What Does the Web Refresh Mean for You?

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TIMELINE

Phase I — Launching Friday, Aug. 1

New Home Page with these features:
♦ New navigation system with drop-down menus
♦ "Slide show" changing images
♦ New UD/Google search
♦ Calendar (partially populated)
♦ Google Analytics incorporated
♦ “Share” links for social bookmarking
♦ Web survey
♦ Photo gallery
♦ Updated design/content in About Us, Academics, Students, Faculty/Staff, and Community Sections
Phase II:
Launching Aug. 29
♦ Blue Hen Athletics (bluehens.com)
♦ UDaily refresh
♦ Page translation

Phase III:
Coming later this year
♦ UD Web Toolkit
♦ Virtual tour revamped
♦ Avatar on students’ page
♦ Revamped President’s Web Page
♦ Social media policy
♦ Content management system in use

Phase IV:
Coming in spring 2009 ...
♦ Map
♦ Expanded development of content management system
♦ Full branding standards & implementation
COMMUNITY TO-DO LIST

Change in site structure, so we need to update links. The directory named “main” is going away as of August 18

Current name:
http://www.udel.edu/main/about.html

New name:
http://www.udel.edu/aboutus.html

To assist you, the Web Refresh Team will be providing affected departments with a list of links that will need to be updated.
COMMUNITY TO-DO LIST

♦ Google Search — Starting August 1, go to UD Help on the Find It page. Recommend UD matches if needed. Configure your unit’s pages to use the Google Search Appliance instead of UltraSeek by Dec. 2008.

♦ UD Calendar — Continue to provide events as you have been by contacting OCM. You may suggest an event via the “Submit an event” form. The calendar will be offered to UD groups over the year. Info. to be announced on UDaily.
If You Have Questions ...

♦ Fill out our Web survey
♦ Presentations from this meeting will be available online
♦ Contact the Office of Communications & Marketing

UD-OCM@udel.edu
We all play an important role in promoting and protecting the University’s brand.

Our Web presence is one of our most powerful communications, marketing, and educational tools. We need to make sure no matter where a visitor goes on the UD Web site, they know they are at the University of Delaware.
Help tame the Wild Web

UD Web Toolkit will help all of us present a consistent identity to the world and thus strengthen the University’s brand.

To help us assess future Web needs, please fill out the survey in your packet.