Strategic Web Action Team

March 18, 2015

Attendance: Alex Strasburg, Amy Birk, Anne Arendt, Ashley Sumner, Beth Myrer, Brandon Parmley, Brian Hadley, Colby Callahan, Errin Pedersen, Jeanie Cranney, Jessica Awtrey, Karen Cushing, Leisa Galloway, Linda Moore, Lindsay Watson, Matt Bambrough, Marin Reynolds, Nathan Gerber, Ronnett Stutz, Sandra Koller, Stacy Fowley, Vegor Pedersen

Absent: Candice Gardner, Chris Taylor, Jessica Ballard, Laura Busby, Mike Bird, Patricia Monsoor, Ray Walker, Stan Harward, Stephanie Albach

Conducting: Nathan Gerber

Minutes: Beth Myrer

Web Audit

- Reports on progress for web audit
- Deadline firm
- Sites are reported on, not pages
- Next year may give a smaller window (30 day), so people don't procrastinate
- Discussion of alt tags – not a caption
- If areas are in redesign process, make sure pages are current

Web accessibilities

- SiteImprove – more accessible
- Level A issues – are blatant and probably in the template
- Will have more discussion next month

Marketing concerns

- Discussed standards for web design
- Can be misunderstood – as it is subjective
- Pages need to look professional
- Want to work together to empower the web sites by following standards and brand
- Standards: resources (we designer, admin, time, etc), direction strategy, expertise (programmer, developer), web standards (Focus)
- Core themes: student success, engaged, serious, inclusive
- Does it show the UVU brand successfully
- Could compare before and after pages as examples
- Suggested that branding be discussed in Web Community (it is culture, messaging, style of teaching, what we represent)
- Technical things are easy, standards of design are hard to define

Catalog

- Is of interest to other universities
- Had a comparison of the improvements
- Degrees are more accessible and findable
- Working toward being tied to Dept of Workforce Services and to careers and current job opportunities (Utahmajors.org)
- Data is tied to other degree listings so they update together

Project list

- MyUVU – Brandon working on the design for the new portal
- Beta version by Summer University
- Switch over date – August 1 (student emails changing to gmail, and can only run one system at a time)
- Banner XE 9 – is not ready yet – so there will be some limitations
- Recruitment publications – if launched around the beginning of Fall – put in MyUVU, if before that time put in UVlink
- Next year's audit will change a bit – is the page for an internal or external usage

Assignments

Will have more discussion next month regarding SiteImprove

A request was made for a technical guide (for HTML and other technologies) similar to the style guide to be created and posted

There will be a discussion of standards and branding each month (lasting approximately 15 minutes)