

Strategic Web Action Team

December 17, 2014

Attendance: Austin Cliff, Beth Myrer, Brandon Parmley, Brian Hadley, Colby Callahan, Jessica Awtrey, Karen Cushing, Leisa Galloway, Linda Moore, Matt Bambrough, Nathan Gerber, Ray Walker, Ronnett Stutz, Stacy Fowler, Tom Rasmussen

Conducting: Nathan Gerber

Minutes: Beth Myrer

Nathan Gerber will be taking over conducting SWAT (mainly concerns the web)

Digital Sliders

- Moving from digital signage to actual sliders
- Marketing will be handling this – uvu.edu/marketing/sliders
- They have the guidelines for submission of sliders and have a form to be followed
- If for the current student and faculty/staff pages
- Should be able to be posted within a week if guidelines are followed
- When UVLink page is revamped, sliders will become more prevalent

Membership List

- Reviewed membership list for changes
- [Nathan to send to Beth along with invite and minutes list](#)

Audit

- Will start training next meeting
- Will work toward a 60 day completion – first of February to end of March
- What adjustments to the process need to be made
- [Send out owner reports now so changes can be made before the audit](#)
- With the clean-up from last year it will be smaller and should go smoother
- Reports – Web Owner's report, Page Age and Count report (green – fine [less than 6 months], yellow – consider updating [between 6 to 12 months], red – needs updating [over 12 months], black – hurry [more than 14 months old]) – [will be in pdf and excel format](#)
- Submission forms will be reviewed
- Each page needs to be verified
- Site owner's need to review the content for accuracy
- Renewed effort – broken links, spelling, accessibilities (longer term project – training in January SWAT and Web Community meetings – UVU wants to be AA standard certification)

SitelImprove

- Run reports of which pages were checked, where there are broken links, misspellings, etc
- Trying to get reports for each area and web stewards
- Can look at improvements that are available to improve SEO

Project List

- Reviewed projects

Future items for SWAT

- Mentioned holding a retreat (may be an annual event)
- Schedule late May – early June – on a Friday morning
- Look at agenda – goals, plans, strategies
- Web Community – asked for suggestions – but not sure who is attending

Assignments

- Nathan to send to Beth along with invite and minutes list
- Send out owner reports now so changes can be made before the audit – send in pdf and excel format