

# Strategic Web Action Team —SWAT

## Meeting Notes—March 16, 2011

Attended: Tom Rasmussen, Ray Walker, Jeanie Cranney, Jill Smith, Kim Barraclough, Phil Taylor, Matt Reichman, Brian Blumer, Laura Busby, Anne Arendt, Dave Tobler, Ryan Burton, Ronnette Stutz, Chris Taylor

Welcome—Tom Rasmussen

UVU in the News—

- The revamp is complete. UVU News contains the press releases. If it is not a press release, it goes to UVU Blogs which is a conversational way of explaining issues on campus with a personal feel.
- Michelle Taylor will be approached about doing a blog for retention issues.
- Send blog suggestions to Matt. He is also working on the media box. We are being very selective about what goes in there. If you have an idea on what to promote there, talk to Matt.

One Stop on the Web—

- We aren't going to make One Stop it's own website. The video will be updated and replaced.
- A redirect is going to be created for those typing One Stop as the url. Ryan will talk with Liz and work with Ronnette.

Quick QR Codes—

- QR codes are the barcodes in the corner of the signage maps. Anne reviewed survey results.
- Which maps you get and the size of the maps are issues to look at.

Other—

- Discussed having Susan Thackeray's students share their input about usability
- Suggested that we rotate through the sites and see which ones need refreshing. It was decided that we would look at two sites for refresh and two new sites for each meeting.