



TO: Anchorage Campus Community
FROM: Chancellor Fran Ulmer and Cabinet:
Provost Driscoll, Vice Chancellor Spindle, Vice Chancellor Olson
Vice Chancellor Spindle, Sr. Vice Provost Carter-Chapman
DATE: Aug. 27, 2010
RE: Changes in website designs, guidelines and standards in AY10-11

On Aug. 10, the Chancellor's Cabinet heard a presentation from UAA's WebPros team (made up of representatives from Advancement, Information Technology and Disability Support) regarding proposed changes to UAA's Web presence. Cabinet supports the website design changes and development of Web guidelines, which includes the following key elements:

- a new look for UAA's homepage
- new templates for all institutional Web pages
- migration of all institutional Web pages to a Content Management System (CMS)
- making all UAA Web pages more accessible to people with disabilities
- creating a consistent look for all UAA web pages
- providing technology and training resources for UAA Web authors
- evaluating sites and documenting progress within annual reporting

The Web initiative will further the rebranding work that started with last year's logo guidelines. In addition, this project will do the following things for UAA:

- create end-user focused Web page design and content
- create a clean, unified look in the Web world
- upgrade departments to the faster, fancier CMS
- save money on costly redesigns and maintenance

Below is a brief timeline for this coming year:

- October 2010, WebPros team present three Web page design themes to cabinet for consideration
- October-December 2010, meet with deans and directors on new designs
- January 2011, begin helping departments migrate to new institutional look
- December 2011, complete migration of all institutional Web pages to new CMS and design

The WebPros team will be communicating with the UAA community as each timeline milestone approaches, and they will be asking for your feedback and input in the process.

*****Please keep this project in mind before making any significant changes to your institutional website/Web page this academic year.**

Thank you so much for your help and support in making this important change for UAA and its website users.