



# A Wetherhaven Production

## **Audiences:**

- Current cohort including professors
- Future cohorts
- Potential employers
- Prospective cohort members
- The cohort community
- The educational community
- General public

## **Purpose:**

- Build a learning organization
- Create an explanation of the program.
- Showcases students with profiles and work examples.
- Fulfill requirement for learning web development
- Training site on how to make web pages for future and past cohorts
- Provide access to cohort to utilize in own courses and workplaces
- Market this (OSU EdM) program, related programs through links.
- Provide a link between current cohorts and future cohorts, other cohort programs
- Provide encouragement, communicate enthusiasm
- Vehicle for communication (professor to student, student to student, etc.)
- Provide navigation through the next three years

## **Content:**

- Logo
- Description of reason for taking the program, conception and ideas
- Our cohort culture maybe compared to another class
- Student profile with pictures, names, and brief descriptions
- FAQs, resources, links to useful community sites.
- Links to individual student web sites
- Individual pages on site (area for submission of homework, projects)
- Recommended books, articles, special interests, projects, and other resources.
- Web examples, how-to's, and program guides
- What I wish someone would have told me, words of wisdom
- Message board with cohort community journal
- Promotional materials and links on the Program
- Job postings