*November 12, 2008*

*Improve websites of all community campuses to make admission, registration, program requirements, and advising information available to student throughout and outside Alaska.  Small campuses have much to offer but do not have the financial or personnel resources to keep this important resource current and dynamic.  This should be coordinated and supported through UA Statewide.*

*Ideas for crucial functions and information include availability of all program requirements including sequencing of courses and availability of courses (guaranteed!), use of interactive technology like IM, and online orientations for each campus.  Thank you for listening!*

*Barbara Brown*

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November  12, 2008

Hello Barbara…. I agree that all campuses should have good web-sites and staff trained to keep them current and responsive to the needs of students and others who seek information about activities at the campus.   Statewide is not in a position to provide funding for web development at the campuses, although there are people here who can provide design advice and, in some cases, assistance with content.   I assume there is some level of support available from the Anchorage campus in terms of training and/or design coordination for the UAA campuses.  Ditto for UAF & UAS and their community campuses.   I’ll be checking to see if this is so.  I know there are web design programs that are relatively easy to learn and to use, and others that are more complicated.  At Statewide, we are moving to the EASY way so that more people can assume responsibility for updating content on their pages.  From a marketing standpoint, it's best to maintain a common template for web pages at your institution, or at least to include common design elements so their is a sense of familiarity for users.  But the most important part of establishing a web presence is to maintain current content and this is something that is becoming easier with the new programs and something that many people at your campus should be trained in.

Thanks for your comments Barbara, you’ll hear more from us on this issue in the future.

**FOLLOW-UP:** 1) Kate Watttum/Kate Ripley – what is the status of web design at the system level. 2) Saichi – do the student affairs folks talk about this? Is there some plan?