

Jim Alexander

Web Content Manager



This new post operates in the Office of Public Relations, in close cooperation with the Office of Information Technologies and with the Web Task Force and Marketing Council. It is charged with managing the content of Rider's Web site, through the development of policies, recommended practices, collaboration with subject-matter leaders, and by instituting strategic initiatives.

Initial focus is on rebuilding the upper levels of the Web site. In order to address strategic needs, the office will perform actual construction of relatively few pages. Rather than "doing pages" for our many content providers, we will offer suggestions, templates, new features, and overall structural planning. To support the broad objective of Effective Web Communication, desired characteristics of the Rider Web site include:

- [accuracy and relevance](#) of content
- [currency](#) - up-to-date in today's real-time Internet world
- [ease of navigation](#) - without it, the best message may be lost
- [coherence](#) - the whole site should fit together in pursuit of the University's strategic needs

- [appearance](#) - reflect University theme and identity
- [visitor orientation](#) - not us looking outward
- [respect](#) for academic expression

A major design principle pursued is "Content is Paramount - Simplicity

Works." Rider has a powerful message - our commitment to excellence and success. Cutting edge technology cannot substitute for the message, and may even detract from it. The fun of working with such technology can appropriately be enjoyed on pages more personal in nature.

The Rider Web site was originally created in 1997, and has since grown rapidly. It is currently being analyzed, with a series of organizational and content improvements being introduced. The first step was the posting of an interim new Home Page in Spring 2000, followed by a series of new features and promotion of common themes. Much existing content is being progressively unfolded to a new organization and appearance. Major further revision will occur in 2001.

An exciting challenge which will require teamwork and mutual understanding, but that's part of the Rider approach! Information and tools for Rider page authors is now available.

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Jim's Home Page at Rider. Don't use links above.