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For Immediate Release

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**KALUDIS CONSULTING OFFERS A SIX STEP APPROACH TO INTERNET AND  
WEB PLANNING FOR HIGHER EDUCATION INSTITUTIONS**

*White Paper presents a framework for developing vision and strategy  
linked to institutional mission*

**WASHINGTON, OCTOBER 29, 2001**— Kaludis Consulting today announced the release of a new white paper in the firm’s Strategic Traction series of executive perspectives for the higher education industry. “Untangling the World Wide Web: How Colleges and Universities Can Develop a Strategic Approach to the Internet,” now available at [www.kaludisconsulting.com](http://www.kaludisconsulting.com), presents higher education leaders with a proven approach for thinking strategically about how the Internet and World Wide Web programs should serve an institution’s mission.

Senior Associate and co-author David F. Taylor said, “On many campuses, the Web is an ill-defined conglomeration of institutional, departmental, and individual pages or websites. Institutions, by and large, have not developed a strategic approach to the Web that links to their missions or visions for the future. As a result, they don’t have the necessary framework to guide the development of these powerful tools. Our planning process has proven successful in helping colleges and universities clarify their thinking about the Web and make sound decisions.”

— more —

“Institutions need traction to keep moving forward – to identify and capitalize on opportunities - and sustain success,” said Barry M. Cohen, Senior Vice President and co-author of the paper. “We help them gain Strategic Traction by applying an integrated approach to strategic thinking, planning, and decision-making that develops focus, sets direction, and achieves alignment. It is the *linkage* of focus, direction and alignment that generates Strategic Traction. Here, the questions of focus, direction, and alignment relate to technologies that are increasingly important in daily campus life. Because these tools have tremendous potential for building communities and conducting business, decisions related to them are among the most strategic an institution can make.”

Kaludis Consulting is developing the Strategic Traction series of Executive Perspectives to help colleges and universities sharpen their planning skills and improve the outcomes of their decision-making processes. Future papers in the series will apply the Strategic Traction framework to a variety of critical planning and management issues. The initial paper, also available at [www.kaludisconsulting.com](http://www.kaludisconsulting.com), explains the Strategic Traction concept and its broad applications.

### **About Kaludis Consulting**

Since opening its doors in 1977, Kaludis Consulting has helped more than 300 colleges and universities face competitive pressures by working with institutions to accentuate core competencies, apply new technologies, reduce costs, build partnerships and sustain a culture that successfully manages change. As a result of the firm's track record, the people of Kaludis Consulting have become trusted strategic advisors for college and university executives across the country who seek to transform their institutions.

Kaludis Consulting is headquartered at 1919 M Street, Suite 440, in Washington, DC. 202-331-3650. To obtain a copy of “Untangling the World Wide Web: How Colleges and Universities Can Develop a Strategic Approach to the Internet”, view other perspectives, or register to receive future papers in the Strategic Traction™ series, visit [www.kaludisconsulting.com](http://www.kaludisconsulting.com).