

WEB COMMUNITY

Data Integration, Social Media, Ideas

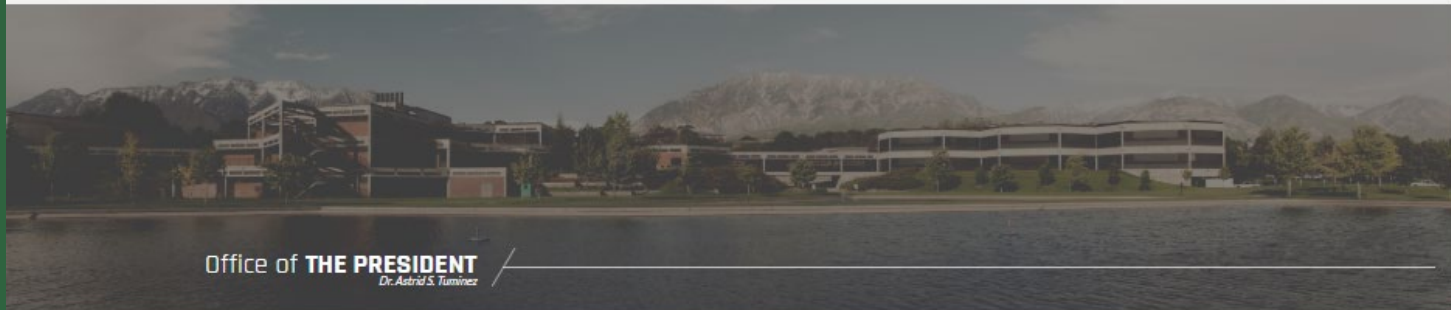
September 28, 2018

Our Agenda Today

- Presidential transition update – mini web audit
- Forms update – shift in DocuSign support
- Data exposure and API integration
- Template adjustments for SEO
- Social media movement and suggested coordination
- Discussion on improvements

PRESIDENTIAL TRANSITION UPDATE

Mini web audit



Office of **THE PRESIDENT**
Dr. Astrid S. Tuminez



Dr. Astrid S. Tuminez

Following a rich and storied career in business, philanthropy, and academia, Dr. Astrid S. Tuminez became the seventh president of Utah Valley University in 2018. She is the first woman to serve full-time as UVU president. Raised in the slums of the Philippines, Tuminez rose to become a world leader in the fields of technology and political science, most recently serving as an executive at Microsoft. She is also the former vice dean of research and assistant dean of executive education at the Lee Kuan Yew School of Public Policy, National University of Singapore.

Meet President Tuminez →



www.uvu.edu/president



UVU Leadership →



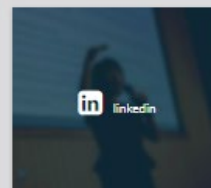
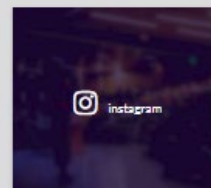
Mission & Initiatives →



Speeches & Events →



Contact →



FORMS UPDATE – DOCUSIGN SUPPORT

websupport@uvu.edu

Forms Update...

- Current forms systems
 - Mail-to forms (simple online form gathering limited information)
 - DocuSign (forms needing routing or digital signatures)
 - Qualtrics (forms for surveys and/or gathering large amounts of data)
 - PDF forms (many, many uses...a little old school)
- Shifting Support
 - Web form support websupport@uvu.edu
 - DocuSign is now being supported by WDS and integrated into the web process

Forms Update...

- New forms system is being evaluated
 - Integration of new features
 - More robust interface for easy form creation
 - Integration into myUVU ecosystem
- Our goal
 - Make having online forms way easier to create, maintain, and get data/reports
 - World peace

DATA EXPOSURE AND API INTEGRATION

This is the cool stuff...

Data Integration

- Integration of 3rd party system
- Increased data integration through APIs
- Hooks to expose data in the right places
- Customization of experience
- myUVU and public web



Data Integration and APIs

- What does that mean?
 - We can now use data “channels” to expose data at an earlier step in the audience experience
- Yeah, but what does **that** mean?
 - People can get to stuff/data faster and with fewer clicks

A Couple Examples

- MailerLite
 - Integrate forms directly into pages and feed data directly into the subscription system
- myUVU
 - Give personalize data/content directly to the person for better engagement/action
- Blah, blah, blah...let's see some examples

SOCIAL MEDIA MOVEMENT

Frank Young Jr.

Social Media Integration

- Social Media protocol updates
- Targeted marketing efforts
- Measurement and tracking
- All driving back to main websites
- Promoting calls to action



UVU Is Getting Recognized!

- Latest Rival IQ 2018 Media Engagement Report
- UVU was awarded “Biggest Leap” award
- Jumped 280 spots to land in Top 50 of all Division I universities

Facebook: Utah Valley University

Instagram: @utah.valley.university

@uvustudentlife

@gouvu

Twitter: @uvu

LinkedIn: Utah Valley University

TEMPLATE ADJUSTMENTS FOR SEARCH

SEO and Findability

- Increase social media integration and coordination
- Improved in-page SEO for search and “findability”
- Improved search solutions
- Less and less navigation use



Template Adjustments

- Improved SEO title tags
 - Helps build a stronger SEO presence and findability
- Missing title tags on pages
 - Examples:
 - www.uvu.edu/web
 - www.uvu.edu/cte

How It Works...

The image shows a screenshot of a web browser with several tabs open. The active tab is titled "Web Standards, Guidelines and P" and has a UVU logo icon. A red oval highlights the browser's tab bar and address bar area. The address bar shows the URL "https://www.uvu.edu/web/standards/index.html". Below the address bar, there are several bookmarks including "Apps", "Bookmarks", "Linksys Smart Wi-Fi", "Welcome to myUVU", "Grouper - Prod", "Grouper - Test", "UVU Marketing Proje", "WDS Wiki", and "Technology Pro".

The main content area of the page features the UVU logo and the text "WEB COMMUNITY RESOURCES". Below this is a navigation bar with the following links: "SUPPORT & TRAINING", "STANDARDS", "ACCESSIBILITY", "WEB COMMUNITY", "THE WEB AT UVU", and "SITE C".

The main heading of the page is "WEB STANDARDS, GUIDELINES AND POLICIES".

Web Standards, Guidelines and Policies | Web Development | Utah Valley University



Page Parameters

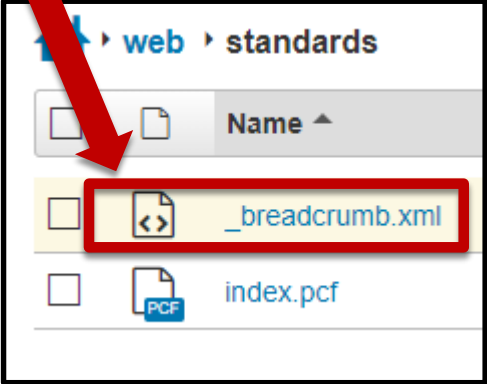
Title and Metadata

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keywords:

description:

Tags:

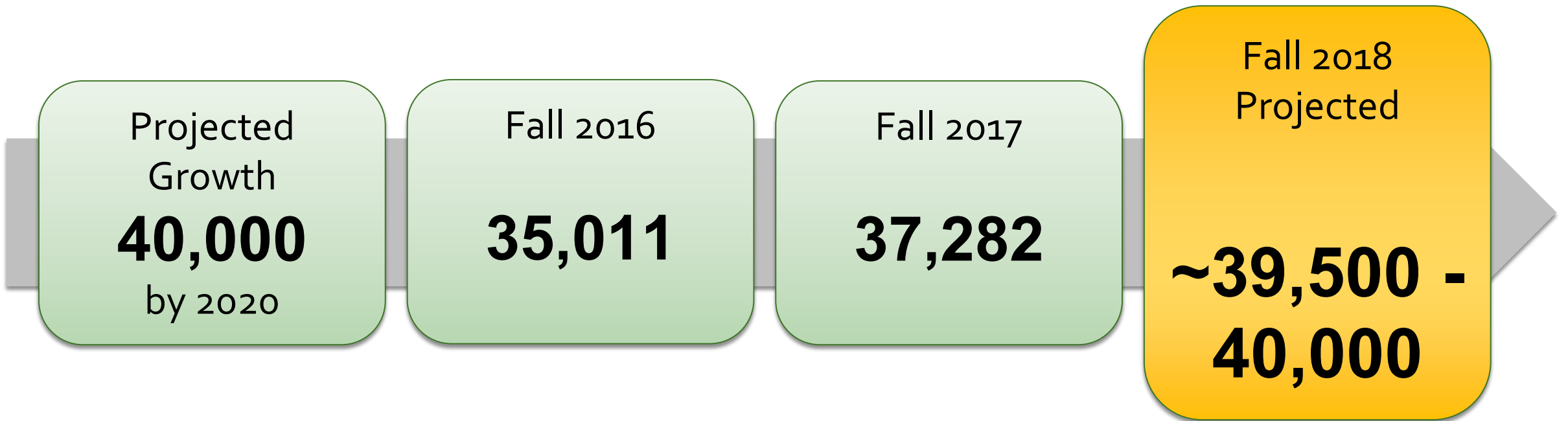


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Save Save As
1 <?xml version="1.0" encoding="utf-8"?>
2
3 <document xmlns="http://www.w3.org/1999
4 <!-- com.omniupdate.properties -->
5 <title>Utah Valley University</title>
6 <parameter name="dept-admin-group" pr
7 <!-- /com.omniupdate.properties -->
8 <sitefolder>/_homepage</sitefolder>
9 </document>
```

DISCUSSION ON IMPROVEMENTS

Let's chat...

Growth at UVU



Q & A

www.uvu.edu/web

WebSupport@uvu.edu

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