

Welcome to the

UVU Web Community

Where all things web happen

Our Agenda Today

- The new “Social Stream” and social media strategies
- The new Image Gallery module
- SWAT and what it can do for you!
- How can we improve our web?
- Q & A

Web Community Meeting Time

Reminder

Every other month, 4th Fridays, 10am

Next meeting:

November 22, 10am location: LI 120

UVU Social Stream and Social Media Strategy

New Gallery Module

Strategic Web Action Team (SWAT)

What is SWAT?

- SWAT serves as a resource to you
- Reviews sites and makes recommendations
- Conducts the site audits for each department site
- Helps carry out the Web Strategic Plan
- Assists when errors are found

How Can We Improve Our Web?

First, Know Your Audience

- First, focus your efforts on your main audience
 - If you have more than one audience, your site becomes less effective
 - Rebuild Example: UVU homepage and audience pages
- Ask yourself:

“Who am I trying to build this site for?”

Funneling the Audience

Old Homepage

- Focused on everyone
- Not effective for anyone
- Needed a new purpose

New Homepage

- Focused on Future Students
- Used to funnel audiences to their own areas
- Allows efforts to be audience driven and specific

The screenshot displays the Utah Valley University (UVU) homepage. At the top, the UVU logo and name are on the left, a search bar is in the center, and navigation links for 'A-Z Index', 'Contacts', 'Find People', and 'UVLINK' are on the right. Below the header, there are two main sections: a green sidebar with navigation links for 'FUTURE STUDENTS', 'CURRENT STUDENTS', 'VISITORS & COMMUNITY', 'FACULTY & STAFF', and 'ALUMNI & SUPPORTERS'; and a main content area featuring a large photo of a group of people at a ribbon-cutting event. To the right of the photo is a 'Habitat for Humanity' article snippet. Below this, there are three interactive cards: 'VISIT' (When can I take a tour? What's UVU like?), 'LEARN' (Does UVU have my program? How much does it cost?), and 'APPLY' (How do I apply? When can I start?). Further down, the page is divided into 'WHAT'S HAPPENING?' (with links for Recent News, Campus calendars and events, Athletics, and UCCU Center), 'UVU CAMPUS' (with links for Maps and parking, and Explore campus), and 'HIGHLIGHTS' (featuring a video player for 'Fired up for engaged learning' with social media icons for UVU Library, UVU Mail, and UVU TV). The footer contains 'ABOUT UVU' (History, Office of the President), 'HELP' (Feedback/Errors, Search), and 'CONTACT' (Contact us, Español) sections, along with social media icons for Twitter, Facebook, and YouTube.

Audience Homepages

Audience Homepages

- Specific resources for each audience
- Can focus efforts on audience needs
- Can measure web success for each audience
- Heatmaps show improvement

The screenshot displays the 'ALUMNI AND SUPPORTERS' section of the UVU website. At the top, there is a search bar and navigation links for 'A-Z Index', 'Contacts', and 'Find People'. Below this, a green navigation bar contains 'UNIVERSITY LINKS' and 'COLLEGES & SCHOOLS'. The main content area features a 'UTAH VALLEY UNIVERSITY FOUNDATION MAKE A GIFT' banner with a green ribbon icon and a 'CLICK HERE TO DONATE' button. A sidebar on the left lists 'UVU FOUNDATION', 'ALUMNI', 'DEVELOPMENT', and 'DONATE'. The main content area includes a large image of a woman and two children reading a book, with the text 'Wee Care Helping Women Graduate'. Below this are three columns: 'GIVING TO UVU' (with a dollar sign icon), 'UVU ALUMNI ASSOCIATION' (with a graduation cap icon), and 'FUNDRAISING AT UVU' (with a ladder icon). Each column has a brief description and a 'CLICK TO LEARN MORE' button. At the bottom, there is a footer with contact information: 'AUDIENCE & SUPPORT | giving@uvu.edu | 801.863.8568 | Alumni & Visitor Center (AL)'. The footer also includes links for 'ABOUT UVU', 'HELP', and 'CONTACT', along with social media icons for Twitter, Facebook, and YouTube.

Second, What Is The Purpose?

- Second, what is your site trying to accomplish for your audience?
 - Keep with 1-2 main goals
 - Too many goals, not effective
 - Rebuild Example: Marketing site
- Ask yourself:

“What does my audience need from my site?”

Third, What Are the Actions?

- Third, what do YOU want your visitors to do when they come to your site?
 - Calls to action
 - Keep with 1-3 action calls
 - Too many actions, too confusing.
 - No actions, dead site
 - Rebuild Example: Admissions site
- Ask yourself:

*“What do I want my visitors to do?
How will I measure success on the site?”*

Trainings Available

- OUCampus Basics
 - 1 hour training to get you going in our CMS system to maintain a website
 - Offered monthly, sign up at www.uvu.edu/web
- HTML Basics
 - NEW – Offered July 31
 - Will be offering more sessions of this soon
- Online Training Modules
 - Found at www.uvu.edu/web/training

Who We Call For Help

- WebSupport@uvu.edu
- 801-863-7975
- We will get you to the right resources for anything Web!
- **NEXT MEETING: November 22, 10am, location LI 120**

Questions and Answers

THANK YOU