

University Web Design

Final Report Submitted: January 7, 2008

Chair/Co-Chair: Mark Hoeting

Recommendation	Anticipated Impact/Result	Action Steps
1. Adopt a single definition of purpose.	To engage external constituents with the life and activities of the university. EC must approve definition.	The purpose of the ASUJ web presence is to engage external constituents with the life and activities of the university. Our first priority is to present compelling and engaging reasons for prospective students to enroll at Arkansas State University. Secondary priorities include informing alumni and the general public about opportunities to participate in the life of the University.
2. Conform to institutional brand, adopt a more diverse color palette, and enforce ADA compliance in all web sites.	To improve consistency and continuity in the website. Cost, \$20,000-45,000.	Budget proposal is in development.
3. Establish a site that focuses on information for the prospective student, parent, alumni, and potential employees (internet), and a separate site focusing on current faculty, students, and staff (intranet). Eliminate conflicting or duplicated information. University Relations would assess reactions of users to navigation and information accessibility.	Reduces cumbersomeness of navigation for each group (internet and intranet).	New web site was implemented in September.
3a. Improve Web navigation for logical groups, eliminate duplication, reduce clicks needed, improve site tools, and create intranet presence.	Improved Web usability.	See above.
4a. Develop a Web Design Committee.	Committee will meet monthly to discuss current web design initiatives, design, and technical challenges. Recommendations for policy changes, if necessary, will be made to the Computers and Technology Committee.	Web Design Committee was formed to work on all listed recommendations
4b. Acquire and implement a Content Management System.	To coordinate design tools for content managers, to require less technical expertise among content managers, and to expedite content development and management efforts throughout the university.	Content Management System implementation is progressing. Constant improvements are being made, but more work remains to be done. Web site content needs regular updates.
4c. Modify current Web Design Guidelines.	While a stringent design standard may work well for the main site of the University, this standard does not support the content	Todd Clark of University Advancement will be point person for externally-facing university web content

[illegible]