

# Strategic Web Action Team

June 17, 2015

Conducting: Nathan Gerber

Minutes: Dani Kent (typed by Beth Myrer)

## Required Tableau Statistics on Academic Webpages

- Need/desire for academic departments to have statistics available (enrollments, number of sophomores, graduation rates, etc.).
- 3 years ago it was decided that all departments would have this available on their sites, but this information is starting to disappear from department pages. This creates a lack of uniformity. VP of Planning & Budgeting has requested this info be available on all pages.
- Every department should have an *About Us* tab with a link to statistics. Tableau brings up this data, which automatically updates.
- Other content may be added to these statistics, such as Alumni info (where are graduates now, was their UVU experience worthwhile, etc.).
- Re-naming of *Statistics* discussed. "Departmental Data and Statistics" most popular suggestion.
- Nathan - Develop a list of those who need to be informed of requirement, communicate with them, and go from there.

## Web Sliders

- There are web slider options (free) on campus that people may not know about. Get the word out and take advantage.
- Right now, all horizontal digital signs are automatically fed into uvlink home page. When we transition to MyUVU and have /facs and /students options, specific audience targeting will be possible and only relevant sliders will be seen.

## Webpage Layout/Design Review

- Good Sites and Helpful Tips
  - CTE site - Good example.
  - Sliders are a great look and a great way to advertise/inform. Keep them limited, between 3 and 6.
  - Use of UVU-approved fonts and colors makes sites look uniform.
  - Keep content fresh.
  - Use good contrast (white text on dark backgrounds).
  - Alignment - Be consistent.

- Clip-art/cartoonish images are not credible or professional. Remember UVU's commitment to being "serious".
- Course Catalog site - Very robust. Lots of info and links requires high searchability and organization.
- Web Community Resources site - Content is always fresh. Great use of icons to show info quickly

#### Needs improvement Sites and Helpful Tips

- Career Passport site - Needs Improvement. Instead of having icons for all social media, choose to advertise only the most relevant. Background texture makes text difficult to read.
- Too many sliders are overwhelming and do not inform well.
- Consider longevity and trends. Keep in mind the target audience.
- Lead into content instead of listing everything separately, which can appear overwhelming
- Student Success site: Lack of professionalism. Seems to be targeted at a very young demographic. Lots of marketing for the 'wizard' character, which is distracting and confusing.
- Financial Aid example - Meat of the site gets confusing and lengthy. Better categorization could solve this. Too many things to navigate in the drop-down menus.
- SWAT group is a governing body to help academic department sites meet standards and best practices; show UVU in the best light. If you notice something on a site that looks wrong or that could use improvement, direct this to the SWAT committee.

#### Web Accessibilities Updates

- All broken links and spelling errors have been eliminated on their site. As of May 11, only 4 broken links and 1 misspelling across all sites. Commend your areas for their hard work.
- A lot of work has gone into improving this site in a few ways, which will be discussed further in next meeting (July 17).
- New feature has been implemented on WDS site for the sight-impaired; use of screen reader. Hitting TAB and Enter takes you to the content and skips everything else. Only way to implement is by republishing. Plan is to start with a few other sites, then work on a mass-republish.

#### My UVU Update

- Make sure we are communicating well to our divisions about what's going on.
- There's a link to MyUVU presentation in Meeting Archive Notes on Web Community site, or at [uvu.edu/myuvu](http://uvu.edu/myuvu), which includes great info and a timeline of when and how things will transition.
- UVlink mail system to Gmail for all students is happening mid-Fall semester.
- Banner8 transitioning to BannerXE. Authentication from UVlink CAS to MyUVU CAS.
- Changes will be gradual. Most systems that UVlink ties to will remain, but be integrated differently.
- House Analogy: The foundation is built, the blueprints exist, we even know the color of the carpet. We're just figuring out where all the furniture and appliances should go to make everything the most efficient.
- Check [www.uvu.edu/myuvu](http://www.uvu.edu/myuvu) for updates. View presentation for more details and timeline.

## Assignment

Nathan - Develop a list of those who need to be informed of requirement, communicate with them, and go from there.