

## **IOC 6/16/2011**

**Present:** Todd Sutton, Lyda Carpen, Jason Fleck, Jaap-Jan Van Duin, Jaysen Buterin, Shannon Clegg, Danielle Baldwin

Absent With Notice: Kevin McClain, Tim George

Absent without notice: John Neufeld

Recorder: Becky Kates (for Sherri MacCheyne)

### **Top Tier UNCG Web Pages**

Tim George (Athletics) notifies Lyda that he will not be able to attend.

**Prospective Students Page:** Hand out prepared by Jason Fleck and Jaap-Jan Van Duin

Discussion:

Need for holistic analytics

From the data that Jason & Jaap-Jan could gather - Prospective students page is the #2 page from the UNCG homepage.

Idea presented of using the page as more of a marketing piece – highlighting events, new programs, etc.

Todd – You can grab Google Calendar data and display it on a webpage – can style it as you want.

Danielle – Google calendar has limits to the number of events a single calendar can hold.

Lyda – Are these types of events also listed on the Admissions pages?

Jason – Yes. More automated usually means less flexible.

Jason - Campus Tours are the #1 deciding factor for students who decide to attend UNCG.

Jaap-Jan – Question about website analytics – what was done about analytics when the current homepage was developed?

Danielle – Analytics are currently voluntary – we can't force people to use it. You have to take the analytics data with a grain of salt – analytics were placed on pages with no back-end planning. University Relations only tracks the pages we have control over.

Danielle – Glad to see that summer session is on the quick link list – with social media, participation actually increases in summer instead of decreasing.

Jaap-Jan – Not able to get feedback from others, so just he and Jason worked on it.

Lyda – The invitation was extended. If no one accepted, we will need to move on.

Japp-Jan – Military student services was also discussed – not included in the document at this time, but Josh Green wants to create a UNCG military website that we could link to when it is ready. Right now there is just a Veterans Services page on the Registrar site.

Military Friendly Ribbon (award?) was mentioned. UNCG is a campus that welcomes members of the military.

Todd – Analytics can be addressed in the recommendations and requirements for unit websites. Can we include analytics in the footer? That way a baseline analytics system would be required. Can also be addressed in the best practices for unit web pages.

Danielle – It is possible to get much more accurate analytics information.

Lyda – Documentation and training will be involved as well.

Danielle – Analytics can be set up to exclude internal sources once we are all on the GCN computer network.

Todd – public network information will be separate from GCN information. You can have more than one set of analytics code on a single web page or website.

Lyda – We knew going into this [the website re-design] that the current analytics is piecemeal.

Danielle – we reconfigured the analytics on the inspirechange.uncg.edu site and the analytics data was revamped very quickly. It made a huge difference.

### **Faculty/Staff Page:**

Shannon Clegg – Group in Campus Enterprises found a lot of similarities between the current students and the faculty/staff pages in terms of the types of items listed (although some of the names do not match.) Marketing folks like the way that UNCW lays out their links on their website. They didn't like the long lists of links. Shannon plans to send the document her committee prepared to folks outside of Campus Enterprises to see if their opinions are similar.

Jaap-Jan – Has the group looked at what some of the departments list under their Faculty/Staff and/or Current students headings? Some departments have very useful links.

Shannon – Most in the group preferred the look of the current students page – where the lists of links are broken up into blocks of related links. Looking to get more feedback.

### **UNCG Website Re-design**

Lyda – Andrew Marker in ITS is furiously working to complete the new website header and footer assets.

## **Integrated Marketing**

Lyda – Integrated marketing creative ideas from The Republic are making the rounds. It still needs to be presented to the Chancellor and Executive Staff on June 20<sup>th</sup>. Creative is across the board – some will be easily implemented and some is incredibly layered and complicated. Once the header/footer assets are ready, asking everyone to rally to get the new design on as many upper-level pages as possible. University Relations will be reaching out to help some people who link off the homepage. Hoping for a critical mass of pages with the new header/footer.

## **Other Discussion:**

Todd – There will be a July IOC meeting.

Lyda – Athletics is on the list of things we need to address. We need to have a page for athletics. Right now they don't exist on the UNCG website.

Lyda – The creative has to be approved by Executive Staff before we can move forward. We are trying to move on two tracks simultaneously, the integrated marketing piece and the new website design piece. One moves forward, but then has to stop and wait for the other to move ahead.

Jaap-Jan – Who is going to work on it? DCL might have some writers and web designer who could help work on it.

Lyda – It is only one page, so UR can probably handle it. We may need help on some others aspects.

Todd – Chris Waters is leaving ITS on June 30<sup>th</sup>. ITS will be lacking until that position is filled.

Next meeting will be July 20 at 3:30pm in Forney 205.