

University of Minnesota Morris Digital Well

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Academic Support Services Committee  
(Inactive)

Campus Governance

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11-15-2012

### ASSC minutes 11/15/2012

Academic Support Services Committee

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## *Minutes for the meeting of the Academic Support Services Committee*

*November 15, 2012, McGinnis Room, Library*

Present: Joe Beaver, Sylke Boyd, LeAnn Dean, Jim Hall, Roger Boleman, Lisa Harris

Guest: Melissa Weber, UMM communications manager

Absent: Joel Eisinger, Matt Johnson, Rose Murphy, Zak Forde, Alex Kies

### **Minutes:**

The lack of a quorum required further delay of the approval of the minutes from 4-27, 9-14, 10-25.

LeAnn Dean will include two small spelling corrections into the minutes from 10-25.

### **UMM website:**

The committee welcomed Melissa Weber as a guest to speak on the current status of the development of the UMM website. She provided a handout informing about the purpose, background, goals and future goals of the website development, see attached. She noted that one much-awaited feature of the UMM website, the implementation of an active web management system, is no longer a goal of the website development. Several committee members expressed disappointment in this. The responsibility for implementation lies with the IT office on the Twin Cities campus. This system would allow users to manage parts of their own web content. The old plan, which allowed everybody access to the web server in order to update unit pages has been discontinued due to security concerns. Jim Hall and Melissa described the process as a multiyear process with several stops and starts, in which a TC-hosted content management system still was part of the plan. However, during 2012, this plan has disappeared. Therefore, all and any updates will have to be submitted to the Morris IT office for implementation in the public websites. The home page, the admissions pages and several discipline pages have been updated already. Other campus offices will be updated at a later time, including the site for the physical plant about which Lisa Harris inquired. Only four discipline sites are left.

The look of the web page changes every 4 years, however, this new design should allow continuous updates to look and layout. Sylke Boyd expressed the concern that non-access to content will lead to out-of-date websites. Melissa proposed to use feeds from Flickr or other outside entities. She is working on an easy web form to request updates. LeAnn Dean asked about the photographs used in the updated web sites. Melissa assured her that there is no requirement for these photos to be professionally taken, and that submission from the respective units will be considered and incorporated.

### **IT recommendations:**

Jim Hall has submitted a draft of the Morris Campus Technology Strategy, which contains recommendations concerning the implementation and variety of technology on the Morris campus. After a brief introduction of the materials, the meeting ran out of time, and the discussion was tabled for next time.

Lisa Harris proposed to vote on the minutes by e-mail.

The meeting was adjourned. Next meeting is on Dec5, 2012, McGinnis Room, 8-9 am.

Respectfully submitted by Sylke Boyd

11-15-2012

Melissa

## Purpose

The website redesign project is the University of Minnesota, Morris's effort to refresh its web presence through improved design, structure, user experience, and maintainability.

## Background

As the university's farthest-reaching marketing tool and most-used repository of institutional information, the website serves an extraordinary amount of constituents both on and off campus. The website redesign aims to:

- Incorporate new branded designs that convey our rigorous academics, research and collaborations, campus
- Mobile and tablet friendly sites

## Goals

- Provide a new look Morris's webpages that are consistent with the Morris brand.
- Create a focus on content and website functionality and move from an organizational hierarchy to a functional hierarchy. The website will be structured around how users use the website, not necessarily how the university is organized. (One Stop, technology, etc.)
- Update website content. Not only does the new look match the Morris brand, but the language used on the pages will be consistent with the brand.
- Create pages based on functions and needs that may pull content from several areas, giving the end-user a one-stop shop for information on a given topic. (scholarship info)
- Improve the user experience by using clear terminology and avoiding abbreviations.

*eliminate redundancy*

## Future Goals

- Implement a web content management system.