Consolidation Committee
Final Report

Committee Details

Date: October 22, 2016

Committee Name:	45 University Website
Committee Co-Chairs:	LaQuata Sumter and Jenny Collins
Functional Area:	Media & Marketing
Functional Area Coordinator:	Cynthia George

Major Tasks for Committee Tracker from Final Planning Document and Recommendations

Task: Create a new website, photo and President's Letter

Recommendation and/or Action Taken:

Recommends the new institution develop a centralized authority for the website. The committee identified as a risk to the potential of the new institution's website not having a standard, which includes Web standards and compliances. Ensuring that the university can improve support for web development and publishing practices. While simplifying web services technology through one system and having a place for the university website needs to be addressed in a timely manner.

Task: Finalize Creation of Joint Website

Recommendation and/or Action Taken:

The University Website OWG recommends the new institution's website be launched in January 2017. It will be comprised of the University homepage and top-level pages, including user group pages (Current Students, Prospective Students, Faculty & Staff), as well as pages on Academics, Admissions and Campus Life. The website may be the first impression a prospective student views of the institution. The committee discussed that the first impression needs to be further than just the homepage, it needs to be represented on the top-level pages that would be searched by the university's different audiences. Following initial launch, the website will be continually updated with information from the current existing websites.

Task: Explore Content Management Systems (CMS)

Recommendation and/or Action Taken:

The University Website OWG recommends the creation of a joint website, including consolidated content from ASURams.edu and Darton.edu, will launch in August 2017. The combined site will be built in a content system management system, OmniUpdate and Wordpress being recommended.

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Task: Explore Policy Creations
Recommendation and/or Action Taken:
The University Website OWG recommends the creation of a Policy with regards to content and style. A Website Content Management and Style Policy will provide direction to web developers on the messaging and design of the website as part of the ASU brand. It will also improve university support for Web development and publishing practices, while strengthening the brand through unified standards and templates.

Other/Final Comments (if any):