
STRATEGIC WEB ACTION TEAM

Agenda for 1/15/20

AGENDA ITEMS:

1. Welcome and introductions
2. Follow-up items
 - a. All Google Analytics Dashboards are now out to the divisions and departments
 - i. How to get gender data?
 1. Google collects this on their own, but if you aren't showing any, you have no data in the limited timeframe chosen, if you expand this field you can see data for past time
 - b. Campaign Adds-
 - i. You have to request it built before it is created to collect the data
 - ii. Reach out to Nathan or Scott for more information
3. Sites to review – open to group
4. Web Community meeting-
 - a. Next Friday
 - b. Attendance is the Web Stewards and Site Managers
 - i. Please make a personal invitation to be sure your Site Managers are in attendance
5. Annual Website Audit – <https://uvu.edu/web/audit>
 - a. Procedure review
 - i. Web stewards follow right-hand column
 1. It is not your responsibility to do all the work
 2. How you choose to run the audit for your areas is up to you
 - ii. Site Managers follow left-hand Column
 1. They go through each one of their sites, and are responsible to be sure the checklists and republish
 - iii. 6 week timeframe to finish the audit
 1. Feb. 1 – Mar. 15
 - b. Purpose

- c. Instructions and Checklists
 - i. Each checklist is being updated- will be ready for download Feb 1
 - ii. Please emphasis to Site Managers to check for the “Error Free Campus Initiative”
 - d. Quarterly reports – Site Owners, Page Age and Counts
 - i. Please go through the reports you received from Victoria and let her know of any changes
 - 1. Site Owners shows who has access and what role they have with each site
 - 2. Page Age shows each FILE on each site and the last time it was published
 - 3. When publishing in OUCampus- the date will not change when you publish, but it will change on the live site
6. Adjustments to WDS Organizational Structure
- a. Mallory Snyder- Assistant Director working closely with your area developers
 - b. Scott Dewar- Systems Specialist
7. MS Teams and SWAT
- a. Create a SWAT team?
 - i. Have a channel dedicated to Audit for questions and help
 - ii. Move files to BOX
 - iii. Will be a private team- only joined by invitation
8. Chatbots and web content
- a. Live Chat- online with a person at the service desk
 - b. Chatbot- ask it a question and based on the information it has it will answer your questions
 - i. The one that has previously been used doesn’t learn on its own, but rather it has to have the questions and answers entered manually
 - ii. We are working to build/include a better system that will crawl the sites to learn more about how to answer the questions
9. Online
- a. University taskforce last fall
 - i. Online Class Presence
 - 1. At UVU we offer 12-13% of classes online

2. State average is 25%
 3. National average is 30% +
- ii. Biggest root cause is the supply
1. Not convenient for students to find the online options

Next Meeting: February 19th 1:30-3pm in LC212

- Review a draft of “UVU Online”