by the External

Relations Department, particularly as they relate to the use of the logo, to ensure that the value and impact of the College's corporate identity is not weakened.

3.4 Legal issues

It is the responsibility of the Web Manager to ensure that the College's central Web sites comply with all relevant UK legislation and that Schools or other units that manage their own Web sites are aware of their obligations in this area. Relevant legislation to date includes amongst other Acts and Statutory Instruments: the Copyright, Designs and Patents Act 1988; the Disability Discrimination Act 1995; the Data Protection Act 1998; the Freedom of Information Act 2000; the Consumer Protection (Distance Selling) Regulations 2000; and the Special Educational Needs and Disability Act 2001.

In Sections 4 to 9 below, the objectives listed have been drawn together from existing documents such as: the College Corporate Plan (2002-2005); the Corporate Planning Statement (2002-3 to 2003-4); the Annual Monitoring Statement (2003); the Information Strategy (goals and project plan, updated January 2003); the Library Mission Statement and Strategic Plan (2003-2006); the Heist Report Marketing Strategy (2001); the Human Resources Strategy (2001-2004); the Staff Development Strategy (2002-2004); the Learning and Teaching Strategy (2002-2005); and the Widening Participation Strategy (2001-2004). In addition, considerations arising from the results of the Web Strategy Consultation Exercise have been incorporated, in which over 100 staff members and a number of existing students submitted responses to a variety of questions concerning current Web resources and future desirable features etc.

4 Using the Web in Recruitment

4.1 Student Recruitment

4.1.1. Redevelopment of the central public Web site with a greater focus on student recruitment

Date: September 2004 (launch) and on-going *Responsibility:* ER; CCS Web Team; Schools

This work is currently in the planning stages with staff from External Relations and the CCS Web Team working closely together to design and create a new central public site with a much clearer focus on the presentation of information appropriate to the recruitment of students at all levels, including research and international students. The proposed launch date for a new central site has been set at 31 August 2004, following earlier slippages that occurred prior to the appointment of a Web Editor within External Relations.

As well as a general modernising of design, with greater use of colour and photographs, and improved consistency across the College, among the other developments planned either for the initial launch or soon after are: the inclusion of student profiles; clearer navigation routes from the on-line prospectus pages through to more detailed information on School sites; improved presentation of Birkbeck's distinctive strengths and facilities; clearer statements of progression routes through the different levels of qualifications offered; greater use of enquiry forms; and the development of central as well as subject- or School-specific FAQs.

4.1.2 On-line Application, Enrolment and Fee Payment

Date: Autumn 2004 onwards (pilot) *Responsibility:* Registry; CCS; Pilot Schools

The need for the introduction of integrated on-line application, enrolment and fee payment facilities to ease these processes and to offer what many potential students would now expect, at least as an option, has been recognised for quite some time. With the introduction of the SITS student records system at Birkbeck it will now be possible to offer these facilities and the project to develop this facility for selected distance learning programmes in the first instance is scheduled to start in October 2004, going live in the following autumn in time for applications for 2006 entry. A wider rollout should then be possible in the following academic year.

4.1.3 Redevelopment of the Registry Web Site – supporting recruitment

Date: Autumn 2004 onwards *Responsibility:* Registry; CCS Web Team

In the planned redevelopment of the Registry Web site, it is hoped that a far greater depth of information supporting the enquiry, application and enrolment processes will be included, including an A to Z index enabling the rapid location of information. (See also Sections 6 and 7 below).

4.1.4 Development of the Web Prospectuses

Date: 2005/2006 entry (FCE) *Responsibility:* ER; Registry; Schools; CCS Web Team

The current Web prospectus production cycle is very much dependent upon the print production cycle for all three prospectuses, with the workflow being governed by processes that were established and driven by the print requirements. With the introduction of the SITS student records system it is planned that the production process will be “turned round”, with course data being entered into and maintained within SITS throughout the year, and both the on-line and printed prospectuses being created from this data. Funding has been approved for the development of this facility for the 2005/2006 continuing education prospectus, with the project commencing in October 2004, with a publication date of June 2005. Work on the undergraduate and postgraduate prospectuses is scheduled to start towards the end of 2005, with a publication date in the latter half of 2006 for 2007/8 entry.

4.1.5 Supporting School-level Recruitment Advertising

Date: Ongoing *Responsibility:* ER; Schools; CCS Web Team

External Relations already provide information via the staff intranet designed to assist Schools with their own recruitment advertising. It is planned that this material will be revised and expanded, helping to ensure good practice and consistency of presentation across the College.

4.1.6 Improving Recruitment from Employers

Date: Ongoing *Responsibility:* BRU; Registry; CCS Web Team

The Business Relations Unit within the Vice-Master’s Office will continue to develop the Birkbeck4Business Web site (now at <http://www.business.bbk.ac.uk/>) to improve its effectiveness as a marketing tool aimed at encouraging employers to sponsor their

staff to undertake studies at Birkbeck, as well as using the site to encourage feedback from employers that will help inform the College in the development of courses tied more closely to recognised business needs.

4.2 Staff Recruitment

4.2.1 Redevelopment of the Human Resources Web Site

Date: Autumn 2004 (launch) *Responsibility:* HR; CCS Web Team; ER

Preliminary meetings have been arranged between HR and CCS Web Team staff to discuss the redevelopment of the HR Web site, which would include the information and features that are made available to potential staff. Among the developments being proposed is the creation of a sub-site aimed at potential staff, giving more detailed information concerning the working environment at the College and the benefits of working at Birkbeck, as well as ultimately offering an on-line job application facility.

4.2.2 Improving Relevant Information on School/Departmental Sites

Date: Ongoing *Responsibility:* All Schools and Administrative Departments; HR; CCS Web Team

The distinctive teaching and research environments in each Faculty/School and the working environment in each Administrative Department could be better promoted on the relevant section Web sites. The most effective ways of achieving this will be agreed through consultation between the appropriate sections and the Human Resources Team.

5 Promotional and Marketing Activities using the Web

5.1 Research

5.1.1 Promoting Birkbeck's Research Work

Date: Autumn 2004 onwards *Responsibility:* ER; Faculties/Schools/Research Centres; Research Committee; CCS Web Team

The new corporate home page (due to be launched by September 2004) will include an area highlighting the College's research work and a link through to an area devoted to the more effective promotion of Birkbeck's research excellence. In parallel with this, individual Faculties, Schools and Research Centres will be encouraged to highlight their particular areas of research and clearer links will be established to these areas from the central pages. The adoption of the CCS-supported Zope Content Management System should make it easier for individual sections to maintain "Latest Research News" areas.

A central database of the research publications and expertise of staff is also being planned (see also 5.2.1 below).

5.2 Expertise

5.2.1 Promoting the Expertise of Birkbeck Staff

Date: Spring 2005 *Responsibility:* ER; Business Relations Unit; Research Committee; Faculties/Schools/Research Centres; CCS Web Team

In common with many other universities, it has long been an aim at Birkbeck to make a directory of expertise available on the public Web site, enabling organisations, journalists and other enquirers to locate academic staff who are available as consultants, contract researchers or commentators in their particular fields of research. This directory is now being planned, which is also likely to incorporate a directory of research publications (see 5.1.1).

5.3 Facilities

5.3.1 Promoting and Marketing Birkbeck's Facilities

Date: Autumn 2004 onwards *Responsibility:* E&F; CCS Web Team; ER

A redesign of the Room Bookings Web site and the parallel redevelopment of the Estates and Facilities Web site as a whole will enable a far greater depth of information to be presented concerning the facilities that are available for hire at Birkbeck than is currently the case. The new features at Malet Street will be highlighted, with far more visual material than at present being used to illustrate all the available facilities.

5.4 Events

5.4.1 Promoting and Marketing Central, Faculty, School and Research Centre Events

Date: Ongoing *Responsibility:* ER; Faculties/Schools/Research Centres; CCS Web Team; Finance

Although close collaboration has existed for some time between External Relations and the CCS Web Team concerning the promotion and marketing of central events via the Web (such as the Presentation Ceremonies and the Anniversary Lecture Series), relatively little work has been done helping Faculties, Schools and Research Centres with this aspect of their work. It is planned that the possibilities that already exist for on-line booking and payment facilities to be tailored for specific events will be better promoted internally by the CCS Web Team and External Relations, thus leading to a greater uptake of these options, which can prove to be more efficient and cost effective than off-line promotion alone.

5.5 Intellectual Property

5.5.1 The Marketing of Birkbeck Publications and Other Intellectual Property

Date: 2005/2006 (initial exploration) *Responsibility:* ER; Faculties/Schools/Research Centres; Library; Finance; CCS Web Team

The Web is an ideal medium to use for low cost promotion and marketing activities, and it would almost certainly be of benefit to the College for an appropriate group of staff to explore the possibility of using the College Web site in a more systematic way

for the commercial exploitation of its Intellectual Property (IP) and that of its staff (including publications, databases, other copyrighted materials and patented inventions).

5.6 Fundraising

5.6.1 Fundraising via the Web site

Date: 2004/2005

Responsibility: ER; CCS Web Team

In support of the College's stated aim of developing and implementing a fundraising strategy by 2005, the CCS Web Team will work with External Relations to help develop an integrated approach that incorporates an on-line element, including the facility for making on-line donations by credit card.

6 Supporting Students via the Web

6.1 Administration

6.1.1 Redevelopment of the Student Intranet – Supporting Student (Self-Service) Administration

Date: July 2004 onwards

Responsibility: Registry; Faculties/Schools/Research Centres; Library; CCS

One aspect of the planned redevelopment of the student intranet will be the creation of an integrated front-end to various administrative activities of relevance to Birkbeck students, possibly through the introduction of portal technologies (to be explored by the CCS Web Team during 2004/5). The aim would be to work towards the introduction of a unified Web interface (perhaps ultimately a personalised portal) through which students could undertake a variety of administrative tasks, such as the maintenance of contact data and bank account details, the submission of examination entry forms, the payment of course fees, the submission of course withdrawal, break-in-study and transfer requests, student award applications, and feedback and suggestion forms, the management of their library accounts, etc. Some of this functionality could be developed using features available within the SITS system, although the speed of rollout would be governed by the resources that can be made available. Although the existing Web-based library catalogue system already provides basic facilities enabling students to administer their own accounts, it is planned that the Horizon Information Portal will be developed much further so that many more features can be made available.

Another aspect of the student intranet redevelopment will be to improve access to central and School-level administrative information of relevance to students, such as regulations and procedures documents, awards information, progression options, etc. This may also include the development of e-mail alert facilities that students can choose to sign up to, through which they would be kept up to date on a variety of issues.

From 2004 onwards the CCS Web Team will work closely with academic and administrative units across the College to explore and discuss the opportunities for

developments in all these areas. The CCS Web Team will also be carrying out detailed investigations into the options for deploying portal technologies in the Birkbeck context.

6.1.2 The Students' Union Web Site

Date: November 2004 onwards

Responsibility: SU; CCS Web Team

It is intended that the new Students' Union Web site will contain material that will augment information provided elsewhere on the College Web site, supporting all aspects of a student's life while at Birkbeck.

6.1.3 Developing an Integrated Managed Learning Environment

Date: Ongoing

Responsibility: Registry; CCS; Schools; Others

Many features relating to the administrative aspects of a student's contract with the College would be aided by the close integration of the SITS student records system and any virtual learning environment that is in use. In Birkbeck's case, WebCT is the most widely used of the latter systems, and it would be prudent for an appropriate group of staff to explore issues surrounding the integration of these systems, if nothing else to ensure that separate developments are not undertaken that could undermine the possibility of integration at a later date.

6.2 Learning

6.2.1 The Development of Web-based Learning Resources

Date: Ongoing

Responsibility: Schools; Library; CCS

Many Schools throughout the College have recently been investing resources in the development of electronic teaching materials, from basic course unit descriptions and reading lists supporting courses taught face to face, through to highly developed on-line distance learning courses. CCS has been supporting Schools particularly with the development of teaching materials within WebCT. It is very much the intention that the drive towards greater use of on-line resources in support of both face to face and distance delivery will continue, so CCS will continue to work closely with Schools and the Library to assist with the development of these resources.

6.2.2 The Assessment and Development of Information and IT Skills

Date: October 2003 onwards

Responsibility: Library; CCS; Schools

The CCS Web Team has been working closely with the Library in the development of an on-line induction tutorial (LIFE) that was launched at the beginning of the 2003/4 academic year. During the first two weeks of term this has been used by over 700 separate individuals. This site will be reviewed during 2004 and developed further in response to user feedback.

A TQEF-funded project is also nearing completion within CCS to develop and implement diagnostic testing and self-assessment materials to help identify students who will require IT support if they are to get the most out of their learning experience at Birkbeck. The material to introduce these IT skills will also be developed as part of this project.

A proposed project involving the Library and the Faculty of Arts, to develop a Web-based information skills package specifically for Arts students has (for the time being at least) been rejected due to lack of resources. It may be possible for this project to be revisited at a later date.

6.2.3 Improving Access to Resources – Electronic Information, Reading Lists and other Resources

Date: 2004 onwards *Responsibility:* Library; Schools; CCS Web Team

It is a stated policy of the College Library that approximately 50% of the collection development budget will be spent on the acquisition of electronic information during 2004 (mainly electronic journals). This information would be available via the Library Web site to authenticated users. During 2003 the Library introduced the use of a Web-based service originally called *ReadingListDirect* but now called *Sentient Discover* that enables students to access reading lists for their courses that their lecturers have entered into the system and to link straight through to the library catalogue to check on availability or to access electronic journals and other electronic resources directly from the reading lists. Adoption of the system has been fairly slow to date, but the Library will be working closely with Schools during 2004 to encourage a greater uptake.

The Library is also planning to investigate the introduction of a resource discovery system to enable searching across multiple electronic resources (during 2005), and to develop the Horizon Information Portal into a more comprehensive system for improving access to information resources than is currently the case.

6.3 Research

6.3.1 College Research School Web Site

Date: Summer 2004 onwards *Responsibility:* CRS; CCS Web Team

The CCS Web Team is working closely with the CRS to develop a Web site that will serve as an on-line information and support centre for research students and staff. Information about generic research skills workshops provided by the CRS and School-specific training and Research Council and regional training events will be presented here, as well as administrative information, funding opportunities and other resources.

6.3.2 School/Research Centre Web Sites

Date: On-going *Responsibility:* Faculties/Schools/Research Centres/CCS Web Team

In the on-going redevelopment of School and Research Centre Web sites, the authors of these sites will be encouraged to incorporate content relevant to their research students and staff, including linking across to the CRS site where appropriate.

6.4 Social

6.4.1 Social Event News on Students' Union, School and Student Intranet Sites

Date: On-going *Responsibility:* Students' Union; Schools; External Relations

The Students' Union Zope-based Web site incorporates a facility enabling the ready posting of news and events information, with the automatic highlighting of these items on the home page. The redevelopment of the student intranet during 2004/5 will also incorporate a similar facility, and another strand in the on-going redevelopment of the School Web sites will be to encourage the more active promotion of social events taking place within each School.

7 Supporting Staff via the Web

7.1 Administration

7.1.1 Redevelopment of the Staff Intranet – Supporting Staff (Self-Service) Administration

Date: July 2004 onwards *Responsibility:* Central Administration; CCS Web Team; CCS Administrative Computing Team

One aspect of the planned redevelopment of the staff intranet will be the creation of an integrated front-end to various administrative activities of relevance to Birkbeck staff, possibly through the introduction of portal technologies (to be explored by the CCS Web Team during 2004/5). The aim would be to work towards the introduction of a unified Web interface (perhaps ultimately a personalised portal) through which staff could undertake a variety of administrative tasks, such as the maintenance of contact data and bank account details, the submission of various administrative forms (see 7.1.3), appraisal documents and such like, feedback and suggestion forms, the management of their library accounts, etc. Some of this functionality could be developed using features available within the SITS system, although the speed of rollout would be governed by the resources that can be made available. Although the existing Web-based library catalogue system already provides basic facilities enabling staff and students to administer their own accounts, it is planned that the Horizon Information Portal will be developed much further so that many more features can be made available.

As with the redevelopment of the student intranet, one feature that may be investigated is the development of e-mail alert facilities that staff can choose to sign up to, through which they would be kept up to date on a variety of issues.

From 2004 onwards the CCS Web Team will begin to work closely with academic and administrative units across the College to explore and discuss the opportunities for developments in all these areas. The CCS Web Team will also be carrying out detailed investigations into the options for deploying portal technologies in the Birkbeck context.

7.1.2 On-line Access to Corporate Documents (Policies, Procedures, Handbooks, Regulations, Guidelines, Service Level Definitions, Forms, etc)

Date: On-going *Responsibility:* Central Administration; CCS Web Team

The redevelopment of the staff intranet, planned to commence towards the end of 2004 (see 7.1.1), and the parallel redevelopment of individual Administrative Department Web sites, also commencing during the latter half of 2004, will include plans to ensure that all corporate documents are made available on-line as soon as is practicable. This will include all formal policy and procedures documents, staff handbooks, regulations, guidelines and Service Level Definition (SLD) documents. In addition, the relevant departments will be encouraged to make available for download (if they don't already) all forms that staff have to complete for a variety of administrative purposes.

7.1.3 Web-enablement of Administrative Processes

Date: On-going *Responsibility:* Central Administration; CCS Web Team; CCS Administrative Computing Team

Following on from the work of making forms available for download mentioned above (7.1.2), it should ultimately be possible to Web-enable the submission of such forms, as well as the on-going monitoring of the process initiated by such a submission, although this will be dependent on the purpose of each form and the back-end system(s) with which it must interact. The possibility of such Web-enablement will be investigated by the CCS Web Team on an individual basis with the appropriate Administrative Department and the CCS Administrative Computing Team.

7.1.4 On-line Access to Student Data and Reports

Date: On-going *Responsibility:* Registry; CCS Administrative Computing Team; CCS Web Team

A number of Registry reports are already available to authorised members of staff via the College's Oracle Application Server (see http://oasis.ccs.bbk.ac.uk:7778/pls/mis/registry_reports.show). However, the introduction of the SITS student records system will enable a wider range of reports to be developed and made available, although some of these will require the installation of the SITS client rather than being accessible via the Web. The CCS Administrative Computing Team is working closely with Registry staff to carry forward these developments.

7.1.5 On-line Access to HR Data and Reports

Date: On-going *Responsibility:* Human Resources; CCS Administrative Computing Team

As with Registry reports (7.1.4), a number of HR reports are already available to authorised staff via the College's Oracle Application Server (see <http://oasis.ccs.bbk.ac.uk:7778/pls/mis/rhead.show>). A greater range of reports is likely to be developed during 2004 and beyond by the CCS Administrative Computing Team, according to specifications defined by the HR Team.

7.1.6 On-line Access to Financial Data and Reports

Date: On-going *Responsibility:* Finance Department; CCS Administrative Computing Team

As with Registry reports (7.1.4), a number of Financial Reports are already available to authorised members of staff via the College's Oracle Application Server (see http://oasis.ccs.bbk.ac.uk:7778/pls/mis/fin_replist_htp.show). A greater range of reports is likely to be developed during 2004 and beyond by the CCS Administrative Computing Team, according to specifications defined by the Finance Department.

7.1.7 Commitment Accounting and Symmetry e-Financials

Date: On-going *Responsibility:* CCS Administrative Computing Team; Finance Department

The Commitment Accounting pilot currently running in three Schools and two Administrative Departments is likely to be expanded further in the latter half of 2004 and beyond, making use of *e-Financials*, the Web interface for the *Symmetry* finance application. Among other things this enables purchase orders to be raised and authorised and the resulting invoices to be passed for payment via the Web.

7.1.8 Committees Web Site

Date: Late summer 2004 and on-going *Responsibility:* CCS Web Team; Central Administration

The need for a centralised Committees Web site has been discussed on a number of occasions over the past couple of years, most recently in the context of discussions relating to the Freedom of Information Act Publication Scheme (see 9.1.1). This latter driver has enabled agreement to be reached on the specification of such a site, which is now being created by the CCS Web Team. It is hoped that ultimately all Committee-related documents will be accessible as a matter of routine via this intranet site, although the initial focus will be on making papers for the Academic Board and the Governors meetings available in this way.

7.1.9 On-line Access to Room Bookings and Availability Information

Date: 2004/5 *Responsibility:* Estates and Facilities; CCS Administrative Computing Team; CCS Web Team

In the latter half of 2004 the CCS Administrative Computing Team will be working with Estates and Facilities staff to consider the procurement and implementation of *CMIS E-Portal*, which will enable Reception and other authorised staff to access details of room bookings and availability via the Web. In a separate project, the on-line room bookings facility that is already available (see <http://staff.bbk.ac.uk/ef/roomrequest.html>) is currently being redeveloped by the CCS Web Team to enhance its functionality. It is planned that this will go live by Autumn 2004. (See also 7.2.4.)

7.2 Teaching

7.2.1 Information and Resources Supporting Staff in their Teaching Role

Date: On-going *Responsibility:* Registry; Schools; CCS Web Team

Much can be done using the Web to help support academic staff in their teaching role. As part of the redevelopment of the Registry Web site during 2004/5 it is hoped that the information made available by the Academic Quality Assurance Office concerning good practice and other relevant issues can be expanded and made more readily accessible. In addition, as the CCS Web Team works with Schools in redeveloping their sites during 2004 and beyond, the Schools will be encouraged to publish any School-specific resources that may be available to support their own teaching staff.

7.2.2 Supporting and Extending the Use of WebCT and other Web-based Learning Technologies

Date: On-going *Responsibility:* CCS Learning Technology Team; CCS Web Team

The CCS Learning Technology Team in particular is responsible for encouraging and supporting the use of WebCT throughout the College, and this work will be continuing throughout 2004 and beyond. Other Web-based systems will also be examined and encouraged where appropriate.

7.2.3 On-line Access to Student Data and Reports

Date: 2004/5 and beyond *Responsibility:* CCS Administrative Computing; Registry; CCS Web Team

During the consultations conducted by Web Team and External Relations staff during 2003, teaching staff expressed a desire to be able to access student data such as class lists and exam information via the intranet. With the introduction of the Web-enabled aspects of the SITS student records system during 2004/5 and beyond, it should be possible to roll out this functionality as long as the necessary resources are made available.

7.2.4 On-line Access to Room Bookings and Availability Information

Date: 2004/5 *Responsibility:* Estates and Facilities; CCS Administrative Computing Team; CCS Web Team

See 7.1.9.

7.3 Research

7.3.1 College Research School Web Site

Date: Summer 2004 onwards *Responsibility:* CRS; Faculties/Schools/Research Centres; CCS Web Team

See 6.3.1. The CRS Web site will serve as an on-line information and support centre for research staff as well as students. This site will also link through to relevant information held on School and Research Centre Web sites for their own research staff.

7.3.2 On-line Support for Academic Staff Undertaking Research

Date: Autumn 2004 and on-going *Responsibility:* Research Grants and Contracts

The CCS Web Team will be working with the Research Grants and Contracts Office during 2004 to develop a new Web site containing a much greater range of support information for academic staff than the current site, relating to funding opportunities and other relevant information.

7.3.3 Promoting Internal and External Collaborative Research Links

Date: Late 2004 and on-going *Responsibility:* Schools/Research Centres;
External Relations; CCS Web Team

With the planned redevelopment of many School Web sites during 2004 and the higher profile to be given to promoting the research activities and expertise of Birkbeck staff on the new Research at Birkbeck Web site (see 5.1.1 and 5.2.1) in the same period, the College Web sites will become a useful addition to a range of means that can be used to encourage further research collaborations, particularly with external institutions.

7.4 Social

7.4.1 Social Event News on School and Staff Intranet Sites

Date: On-going *Responsibility:* Schools; External Relations

See 6.4.1. The redevelopment of the staff intranet planned for 2004/5 will include the incorporation of a facility enabling the ready posting of news and events information, with the automatic highlighting of these items on the home page. In addition, one aspect of the redevelopment of the School Web sites will be to encourage the more active promotion of staff social events taking place within each School.

8 Serving Alumni via the Web

8.1 Redevelopment of the Alumni and Development Web site

Date: Summer 2004 and on-going *Responsibility:* External Relations; CCS Web
Team; CCS Administrative Computing Team

The CCS Web Team is working with the Alumni Office staff within External Relations to redevelop the alumni Web site, in the first instance during the summer of 2004, with up-to-date information concerning the Birkbeck Society and current fundraising activities. It is then hoped that a much more feature-rich site can be developed later in 2004 and during 2005, utilising a new Web-based add-on for the *Raiser's Edge* application that is already used for alumni and fundraising administration. An on-line donation facility is also planned.

8.2 Web-enablement of Raiser's Edge

Date: Summer 2004 and on-going *Responsibility:* External Relations; CCS Web
Team; CCS Administrative Computing Team

In order to open up access for authorised staff throughout the College to alumni data, a module enabling Web access to the *Raiser's Edge* application is being installed.

9 Serving Others via the Web

9.1 Freedom of Information Act Publication Scheme

Date: 29 February 2004 and on-going *Responsibility:* All sections of the College;
CCS Web Team

Under the terms of the Freedom of Information Act 2000, Birkbeck College is obliged to have a Publication Scheme in place by the end of February 2004, in which the classes of information that the College makes available to the public are described, together with details of how this information can be obtained and whether or not a charge is made. The CCS Web Team created a Web version of the Publication Scheme that enables users to click through, where possible, to the actual information being described. For information that is not (yet) directly accessible on-line, a form will be developed enabling requests for the information to be submitted to the College Secretary. The CCS Web Team will be working closely with all relevant units within the College to enable as much of the information as possible that has been included in our Publication Scheme to be made available on-line in due course. The Publication Scheme is available at <http://www.bbk.ac.uk/foi/>.