

re.web

Monday, June 18, 2007

AGENDA and NOTES

Present: Ambler, Broaddus, Carpenter, Evans, Klipple, Martin, Mellor, and Rojas (ex officio - Bauserman and Jones)

Unable to Attend: Bailey, Connolly, Donaldson, Gamage, Kane, and Kuffel

1. Scope of the re.web Project

The group reviewed some materials about scope and common look and feel from similar university web projects. Specifically, Arizona State University was used as a case study for a university with a “dress code” approach to a common look and feel. In other words, rather than a uniform approach, departments and schools use some required elements and observe limits on choices related to style and color palette.

ASU Home <http://asu.edu/>
ASU Law <http://www.law.asu.edu/>
ASU A&S <http://clas.asu.edu/>
ASU Tour <http://www.asu.edu/tour/>
ASU HR <http://www.asu.edu/workingatasu/>

Additionally, Susan provided results from a quick visual survey of 30 or so higher education web sites. In general, small colleges like Gettysburg and Bucknell successfully enforce one design - top to bottom. Survey data is as follows:

Web sites at the following colleges and universities have a standard, top-level look for highly public pages like Admission and Financial Aid. Administrative offices also adopt the standard look; however, professional schools and individual arts and sciences departments have inconsistent looks.

Berkeley	Northwestern
Boston College	Oberlin
Brown	Princeton
Bryn Mawr	Swarthmore
Carnegie Mellon	Tufts
Columbia	Tulane
Cornell	UNC - Chapel Hill
Dartmouth	U of Pennsylvania
Duke	UVA
Georgetown	Vanderbilt
Harvard	Wake Forest
Haverford	Washington and Lee
James Madison	
Macalester	

Web sites at the following schools have a standard, top-level look that is applied consistently, top to bottom. There are some special sites for campaigns, etc.

Bates
Bucknell
Davidson
Gettysburg

Hamilton
Kenyon
University of Richmond

2. Initial Consensus about a W&M Dress Code for the Web

After some general discussion about scope, those present suggested the following elements as necessary on all official, public-facing, departmental level sites at W&M. (Note: the definition of official, public-facing, departmental level sites needs further discussion and clarification.)

Consensus:

- The College of William and Mary logo should appear on all pages, in the header and prominently placed.
- The College of William and Mary logo should link to <http://www.wm.edu>.
- Sites should use colors from an official W&M web color palette.
- Sites should use a defined and standard set of fonts (likely a web safe san-serif font).
- Copyright should appear in the footer of all pages.
- W&M contact information (e.g., address, phone) should appear in the footer of all pages.
- A W&M Home link should appear prominently on all pages.
- A W&M Search should appear prominently on all pages.
- A link to a W&M Privacy Policy should appear on all pages.
- Images should comply with web accessibility guidelines. W&M should provide a library of quality, web-ready images that can easily be included on web pages. (The creation of this library will require collaboration and a College policy about sharing photography between W&M departments and units.) Guidelines about photo credits and use should be established (e.g., permission of individuals in photographs).
- Options for printer friendly, RSS, and “email this page/story” should be available. Web consultants can help us determine best practices.
- If needed, establish bridge pages that have the W&M look and feel in front of links to entities that don’t conform (e.g., professional and graduate schools)