



Executive Summary

Stevens' intercollegiate programs contribute a great deal to its national profile and reputation. This report analyzes the necessity for Stevens Athletics to continue advancing their outreach by employing a multimedia webpage that includes game highlights of various varsity teams. Through research and collaboration, this project standardizes the process of filming, developing, uploading, and archiving game highlights. The document outlines a repeatable process, and with the accompaniment of a student manual the system will be sustainable and should only improve with time.

Opportunities and benefits will be realized across the board after implementation. The easily accessible highlights will generate interest and excitement for the successful, but unheralded, Stevens athletic programs. It will be appealing to those in and outside of the Stevens community. Interested supporters will have the opportunity to view their favorite teams and players in action without being forced to watch live feed broadcasts.

Stevens Athletics is too professional and successful to be missing this integral medium to the fans. Stevens is an institution that takes pride in pushing into the frontier of technological advancement, and yet it does not even have a complete multimedia section for our athletics' website. Implementing a highlights package in StevensDucks.com will have a positive effect on students, prospective students, parents, alumni, advertisers, sponsors, and the community. This document explains how and why Stevens Institute should become one of the first Division III colleges to consistently provide high-quality game highlights.