

re.web

Monday, November 19, 2007

AGENDA and NOTES

Present: Bauserman (ex officio), Broaddus, Carpenter, Evans, Gamage, Kane, Martin, Mellor, and Wallace

Unable to Attend: Ambler, Bailey, Donaldson, Kuffel, and Rojas

Agenda:

1. Project Updates

Susan presented a re.web Project Updates PowerPoint with the following information:

- VIMS – participating; planning for December strategic discovery
- School of Business – excellent follow-up meeting with A. Sardone and J. Palmer
- School of Law – web strategy presentation and report were well received
- School of Education – discovery meetings held on November 8; report by mid-December
- CMS update – short list; factors and features identified; RFP or state contract
- Communication – blogs, podcasts, and presentations
- Budget – small amount deferred to FY 08-09; additional project funds confirmed for FY 08-09
- Planning for Transition (work is underway to improve sites such as Registrar, Financial Aid, Equal Opportunity, and more)

2. W&M Web Strategy Presentation – Discussion

In general, committee members thought the presentation was professional, thoughtful, and well conceived. The web strategy report indicates that the mStoner team understands W&M. Recommendations included the need to more clearly define the special interest features on the Home page, and there was some discussion about the importance of identifying resources to produce content for these features.

Committee members liked the key messages and themes articulated in the report; however, some of the vocabulary used to describe them may need minor modification. Some specific corrections for items to include in second-level pages were also notes; e.g., a link to the Alumni Association should be present on the main Development page.

3. mStoner Visit on December 5 or 6 or 7

Voltaire Santos Miran and Devon Moore will be on campus in early December. During this visit, they will:

- make a presentation to the Public Affairs Committee of the Board of Visitors
- offer a web strategy presentation at the School of Education
- spend a day at the VIMS Campus for strategic discovery

4. mStoner Visit on December 10 and 11

Patrick DiMichele and Mark Sheehy will visit W&M later in December to:

- conduct a half-day *Writing for the Web* Workshop
- facilitate several meetings about designs and concepts for the W&M Home Page

The committee discussed possible participants for the *Writing for the Web* workshop that will be offered by mStoner again in 2008. We determined that those writing for top-level W&M sites that will go-live with the new look in July 2008 should be included. Several W&M staff that will attend these early workshops may be tapped later to conduct them for departmental web editors.

Susan described a process for several groups to offer impressions, thoughts, and recommendations about proposed Home page designs. Prior to the December 11, current high school juniors identified as prospectives, and all early decision admits will receive a survey about their reactions to several Home page designs. Once on campus, mStoner will present designs to a group of creative staff, a group of senior administrators, the W&M Web Redesign Advisory Committee, and to the Provost and primary stakeholders like Admission and Development. It is possible that a decision about the new Home page design will be made on December 11, 2007.

5. Next Steps

Susan summarized the following future agenda items for the W&M Web Redesign Advisory Committee:

- decision making on creative decisions on home page concepts
- policy for consistency in the W&M web presence
- prioritization of web sites coming into new design
- mStoner's work with one departmental site (as a model for the campus)
- determine authoritative sources of information