



Webmasters' User Group

promoting Web publishing at Western Michigan University since 1999

Meeting 09/30/09

In attendance

Nancy Kroes, OIT; Scott Puckett, Enrollment Management; James Kison, Grad College; Matthew Newton, EUP; Thomas Westrick, HCOB; Cindy Wagner, HCOB; Carolyn Fink, Student Affairs; Anita Ludwig, Legal; Tanya Bellamy, Walker Institute; Nancy Meister, Student Affairs; Lisa Knutson, AE; Deb Withee, COEHD; Voltaire, mStoner; Eric Howes, Sindecuse; Alex Aivars, CAS; Bradley Horstman, OUR; Drew Hookway, Walker Institute; Tonya Durlach, OUR; Cheri Bales, CAS; Thom Myers, OUR; Greg Lozeau, OIT

Web conferences

NancyK, Cindy Wagner & Deb Withee are attending the HighEdWeb 2009 conference next week in Milwaukee. Expect a briefing after we return.

Update on the WMU Web Initiative

Thom Myers gave an update along with a representative from mStoner.

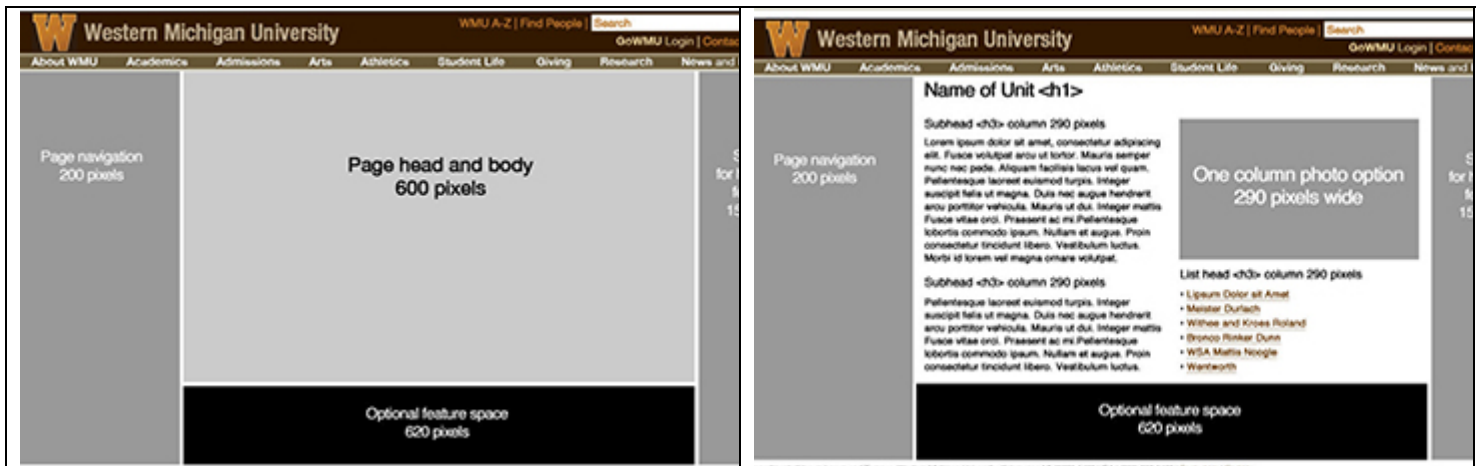
Web Governance Council (WGC) met yesterday. Web content group has been meeting weekly for some time. CMS review group will begin meeting next week. The Infrastructure Team, which will develop hardware and software standards, will begin meeting soon.

- Web Content Group (WCG) is establishing standards in advance of rolling out a new template.
- Navigation – what can and cannot be modified.
- Biggest problems with WMU sites today are lack of consistency in navigation and naming conventions, which are a major component of the Web redevelopment.
- URL naming conventions have already been approved by the WGC.
- We will all use a common domain name of www.wmich.edu/name and not www.name.wmich.edu.
- Standards adopted will apply to both print and Web.
- URLs will use a common English word that is easy to spell and that applies to the unit/dept/site, e.g. /music, /president, etc.
- WCG has come up with about 184 thus far, with about 75 not finalized yet. In many cases there will be no change to what is currently in use. They are for easier marketing.
- A color palette is being finalized. It is not hugely different than current one – simple earthtones using browns and golds.
- Finalizing information architecture and template development.
- Needs work: student organizations, scholarships, programs.
- Photo sizes will be standardized so replacing an image with a new one doesn't mean redesigning the page to fit.
- Working on a consistent list of navigation using the same terminology for everyone.
- We will only put on the Web what can be maintained.
- mStoner has been hired (again) as a consultant to the project.

New Template

- Current template is 770 pixels; new will be 980
- New masthead with global navigation will be 1" tall
- Left navigation column will be 200 pixels, page body, 620 pixels and a right side bar 150 pixels.
- The page body can be one column or two 290 columns.
- Right sidebar column will be used for action items, features and spotlights
- Global navigation changes – About WMU will have much more added; Admissions will have a new site; Arts (& Entertainment) on campus events and some community events; Athletics (& Recreation) official Bronco Web site as well as recreation, sports, and sports camps; Research will be expanded to more than a link to the Research office.

Sample look – not finalized.



The new WMU home page will be geared towards future students, with new landing pages for current students, parents, and faculty/staff.

These sites have good navigation and organization of content:

- [Ball State University](#) (mStoner site, very successful rollout and enrollment increased)
- [College of William and Mary](#) (mStoner site with very successful rollout)
- [Emory University](#) (in particular their social media page)
- [Ferris University](#) (excellent scholarship page)
- [University of North Texas](#)
- [Simpson College](#)
- [Manchester Metropolitan University](#)

Next Meeting - Wednesday, October 28, in the Stewart Tower conference room.