

WSU Extension Program Webpage Planning Worksheet

Helping us visualize and organize your program webpages

Purpose

This worksheet will help us understand your program, organize content, and visualize your **program webpages** during the website migration process. Don't worry about perfection, we'll work through this together.

Program Information

Program Name: _____

County: _____

Point Person(s): _____

Date: _____

1. About Your Program

What does your program do?

(Short description in plain language)

Who are your primary audiences?

(Check all that apply)

- Community Members
- Youth / Families
- Gardeners
- Farmers / Small Acreage
- Volunteers
- Researchers
- Educators

- Businesses
- Natural Resources / Conservation
- Food Systems / Nutrition
- Other: _____

What do people usually come to your program webpages for?

(Check top 3–5)

- Events / Classes
 - Registration Forms
 - Volunteer Information
 - Program Information
 - Research / Publications
 - Resources / Fact Sheets
 - Contact Information
 - FAQs
 - Fair / Competition Information
 - Applications
 - News / Updates
 - Videos / Tutorials
 - Forms / Documents
 - Other: _____
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2. Keep, Remove, or Update

What content on your program webpages should definitely stay?

(High priority or frequently used)

What content feels outdated or no longer needed?

What information is confusing or hard to find on your program webpages?

3. Think Like a Visitor

If someone visited your program webpages for the first time, what are the TOP things they should find within 1–2 clicks from your Program Overview Page?

1. _____
 2. _____
 3. _____
 4. _____
 5. _____
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4. Program Webpage Outline

Don't worry about perfection — think in big sections

What should people immediately see on your Program Overview Page?

(Think of the main landing page for your program.)

- Program overview / About us
- Upcoming events or classes
- Quick links
- Contact information
- Registration links
- Volunteer information
- Featured resources
- Photos
- Announcements / News
- FAQs
- Videos
- Seasonal information
- Other: _____

If someone lands on your Program Overview Page for the first time, what should they understand right away?

Main Program Webpage Sections

(Examples: About, Events, Resources, Publications, Volunteers, Youth Programs, Research, FAQs)

Program Webpage Section What Goes Here? Keep / New

5. Forms & Documents

What forms or documents do people use the most on your program webpages?

Form / Document Still Needed? Could this become an online form?

Which PDFs are essential?

Which PDFs could eventually become webpages instead?

6. Events, Classes & Seasonal Content

Does your program regularly update:

- Events
- Workshops / Classes
- Seasonal Information
- Fair Information
- Deadlines
- Newsletters
- Volunteer Opportunities
- Grant Information
- Research Updates
- Educational Resources
- Other: _____

What content changes throughout the year?

7. Photos, Videos & Visuals

Do you currently have:

- Good program photos
- Volunteer photos
- Event photos
- Instructional videos
- Graphics / Flyers
- Historical photos
- Need updated photos

What should be highlighted visually on your Program Overview Page?

8. Dream Big (Optional)

If your program webpages worked perfectly, what would people be able to easily do or find?

9. What Should Be Highlighted?

What parts of your program should be easiest to find?

- Events / Classes
- Volunteer Opportunities
- Registration / Sign Up
- Resources / Fact Sheets
- Research / Publications
- Youth Programs
- Fair Information
- Contact Information
- Seasonal Information
- News / Updates
- Videos / Tutorials

- Forms / Applications
- Frequently Asked Questions (FAQ)
- Other: _____

What are you most proud of in your program?

(What should visitors notice first?)

Is there anything people have trouble finding on your current program webpages?

Anything else we should know while helping organize your program webpages?
