

## re.web

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Wednesday, August 15, 2007

### **AGENDA and NOTES**

**Present:** Broaddus, Carpenter, Evans, Kane, Kuffel, Mellor, and Wallace (ex officio – Jones, McClain, Pattison, and Windley)

**Unable to Attend:** Ambler, Bailey, Bauserman, Connolly, Donaldson, Gamage, Martin, and Rojas

#### 1. Updates

- Welcome to John Wallace who will represent Development. John is replacing Bramble Klipple on our committee.
- Tim Jones has accepted a position at NC State, leaving a vacancy in University Relations. Recruitment for a W&M Director of Web Communications will begin soon.

#### 2. Project Scope and Policy

- There is an update to project scope: Education, Law, and Arts and Sciences plan to participate in the College's web redesign effort. Discussions with leaders in Business and VIMS are underway. W&M Athletics is out of scope. It is typical for Athletic organizations to have a .com web presence (<http://tribeathletics.com>). We will work with Terry Driscoll on adoption of a web stylebook and/or "dress code." Perhaps the Tribe Club could be a part of the College's web presence (<http://www.tribeclub.com/>) Future discussions about project scope should also include the Alumni Association web site.
- The Provost is willing to issue a policy about required participation of all College units in the redesign effort. Our goal is to first encourage participation by identifying the benefits of a new web presence and content management system. In the future, we will draft such a policy for his review. There was discussion about combining this policy dissemination with any policies that may be issued during the deployment of a new logo.

#### 3. Strategic Discovery Phase

- The committee reviewed the proposed schedule for the mStoner visit in September 18 – 20. A discussion with the Deans of each of the graduate and professional schools was recommended to inform them about the separate strategic discovery process they will have.
- A set of strategic discovery meetings for the Law School may occur on September 21.

#### 4. General Q&A