

Developing an IPM Web Site

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<http://school.ipm.iastate.edu/>



Why a Web Site?

- Reduce printing and publishing costs
- Worldwide access
- Customer convenience



Why an IPM web site?

- Breaking news
- Upcoming events
- Pest and pesticide knowledge repository
- Contact information



Goals of an IPM Web Site

- Easy to use
- Accessible
- Easy to maintain
- Cost-effective

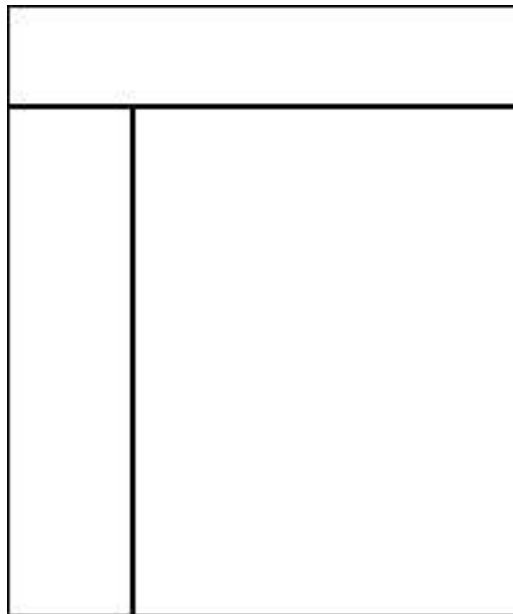


Ease of Use

- Consistent look and feel
- Clear visual hierarchy
- Conventions are your friend

 VIEW CART

[Google Search](#)



Accessibility: Section 508

- Federal agencies' web sites must be accessible to persons with disabilities
- <http://www.section508.gov/>
- Good idea for state and local agencies too



Accessibility: Section 508

- <http://cast.org/bobby>
- <http://www.cynthiasays.com/>



Accessibility: Backwards Compatible

School IPM at Iowa State University | Konqueror

Location Edit View Go Bookmarks Tools Settings Window Help

Location: <http://www.ipm.iastate.edu/ipm/schoolipm/>

Integrated Pest Management for Iowa Schools Search

Articles
Contact Us
Getting Started
Lesson Plans
Newsletter
Participants
Pilot Program
▶ Related Websites

Events

When: March 23-25, 2004
Where: The Hotel at Gateway Center U.S. Highway 30 & Elwood Drive, Ames, Iowa
What: In-depth workshop for developing or improving integrated pest management programs in Midwest schools.

IOWA STATE UNIVERSITY

Integrated Pest Management is an approach to pest control that relies on common sense practices rather than depending exclusively on pesticides. IPM uses information about pests' life cycles to control them, with fewer hazards to people and to the environment. The primary goal of IPM is finding the cause of pest problems.

General Items
News & Events
Outreach Activities
Pilot Program
Related Websites
Resources
School Exterior
School Interior
Teacher Lesson Plans

Shell - Konsole

Session Edit View Bookmarks Settings Help

```
# School IPM at Iowa State University | (p1 of 2)
#ISS
Skip navigation.
Home Integrated Pest Management for Iowa Schools
Search _____ Search
* Articles
* Contact Us
* Getting Started
* Lesson Plans
* Newsletter
* Participants
* Pilot Program
* Related Websites
Events
When: March 23-25, 2004
Where: The Hotel at Gateway Center U.S. Highway 30 & Elwood Drive, Ames, Iowa
What: In-depth workshop for developing or improving integrated pest management programs in Midwest schools.
PDF icon
ISU nameplate
Integrated Pest Management is an approach to pest control that relies on common sense practices rather than depending
(NORMAL LINK) Use right-arrow or <return> to activate.
Arrow keys: Up and Down to move. Right to follow a link; Left to go bac
H)elp O)ptions P)rint G)o M)ain screen Q)uit /=search [delete]=history 1|
```


Accessibility: Backwards Compatible

Articles | School IPM at Iowa State University - Konqueror

Location Edit View Go Bookmarks Tools Settings Window Help

Location: <http://www.ipm.iastate.edu/ipm/schoolipm/articles>

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IPM > School IPM > Articles

Articles

This page provides information to assist the IPM coordinator in solving pest problems following IPM principles.

Click on a topic heading to view article summaries for that category.

Forms

- [Certified Pesticide Applicator Registry PDF icon](#) (40.69 KB)
- [Intent to Apply Pesticides PDF icon](#) (36.28 KB)
- [Landscape Monitoring Sheet PDF icon](#) (34.85 KB)
- [Monitoring Station Log Sheet PDF icon](#) (48.74 KB)
- [Pest Management Action Sheet PDF icon](#) (41.31 KB)
- [Pest Reporting Slip PDF icon](#) (39.74 KB)
- [Pest Sighting Log Sheet PDF icon](#) (31.41 KB)
- [Pesticide Use Log Sheet PDF icon](#) (23.24 KB)
- [Registry of Persons Desiring Pre-notification of Pesticide Use PDF icon](#) (41.74 KB)
- [Sample IPM Policy Statement PDF icon](#) (94.77 KB)
- [Sample Pest Control Contract PDF icon](#) (87.82 KB)

Getting Started

- [Common Issues Arising from Facility Audits PDF icon](#) (58.06 KB)
- [Getting Started with School IPM PDF icon](#) (82.62 KB)
- [How does an administrator get school IPM implemented? PDF icon](#) (73.44 KB)
- [Sample IPM Policy Statement PDF icon](#) (94.77 KB)

Shell - Konsole

Session Edit View Bookmarks Settings Help

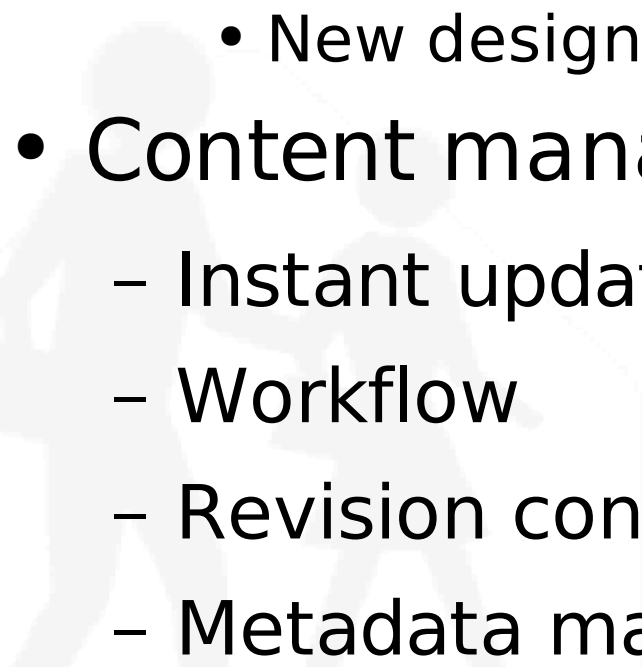
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Articles | School IPM at Iowa State University (p1 of 6)
IPM > School IPM > Articles

Articles

This page provides information to assist the IPM coordinator in
solving pest problems following IPM principles.

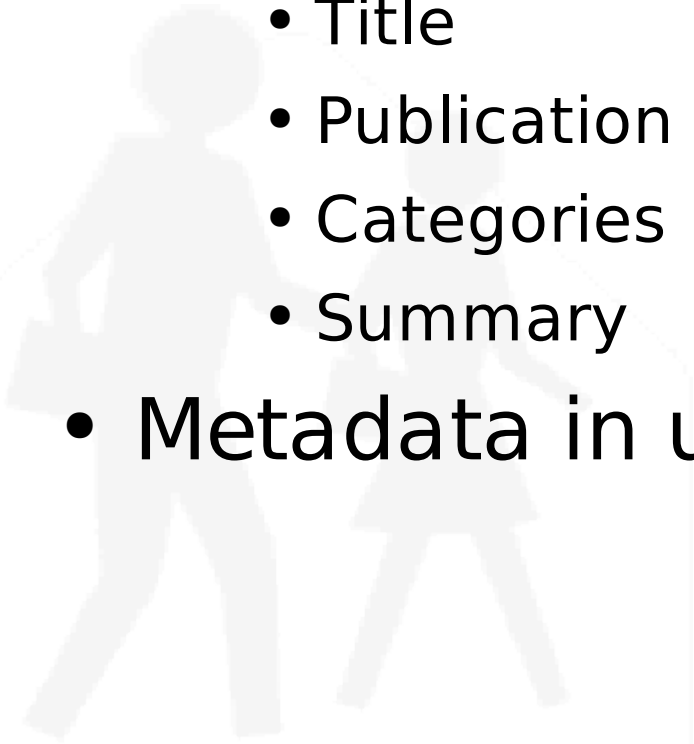
Click on a topic heading to view article summaries for that
category.
* Forms
+ Certified Pesticide Applicator Registry PDF icon (40,69
KB)
+ Intent to Apply Pesticides PDF icon (36,28 KB)
+ Landscape Monitoring Sheet PDF icon (34,85 KB)
+ Monitoring Station Log Sheet PDF icon (48,74 KB)
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+ Pesticide Use Log Sheet PDF icon (23,24 KB)
+ Registry of Persons Desiring Pre-notification of
Pesticide Use PDF icon (41,74 KB)
+ Sample IPM Policy Statement PDF icon (94,77 KB)
+ Sample Pest Control Contract PDF icon (87,82 KB)
+ Testing
* Getting Started
+ Common Issues Arising from Facility Audits PDF icon
(58,06 KB)
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implemented? PDF icon (73,44 KB)
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-- press space for next page --
Arrow keys: Up and Down to move, Right to follow a link; Left to go bac
H)elp O)ptions P)rint G)o M)ain screen Q)uit /=search [delete]=history |
```

Easy to Maintain

- Site management
 - How does your site accommodate change?
 - Staff photos
 - New design
 - Content management
 - Instant update
 - Workflow
 - Revision control
 - Metadata management
- 

Metadata is the Key

- Information about a resource
 - Article
 - Author(s)
 - Title
 - Publication date
 - Categories
 - Summary
 - Metadata in use at Iowa School IPM site

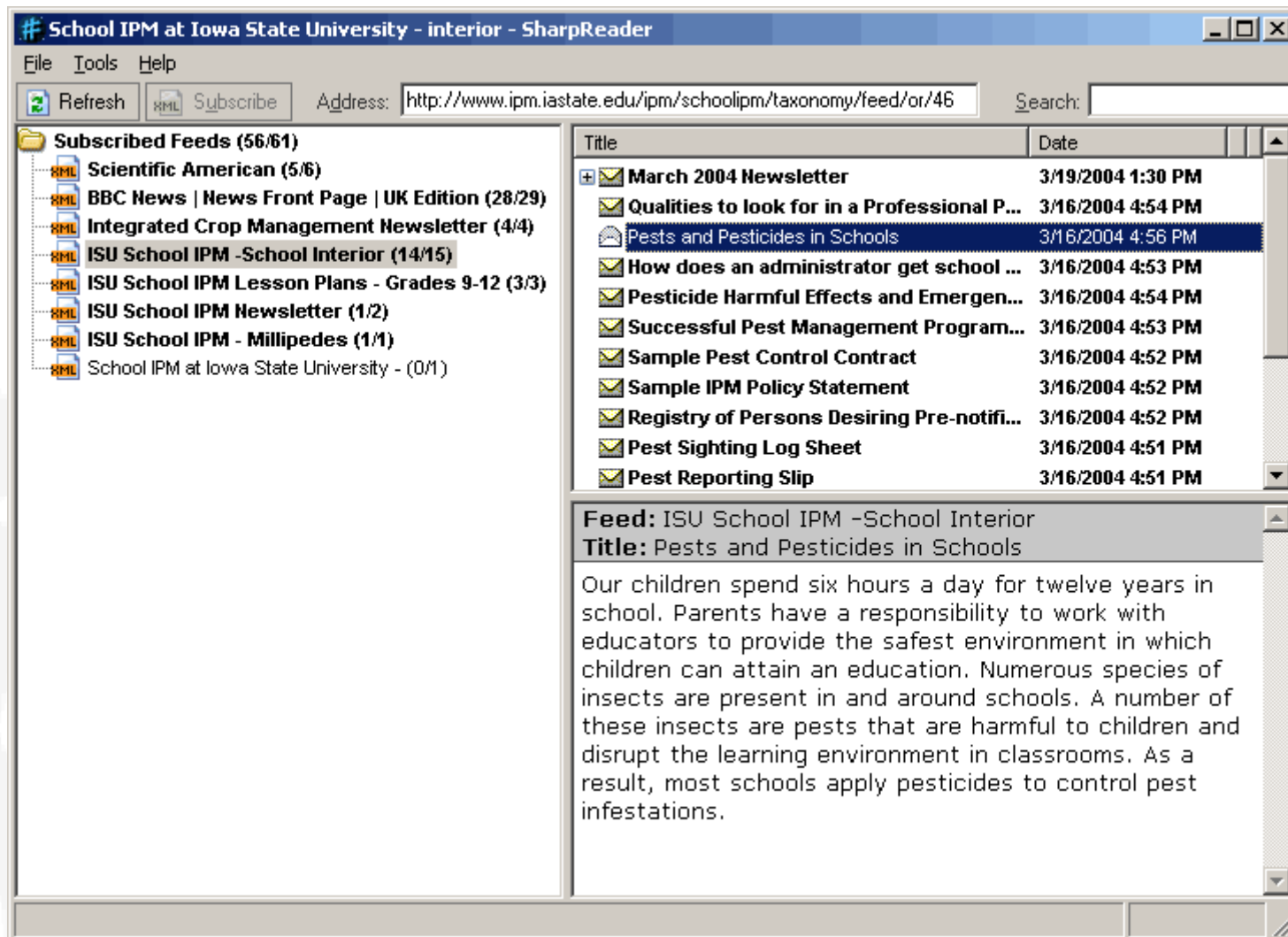


Advanced Uses of Metadata

- Content syndication
 - 'RSS feed' XML
 - Off-site summary of newly added content
 - Aggregates the web sites you visit into a single view



RSS Software



The screenshot shows a web browser window titled "# School IPM at Iowa State University - interior - SharpReader". The address bar contains "http://www.ipm.iastate.edu/ipm/schoolipm/taxonomy/feed/or/46". The left sidebar shows a list of "Subscribed Feeds (56/61)" including Scientific American, BBC News, Integrated Crop Management Newsletter, ISU School IPM -School Interior, ISU School IPM Lesson Plans - Grades 9-12, ISU School IPM Newsletter, ISU School IPM - Millipedes, and School IPM at Iowa State University.

Title	Date
March 2004 Newsletter	3/19/2004 1:30 PM
Qualities to look for in a Professional P...	3/16/2004 4:54 PM
Pests and Pesticides in Schools	3/16/2004 4:56 PM
How does an administrator get school ...	3/16/2004 4:53 PM
Pesticide Harmful Effects and Emergen...	3/16/2004 4:54 PM
Successful Pest Management Program...	3/16/2004 4:53 PM
Sample Pest Control Contract	3/16/2004 4:52 PM
Sample IPM Policy Statement	3/16/2004 4:52 PM
Registry of Persons Desiring Pre-notifi...	3/16/2004 4:52 PM
Pest Sighting Log Sheet	3/16/2004 4:51 PM
Pest Reporting Slip	3/16/2004 4:51 PM

Feed: ISU School IPM -School Interior
Title: Pests and Pesticides in Schools

Our children spend six hours a day for twelve years in school. Parents have a responsibility to work with educators to provide the safest environment in which children can attain an education. Numerous species of insects are present in and around schools. A number of these insects are pests that are harmful to children and disrupt the learning environment in classrooms. As a result, most schools apply pesticides to control pest infestations.

RSS Software

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Title	Date
March 2004 Newsletter	3/19/2004 1:30 PM
Qualities to look for in a Professional Pest Control Contractor	3/16/2004 4:54 PM
Pests and Pesticides in Schools	3/16/2004 4:56 PM
How does an administrator get school IPM implemented?	3/16/2004 4:53 PM
Pesticide Harmful Effects and Emergency Response	3/16/2004 4:54 PM
Successful Pest Management Programs in Schools	3/16/2004 4:53 PM
Sample Pest Control Contract	3/16/2004 4:52 PM
Sample IPM Policy Statement	3/16/2004 4:52 PM
Registry of Persons Desiring Pre-notification of Pesticide Use	3/16/2004 4:52 PM
Pest Signoff Log Sheet	3/16/2004 4:51 PM

Below the table is a banner for "Integrated Pest Management for Iowa Schools" with a search box. The main content area is divided into two columns. The left column contains a list of links: Articles, Contact Us, Getting Started, Lesson Plans, Newsletter, Participants, Pilot Program, and Related Websites. The right column features the article "School IPM > Pests and Pesticides in Schools" with a sub-heading "Pests and Pesticides in Schools" and a paragraph of text: "Our children spend six hours a day for twelve years in school. Parents have a responsibility to work with educators to provide the safest environment in which children can attain an education. Numerous species of insects are present in and around schools. A number of these insects are pests that are harmful".

Content Syndication

- Can we show other site's RSS feeds on our site?

Yes!



Summary

- An IPM web site is a cost-effective means of information delivery.
- Web standards save time and money.
- Metadata makes the site easy to organize and navigate.

