

Strategic Web Action Team

October 25, 2017

Attendance: Aubree Flygare, Beth Myrer, Brian Hadley, Cassandra Cosgrove, Cindy Wilkinson, Colby Callahan, Dustin Berlin, Jason Kennedy, Jason Warren, Jessica Awtrey, Kameron Black, Karen Cushing, Marianne Wilcock, Melina Mower, Mike Bird, Mikki O'Conner, Nathan Gerber, Pamela Bohn, Ronnett Stutz, Sandra Koller, Silvia Lobendahn

Conducting: Nathan Gerber

Minutes: Beth Myrer

Review

- Web Community Meeting
- EIT position open – will hopefully be filled by the first of the year
- Web owner reports – updated and have removed 200 people – will review again in January
- Have completed the HTTPS switch
- Legal statement – will review when looking at the Home Page

Site Review

- Looked at Music, Event, Recreational Sports, Tickets
- Discussion of budgeting for the ticket site – it may become an institution budget item
- UCCU events can also go through Smithtix

UVU Homepage

- Reviewed working version
- Discussed the size of the disclaimer links and it visibility
- Discussion regarding the verbage on the landing page “Engage, **Rise**, Become”
- Will be taken to some groups on campus and then to President’s Council (November 16)
- Will hopefully be live before Thanksgiving

Google Analytics Dashboard

- Updated dashboard – with new formatting
- Discussion of how Google Analytics data is compiled and that some of the data is extrapolated from previous searches and it doesn’t answer reasons
- Asked if is browser type can be tracked
- Will hopefully be active by the first of the year with a final review in the December SWAT

Calendar Widget

- Reviewed

- Information pulled from 25Live – are looking at different features included in 25Live
- Working on combining different events into one calendar

Next meeting on November 15