*The College Of*
# WILLIAM&MARY

**Office of the Provost**

## MEMORANDUM

**TO:**       The W&M Community

**FROM:**    P. Geoffrey Feiss, Provost

**DATE:**    February 23, 2007

**SUBJECT:**    W&M Web Redesign Project Announcement

Last July, I charged a small, temporary committee to conduct an initial assessment of the College's web site at http://www.wm.edu . This committee, chaired by Courtney Carpenter, produced a report (see http://www.wm.edu/reweb) that clearly demonstrates the need to overhaul and redesign our web presence. I extend my thanks to web assessment committee members Courtney Carpenter, Stewart Gamage, Clay Clemens, Susan Evans, Earl Granger, Lisa Grimes, Tim Jones, Jack Martin, and Steve Otto for their work.

As a next step, I am announcing plans for a comprehensive W&M web redesign project. The two primary goals of this project are:

1) to regenerate the usability, information architecture, and design of the W&M web presence
2) to implement improved processes and tools for web content creation and maintenance.

I am in the process of establishing two committees to accomplish this.

The *Web Redesign Technical Committee*, reflecting what I view as a critical partnership between Public Affairs and Information Technology, will manage and execute a 12 – 18 month web redesign project with particular attention to the architecture and technical aspects of the project. I have asked Susan T. Evans to chair the project committee, with Stewart Gamage, Mike Connolly, Tim Jones, and Andrew Bauserman serving as members.

A *Web Redesign Advisory Committee*, representing some of the many constituent users and stakeholders for the W&M web site, will provide continuing guidance and feedback during the web redesign project. Advisory committee members will be: Courtney Carpenter; 3 members of the Faculty to be determined in consultation with the Executive Committee of the Faculty Assembly; representatives of Admissions, Student Affairs, and Alumni Affairs to be determined; 2 students; Bramble Klipple, and Lorne Kuffel. Susan Evans and Stewart Gamage will serve *ex officio* as representatives of the Technical Committee, will be co-conveners until the Advisory Committee selects a chair.

I will ask Susan Evans, Stewart Gamage, and the elected chair of the Advisory Committee to meet with me as needed and, in particular, as resource or policy decisions must be addressed.

During the 2005–2006 academic year, the William and Mary web site received 11.6 million visitors. Improving our already successful web presence will require contributions from any and all members of the W&M community. In the coming months, the project committee will offer many opportunities for all faculty, staff and students to participate in this effort.

As this project moves forward, we will use a web site to inform you of progress, news, and opportunities for your feedback and suggestions.  For more information about the *re.web* ("re dot web") project, please visit http://www.wm.edu/reweb.