

## Website development

### Why?

- Enable us to showcase our research reflecting the digital age;
- Develop an identity and profile for the research;
- Facilitate dissemination of research to industry partners, practitioners, student teachers;
- Support the development and maintenance of industry partner relationships;
- Provide a professional profile that is accessible;
- Make our research easily accessible to industry personnel to facilitate funding agreements; and
- Part of a larger research marketing plan.

### Website

- Audience: industry partners, practitioners, student teachers;
- Very user friendly layout and language, with a more academic presence behind this user friendly front;
- Should be able to skim read;
- The focus should be the research, e.g. what was problem, how research conducted, findings, implications;
- Researchers involved in project;
- Press releases;
- Publications;
- Innovative aspects of the project- eg problems, rationale, significance;
- Literature reviews- provide summaries using headings and dot points, provide info re other research findings related to project;
- Methodology- why video, analysis using Nvivo 8;
- Blogs or discussion group



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