Strategic Web Action Team

January 20, 2016

Attendance: Ashley Bates, Beth Myrer, Brandon Parmley, Colby Callahan, Genevieve Erickson, Jason Kennedy, Karen Cushing, Kathy Ardmore, Lauren Ashton, Leisa Galloway, Linda Moore, Lindsay Watson, Michelle Tukuafu, Mike Bird, Nathan Gerber, Ronnett Stutz, Shari Warnick, Stacy Fowler, Stan Harward, Weston Leavitt, Cassandra Cosgrove, Spencer Wright

Conducting: Nathan Gerber

Minutes: Beth Myrer

Follow-up

- Working on setting up a meeting regarding the org charts – there are three pieces that need to be addressed (Nathan and Colby are involved)
- Standard Navigation for Academics – have a meeting set for January 22 (involves Academic Affairs Division's Web Stewards)

Review of Sites

- Have completed the update of Career Passport site (uvu.edu/careerpassport/)
- Is cleaner and more accessible

SWAT retreat

- Friday, May 13, 9:00-2:00, CL (culinary arts) – 1600 North in Orem
- Ideas to be discussed
  - o Planning and communication regarding new projects
  - o Academic standardized terminology
  - o myUVU – report after launch
  - o Discussion of the use of the SWAT budget
  - o Goals for SWAT
  - o Standardize social media approach
- UBUG and UV Self Graduation are at the same time – may affect attendance
- Will encourage all SWAT members to attend

Annual website audit

- Will last 30 days – Monday, February 1, to Tuesday, March 1
- Nathan will put a packet together and then forward by February 1
  - o Site owner report
  - o Audit check list of every page
  - o Audit check list for each site

- o   Web division audit procedures
- o   Instructions to site owners
- o   Page / age / count (green-less than 6 months, yellow-6-12month, red-12-14 month, black-over 14 months) – should be sent quarterly
- Verify that owners of sites are correct – then proceed with audit
- When stewards receive word from the site owners, the form on the WDS site stating that the audit is complete should be filled out for that division
- Nathan checking on the form that notifies the web stewards that the audit has been completed – will tie web steward and division together
- Audit check list
  - o   Each site should be updated, condensed, or deleted
  - o   Updated and correct
  - o   Contact information needs to accurate
  - o   Spelling and grammar correct
  - o   Images have alt tags (for Accessibilities)
  - o   Unused and unwanted pages, images, and files have been deleted
  - o   Old versions of pages (saved under different names) have been removed – the system archives revisions
  - o   All links accurate and working
  - o   All link wording is descriptive
  - o   No links to pages under construction or coming soon
  - o   All images, documents, pdfs, and power points display properly
  - o   Issues that can't be fixed have been reported or ticketed to UVU web support
  - o   Republish pages
  - o   Video and captioning needs to be reviewed
- Make people aware that spot checks will be done and that the results will be passed up-line

myUVU

- Launch went well
- Presented to: Web Community, IT Oversight, UCC, EAMT, SCORE, Student Government, SWAT
- Lauren will compile input from Student Council and then report to Nathan
- Will be adding step by step instructions on how to apply for financial aid
- On track for the go live date of March 18

Homepage

- Have identified different audiences
- Not ready to reveal the new structure – but is coming together
- The committee will divide into subgroups to work on sub roles

Blog System

- Have a new blog system – showing in Web Community Meeting
- Blogs can be featured – and also be included on other pages
- Blogs can be tagged and also archived

- The blog administrator has control of who can submit items to the blog
- Are customizable, but should follow the look and feel of the website

Prioritizing projects

- Will look at projects each month so priorities can be set
- Web stewards should be aware of the projects from their areas

Assignments
Nathan will put a web audit packet together and then forward by February 1
Page, age, and count pages should be sent quarterly
Nathan checking on the form that notifies the web stewards that the audit has been completed – will tie web steward and division together