

Web Modernization Program

May 4, 2018

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

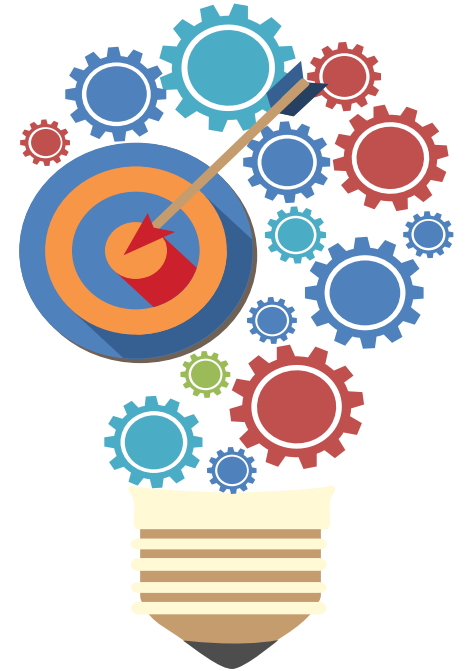
- Student perspectives on Journey maps
- 120+ responses

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-communications/web-writing>
- <https://www.nyu.edu/employees/resources-and-services/media-and-communications/styleguide/website/writing-for-the-web.html>