1. Full name of your Program Work Team (PWT):

   Cornell Dairy Program

2. Names, affiliations and e-mail addresses of the PWT Co-Chairs: (With an asterisk [*], please indicate the co-chair responsible for finalizing this report.)

   **Co-Chair (Lead):** Thomas Overton*
   **Title:** Associate Professor Department of Animal Science
   **Address:** Cornell University, 272 Morrison Hall, Ithaca, NY 14853
   **Phone:** 607-255-2878   **Fax:** 607-255-1335   **e-mail:** tro2@cornell.edu

   **Co-Chair:** Mark Giles
   **Title:** Regional Agriculture Program Coordinator – Cornell Cooperative Extension
   **Address:** Cornell University, 357 Roberts Hall, Ithaca, NY 14853
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3. As a separate attachment, please provide a list of names, affiliations and email addresses only of active members of the PWT. We realize the organizational structure of the PWTs varies widely. We are interested in obtaining contact information about individuals in the core decision-making or planning group of the PWT, not in an exhaustive list of all participants in general meetings or activities.

4. Please identify your PWT’s activities, accomplishments, and, most importantly, outcomes and impacts over the past year.

   The Cornell Dairy PWT met twice during the early part of 2009.

   Discussion focused on the characteristics and issues of a Dairy web portal:
   - Searchable
   - High impact public announcements and hot topics, which will require monthly maintenance
   - Hub to all Cornell dairy activity
   - Glossy, dynamic
   - Any program assistant would be able to add content
   - Provide an example of Excellence at Cornell
   - Adaptable to future needs i.e. restricted access for internal sharing.

   After our initial discussions, we invited Craig Cramer, Communications Specialist in the Department of Horticulture to facilitate further discussion on the following areas of website development for a Cornell Dairy Portal

   1) Target audience –

   Discussion focused on people who may not be fully linked to current resources. Groups identified in addition to dairy producers included agri-service advisors (nutritionists,
veterinarians, extension educators, crop consultants, other industry consultants). The group viewed a secondary audience as program funders, administrators, and prospective students.

2) Audience needs –

Discussion focused on what perceived needs of the web audience would be. When the NY Center for Dairy Excellence completes its output from dairy producer listening sessions conducted statewide recently, we will share that information with the group. Discussion included use as a reference library, news and events, a telephone directory, and links to other program sites. If we have a news and events section, key contributors will need to make sure that they stay current with updates.

3) Architecture –

Craig made the point that any site “should not” mirror institutional structure, rather it “should” reflect the mental map of users. Discussion focused on the concept that we need to use this site to leverage programmatic visibility – put the skeleton together and add meat to it over time.

4) Technology –

Html pages probably would be the simplest to put up and maintain. Other possibilities include CommonSpot and some of the blogging software. Need to identify services available at the host server.

We submitted a Request for PWT Special Needs Support to develop a high-impact web portal that will become the hub to all Cornell Dairy resources on campus and across the state. Timing of the award did not allow work to begin until October 2009.

Unfortunately Craig Cramer was unable to commit the time to developing the web site but agrees to provide oversight to the development that is currently underway through the Department of Animal Science. The current draft website (not available for public viewing) is available at http://www.anisci.cornell.edu/dm/new/

The team also discussed methods to identify the scope of department resources targeting dairy and the need to do an inventory in support of the web portal development. A draft inventory matrix is under development.