

Appendix 4: Web site Development Plan

One of the recommended Communication Strategies involves development of a Maryland Heritage Areas Program Web site that will serve as a comprehensive resource for program information and create new networking opportunities for Heritage Areas. The Web site should be designed to allow information to be easily accessible and easily updated and adapted. The proposed Web site would be built gradually over time – as MHAA staff capacity and resources allow. The proposed Web site development plan is as follows:

Web site Area	Information
Short Term	
About the Maryland Heritage Areas Program	Definition Goals Core components Enabling legislation MHAA members MHAA staff MHAP Strategic Plan MHAA meeting schedule/minutes
Heritage Areas	For each Heritage Area: Director profile Board members General description Management plan 5-year action plan Annual Plan Upcoming activities Press releases
Issues	State legislation affecting heritage areas Federal legislation affecting heritage areas
Mid-Term	
Resources	State Agency Program Statements (links and contacts) Other agency/organization information Newspaper and magazine articles Upcoming conferences Case studies Heritage Area contacts/recommendations (i.e. grant writers, accountants) How-to information shared by Heritage Areas (i.e. interpreter training, event planning, brochure development)
Media	Clips from media coverage in Heritage Areas
Blogs	Heritage Area updates, inquiries, etc. State agency posting about new resources or programs Other partners postings about current activities or resources
Reports	File Heritage Area operating grant reports File Capital and Non-capital grant reports Templates for Performance Measures
Long-Term	
Training	Online workshops Webinars Online check-in with experts