

Webmasters' Users Group

9-24-08

Present: Michael Van Putten, Margaret von Steinen, Ken Schaefer, Sharon Wagner, Carolyn Fink, Nancy Meister, Deb Withee, Cindy Town, Susan Kamman, Thom Myers, Nancy Kroes, John Brown, Luann Harden, Alex Aivars, Amy Huffman, E. C. Teviotdale

1. Presentation by Cheryl Roland—Update on branding initiative

- All focus groups liked the "Grab the reins." tagline, being used, but no final decision yet to make that official tagline
- What's behind the "W" is key phrase selected for admissions phrase
- New viewbooks will be available on campus soon
- Visual identity program, first creative designs now under review
- Many billboards put up for summer 2008
- New flags coming to campus that are focused on the "W"
- Fall campaign is rolling out
- Cheryl showed several ads, some that have appeared and some that are forthcoming, banners, etc.
- New admissions Web site coming in October to feature majors in one place: 230-answers.com (link to dept. next to each major, bottom of page, related majors listed)
- Freshman numbers up 8.8 percent, new marketing may have played a role
- Bronco image will continue to be used.
- Cheryl invited all to Campus Communicators meeting at 8:30 a.m., Tuesday, Oct. 21, in dean's conference room, Schneider Hall
- Creation of unit-specific logos utilizing the W are still being discouraged. Needs to be a set of guidelines developed.

2. Thom Myers presentation

--CMS—it is categorically untrue that Serena Collage is not in place because vendor is not supporting the system. We don't have the resources in place. Every school that uses this CMS self-installed it and implemented it through a one-year transition period.

--Central governing body for the web is being formed. WMU has not had one, though groups of people, like WUG, have gotten together as volunteers to develop best practices that have never seen the light of day. Reason is groups don't have authority from administration. Trying to develop a group authorized by the president and administration. One person would be the executive owner of the project, small group of executives who would be the steering committee, 5-6 people from various large WMU offices, departments who can say, 'this is now policy.' Will provide the ability to move forward, adopt standards, etc.

--Web governing council also being formed (project director (Thom), technical director, and representation from across campus, not likely to be people working on the

Web, rather those working on marketing, technology policies) pass on policy recommendations made by other groups established specifically to deal with particular issues, like CMS —what would be the next best move, possibly a yearlong project. This group would be authorized to contact vendors and make recommendations to the university (bottom up recommendations to send to the top). Gives us the ability as a community to say what we need and the # of positions needed. Resources, policies and standards/guidelines will be the 3 major focuses of this group. Policies and guidelines will be the one focused on initially. People interested in serving should write Thom: thom.myers@wmich.edu

--Mass e-mails discouraged in recent years. WMU Today is good for regular announcements that are of interest to a lot of people.

--U will continue to advocate for all WMU websites to have a similar masthead for homepages and major interior pages so web visitors know they are on a WMU site

Meeting adjourned at 12:35 p.m.