Web Modernization Program

May 4, 2018

WebRedesignTeam@uta.edu
Objectives

- Provide status updates
- Set expectations
- Collect feedback
- Understand involvement needed
Implementation Partner

- Very close to signing contract
- Discovery process should begin soon
- Will provide updated timeline when more information is available
Discovery

- Gather and incorporate direction from campus constituents
- Please start collecting feedback from departments, offices that report to you
- Summer availability of POCs and PAs?
Student Surveys

- Student perspectives on Journey maps
- 120+ responses
Web Standards

- HOP Committee is reviewing
- Establishing website directory to:
  - Facilitate web governance
  - Clarify ownership, requirements
  - Identify web captains
- Will contact POC’s to verify listings
Review

- Continue site maintenance / cleanup
- Questions?
Writing for the Web

- The implementation partner will drive overall content strategy, messaging, and tone
- Webinar to review some general guidelines for web content
Writing for the Web

- Lynda.com
  https://www.lynda.com/SharedPlaylist/c35668a58ed94090bcc7c92fc8662620?org=uta.edu

- Other Resources:
  - https://ucm.rutgers.edu/web-ecommunications/web-writing