

# WEB SITE OVERVIEW

## PURPOSES OF THE WEBSITE

- 1) Providing factual information regarding the ArtsLab Initiative to target audiences, below
- 2) Offering a tool for grantee dialogue, including skill building in development of a virtual community. Consider the back office as a salon—a place for community conversation.
- 3) Development of Knowledge Center for (a) scholarly information on Capacity Building and (b) learning tools for organizations.

## TARGET AUDIENCES

1. 16 Grantee Arts Organizations – 8 in metro and 8 in NW Minnesota  
Profile:
  - a. small, potentially all volunteer organizations
  - b. operating Budgets of \$75,000 to \$400,000, with median under \$135,000
  - c. 50% likely on dial-up
  - d. likely accustomed to simple web-use
  - e. Purpose: all program communications, ongoing dialogue through forum, access to library, access to all educational tools, webinar presentation materials, etc.
2. ArtsLab Funder Collaborative (password protected)  
Purpose:
  - a. Access to project archive documents – reports, evaluations, etc.
  - b. Collaborative communications
3. Arts organizations throughout Minnesota  
Purpose:
  - a. Learning about ArtsLab (end-user information)
  - b. Access to application materials
  - c. Access to Library/Resources/Linkages
4. Nationally, foundations and other organizations engaged in “Capacity-Building” programming  
Purpose:
  - a. Learning about the progress of ArtsLab and best practices; model development (research and development information)
  - b. Access to Library/Resources/Linkages

## DESIGN PARAMETERS

1. Simple, dial-up compatible (relatively small files, no flash)
2. Clean and accessible look; Creative yet clean and simple. Not “busy”.
3. Static
4. Inviting – easily guiding user into the site’s conversational and community-building capacity
5. Consider the concept of a “Learning Laboratory”—a front reception area and a back room with several labs for specific kinds of exploration.

## PUBLIC SITE:

- |  |         |             |
|--|---------|-------------|
| 1. Home --   | 1 Page  |             |
| 2. Contact Us:   | 2 Page  |             |
| 3. <a href="mailto:Info@ArtsLab.org">Info@ArtsLab.org</a> & Collaborative Funders, |         |             |
| 4. Administrative Host, Staff contact information & links                          |         |             |
| 5. Site Map  |         | Build Later |
| 6. 1. About Us   | 3 page  |             |
| 7. Mission/Vision/Values/Goals   | 4 page  |             |
| 8. FAQ's – "Facts at a Glance"   | 5 page  |             |
| 9. The Collaboration   | 6 page  |             |
| 10. Get Involved   | 7 page  |             |
| 11. Application Process as Grantees  | 8 page  |             |
| 12. Application Process for Consultants/Trainers                                   | 9 page  |             |
| 13. Calendar & Upcoming Events   |         | Build Later |
| 14. Peer Communities – [ <i>consider posting art work of grantees</i> ]            |         | Build Later |
| 15. NW MN grantees information   |         | Build Later |
| 16. Metro grantees information   |         | Build Later |
| 17. Training Team: Knowledge Specialists / Consultants / Trainers                  |         | Build Later |
| 18. Newsroom   | 10 Page |             |
| 19. News Releases  | 11 page |             |
| 20. Updates on Learning / Impact   |         | Build Later |
| 21. Library  | 12 page |             |
| 22. Enter the Lab . . . . grantee log-in [link]                                    |         |             |

## FORUM – BACK OFFICE SITE FOR GRANTEES: THE LABORATORY

1. Receptionist—general information and direction
2. Something akin to the "War Room" where one gets all the info on calendar, upcoming events, schedules, assignments, etc.
3. Water Cooler – chat room
4. Library – access to resources (may be the library listed as #7 above)
5. Game Room & Gym – exercise your mind
6. Leadership Training Lab
7. Human resource development
8. Board development
9. Change Management Lab
10. Strategic planning
11. Community engagement/assessment
12. Evaluation
13. Business Management Lab
14. Financial management
15. Financial resource development & fundraising
16. Marketing & Communications
17. Operations Lab
18. Technology
19. Operations systems development
- 20. Forum—Back Office Site for Collaborative**