

Susan Whittaker  
swhittak@uoregon.edu

1. Project Description(s): A professional website (outside of the uoregon server) or blogsite.
2. Project Goal (long term outcomes): To use this site as a tool for marketing my qualifications, provide work samples, and give colleagues in the field a snap shot of my professional goals and personal interests.
3. Objectives (specifics of what comprise the goal): To visually showcase my work as I search for jobs.
4. Strategies (How are you planning to meet the goals): by designing and developing an innovative and aesthetically pleasing site that clearly lays out what I intend to communicate.
5. Tactics (Specific activities tied to the strategies to meet the goals): promoting my site on my resume, email signature, on business card... to get people to look at it.
6. Evaluative Standards (List anticipated means for measuring that the goals are met): Getting feedback from peers; employment.