MEMORANDUM

TO: University Community

FROM: Gary L. Miller

DATE: June 7, 2017

SUBJECT: WEB STRATEGY COMMITTEE APPOINTMENTS AND CHARGE

The development and maintenance of the UW–Green Bay website is a major investment in the University's brand, and a significant engine in our recruitment, retention and advancement efforts. It is important that we maintain www.uwgb.edu, and all sub-sites, according to best practices and the highest quality possible. In order to ensure that we are providing our external constituents with the information and resources they need, and a superior user experience, I am making the following appointments to the newly created Web Strategy Committee:

- **Sue Bodilly**, Director of Content and Media Relations
- **Janet Bonkowski**, Director of Marketing & University Communications
- **Eric Craver**, Director of Marketing Strategy and Advertising
- **Paula Ganyard**, Assistant Vice Chancellor for Information Technology & Library Services
- **Barb Holschbach,** Manager of MIS
- **Jen Jones**, Director of Admissions
- **Brandon Langer**, Web Developer
- **Drew Ryan**, Web Developer
- **Kimberly Vlies**, Web/Graphic Designer

The Web Strategy Committee, co-chaired by Paula Ganyard and Janet Bonkowski, will have the primary responsibility to provide collaborative centralized oversight and management for the ongoing development, delivery and maintenance of the University's website, within established procedures, guidelines and policies. In addition, the committee will have the responsibility and authority for the following:

- Establish annual priorities and multi-year plan needed to achieve the web strategy.
- Review web policies, processes and procedures annually to ensure they are current.
- Approve global changes to taxonomy, structure, branding, look and feel, navigation, styling, etc.
- Approve official web template designs and monitor official usage.
- Communicate relevant information to appropriate audiences.
- Solicit input when needed and appropriate, including via an online feedback form.
- Support contributing units to maintain accurate, timely, and engaging content.
- Ensure compliance with all accessibility and information security standards and policies.
- Ensure site quality and content integrity.
- Facilitate and resolve non-compliance issues.
- Analyze web site effectiveness annually.
- Provide an annual (or as requested) status report to the Chancellor's Cabinet.

I am most certain that you will hear much more from this group over the next year, as they begin to develop and implement a strategy for UWGB's website. I appreciate the willingness of this group to work to improve the University's web presence and to help advance the vision and goals of UWGB.

c: Chancellor's Cabinet
  Council of Trustees