The Five P's:  
0 People  
0 Priorities  
0 Policies  
0 Politics  
0 Presidents

Plus 2:  
0 Perceptions  
0 Products  
0 Power  
0 Process  
0 Persuasion  
0 Planning  
0 P?

How many more?

Historical (the setup):  
0 System/Campuses separate entities; President only common authority  
0 No central planning/policies; competition for resources  
0 The staff kept things going on a day-to-day basis  
0 Web site development by volunteers w/ no real authority  
0 Multiple reorganizations and changes in administration

Current (the fallout):  
0 One more reorganization coming  
0 Open position for CIO/Associate VP of IT; open position for Web Manager  
0 CLR (Crappy Little Rules); some are being questioned  
0 Current page is politically "hot" (but no one seems to know who says so)  
0 Web services group in place; "enthusiastic volunteers"  
0 Grass roots level web forum; state-wide in scope

Possible (the recovery):  
0 UT working with Noel-Levitz on Admissions; hope to learn from them and apply site-wide  
0 Creation of an official Web services group w/ support and authority  
0 Establish the Rule of Process based on the "12-Step Recovery"  
0 More power at web forum level for grass roots input

Successes:  
0 System-wide UT-only search engine  
0 Organized grass-roots: web forum, brown bags, listserv  
0 Review of products and services  
0 Draft of guidelines for web advertising on tennessee.edu  
0 Framecast trial (survived)  
0 Began developing a working model for web process and usability testing

More on the back!
Web Pages:
- UT Home Page: www.utenn.edu/
- UTK Home Page: www.utk.edu/
- ORIT Web Services: www.tennessee.edu/orit/web_services.htm
- DII Home Page: dii.utk.edu/
- Test DII Home Page: fanghorn.utk.edu (no design/graphics - working on content)
- UT Search Engine Page: www.utk.edu/search/
- Presentation PDF Files: web.utk.edu/~jgrobin/cumrec2001.html

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Working on a University Web site:
"University politics are vicious precisely because the stakes are so small." Henry Kissinger

"You will try. And try again. And again. And you will smile. Because it's so much healthier than crying or throwing up." Molly Ivins