Prior to 2006
The Prairie Lands Writing Project (PLWP) goes through several website incarnations (approximately five in 10 years) depending on who is serving as technology liaison and/or who is serving as the PLWP student research assistant in the PLWP offices at the time. The looks and interactive qualities of those various redesigns also depend on the amount of expertise the TLs and research assistants possess with regard to building, updating, and maintaining a website.

November 2006
PLWP site director Jane Frick and board members Mary Lee Meyer, Heidi Mick and Valorie Stokes attend the session “Thinking Strategically About Technology in Support of Site Work” at the National Writing Project Annual Meeting in Nashville, which initiates conversations and thought about focusing on the effectiveness of our site’s own Web presence.

February 2007
PLWP Director Jane Frick applies to attend the NWP Working Retreat: Planning Your Site’s Web Presence, as part of a PLWP two-person team (the other team member is Valorie Stokes).

April 2007
Jane Frick and Valorie Stokes attend the NWP Working Retreat “Planning Your Site’s Web Presence” in Amherst, Massachusetts. While at this retreat they are taken through a host of exercises that require them to explore their writing project site’s identity, audience, and purpose and then apply that information to a Web presence development plan that they can take back to PLWP.

May 2007
PLWP holds a weekend leadership visioning retreat, “Rethinking Our Site Work: Redesigning Our Web Presence,” at the Lied Center in Falls City, Nebraska (a mini-version of the NWP retreat our two team members had attended in April) inviting PLWP TCs to participate in the process of examining our site’s core values, discussing and sharing those values, strategic goals, and new directions, and developing plans for implementation and monitoring of our website’s progress. Sixteen TCs attend the
session, where we also establish our Web Design and Implementation Team to be chaired by Valorie Stokes.

**June 2007**

The Web Design and Implementation Team meets and develops a new Web template that reflects our site’s core values, newly prioritized programs, and portals of entry for different audiences. They also keep in mind the few directives they were given from the retreat group: utilize a clean design, incorporate a “cutting-edge” technical format, create portals of entry at the top targeted to our different audiences, and devise a left-hand menu that showcases our prioritized programs. The team works with a deadline of July 10, when what has been developed to that point will be previewed in its beta version. During this month’s meetings, the team also comes up with ideas for protocols for updating and posting to the website.

**July 2007**

Early in the month, director Frick sends out the URL for the beta version of the website to a variety of potential audience members (the English, Foreign Languages and Journalism listserv, the Missouri Western faculty listserv, the campus student chapter of National Council of Teachers of English listserv, and the PLWP listserv) and invites critique and feedback. She also extends, via the PLWP listserv, an invitation to teacher-consultants to the Dinner and Preview scheduled for later in July. At that Dinner and Preview meeting, attended by 22 interested TCs and PLWP Advisory Board members, the Web Design and Implementation Team members walk the audience through the decision-making and development processes and solicit one more round of input and feedback before finalizing the redesign. They also share the protocols for updating and posting to get feedback and official approval for putting those in place.

**August 2007**

PLWP’s newly redesigned Web presence officially debuts at [http://www.missouriwestern.edu/plwp](http://www.missouriwestern.edu/plwp) and director Frick again invites members of the various listservs and also the NWP Web Presence listserv to browse the redesign and send PLWP their feedback. PLWP is invited to share its Web presence progress as part of an Annual Meeting session.

**November 2007**

Valorie Stokes represents PLWP in the National Writing Project Annual Meeting session to share the site’s Web redesign planning and implementation experience and story.

**March 2008**

Based on the positive reception and feedback of the PLWP redesign, Valorie Stokes is invited to participate as a facilitator for the NWP leadership team that is coordinating the second NWP
May 2008  Valorie Stokes attends the working retreat in Denver as a facilitator, reflects on the process her team went through the previous year, and also takes notes about what follow-up needs to be done on the PLWP site. While attending the retreat, she roughs out a feedback sheet to be used for periodically reviewing the site’s Web presence. Upon arriving back home, she consults with director Frick about holding some type of feedback review session on the site’s Web presence.

June 2008  At the PLWP Advisory Board meeting, focus groups reexamine the website and give feedback for further fine-tuning and considerations for changes.

July-August 2008  As Web editor, Valorie Stokes, along with the latest PLWP student research assistant, Rachel Waddell, works on improvements to the site’s Web presence based on the focus groups’ feedback.