



Building a Web 2.0 Purpose Statement

Presented to NYS Forum Emerging Technologies WG

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2009 NYS Forum Strategic Planning Session Outcomes

- Using Web 2.0 applications for enhancing networking communications and collaboration to further the goals of The Forum was the theme of highest interest at the annual planning event
- “Though there is high interest in deploying the benefits of Web 2.0 to enhance NYS Forum member services, there is a healthy member concern for first identifying the objectives and requirements of doing so, as well as the associated liabilities, security risks and issues related to accessibility”. Source: www.nysfirm.org/home
- Operational & Research initiatives underway
- An approach has not been established for identifying these objectives, requirements...

2009 NYS Forum Strategic Planning Session Outcomes

- Web 2.0- Operational Initiatives (and votes cast) included:
 - Identification of business drivers, success stories and liabilities of using Web 2.0 (14) ???
 - Facilitate a task force to address social networking requirements (12) [Matrix Work Group](#)
 - Convene all Work Group leaders to discuss collaboration themes/techniques (10) [Webmasters](#)
 - Educate the membership about accessibility issues related to Web 2.0 (6) [IT Accessibility WG](#)
 - Identify Web 2.0 security risks (2) [Security Work Group](#)
 - Conduct a session for all Work Groups on addressing them (1) [Security Work Group](#)
 - Consider offering seminars on Utilizing Social Networking (2) [Emerging Technologies WG](#)
 - Use social networking to allow collaboration among entities in specific interest areas involving emerging technologies (24) [Emerging Technologies Work Group](#)
 - Develop a hands-on strategic planning session that's delivered through virtual media (5) [Small & Medium Agency Work Group](#)
 - Conduct a session involving all work groups on policy and security implications of Web 2.0 (1) [Webmasters Guild](#)
 - Develop a prototype Wiki for Webmasters Guild member use (1) [Webmasters Guild](#)
 - [NING.com](#)

Recommendation

- Develop a purpose statement
 - What we want to share?
 - Who we want to share with?
 - How do we want to share (real time or asynchronously, one to many, many to many...)?
 - Why we want to share?
 - Specific objectives, processes & benefits targeted...

- Use a collaborative process
 - Convene a task force
 - Workgroup representation, CTG, NYSFIRM IT...
 - Consider using NING or other Web 2.0 tools for input
 - Present draft to CRT & Executive Committee

- Develop a phased implementation plan
 - Identifies functionality, use cases, tools, timing, resources, benefits...

7 Characteristics of Good Purpose Statements

- Magnetic
- Aligned with business value
- Low risk: embraces the communities purpose and culture
- Properly scoped: start small & grow
- Scalable
- Measurable
- Community Driven

Source: Anthony Bradley, Nikos Drakos. Seven Key Characteristics of a Good Purpose Statement for Social Software. Gartner Research. 2008

Benefits

- Helps identify the target community
 - Who they are & what motivates them to collaborate
- Makes it possible to build an accurate and measurable business case
- Enables you to build a social application that can deliver business value
- Can help you tap the right people to seed the community
- Helps establish good governance
 - Guides desirable contributions

Source: Anthony Bradley, Nikos Drakos. Seven Key Characteristics of a Good Purpose Statement for Social Software. Gartner Research. 2008