

Web Liaison Meeting Notes

Announcements

1. Web Editing Help Sessions: The WEB1 and WEB2 formal trainings are still available by request, and in order to meet the demand for web editing training, Alia and Beth are holding informal web editing help sessions once a week. The schedule can be found on the web-training site.

Action: Please inform anyone who might find the sessions helpful.

2. E-mail Vendor: University Communications researched several E-mail vendors in order to recommend one for use by UMKC departments. UComm recommends Constant Contact and information about E-blasts is on the UComm website.

UComm recommends Constant Contact for the following reasons:

- Competitively priced
- Easy to use interface
- High quality customer service
- Robust tracking and reporting capabilities
- Various tips and tools to assist in email creation and sending
- Additional services include social media and special event invitations and management

Dana Self mentioned that she uses Mail Chimp and has been happy with the results and the cost.

Action: If anyone needs information about email blasts, please let them know about Constant Contact. Remember, the campus is not required to use Constant Contact, UComm only recommends them as an E-mail vendor. John Verssue can answer questions about the vendor.

3. **Mobile Library site:** Barbetta Croft shared the link to the library's mobile site, which is in beta.

Action: Please view the [mobile library](#) test the site and let [Barb](#) know if you run into any glitches.

4. UComm website: Beth highlighted three features of the redesigned University Communications website, which was designed by Alia Herrman.
 - The homepage features a portfolio area where we feature a few current projects. The area to the right of the image is clickable so that you can rotate through the different projects, each with up to three screenshots. The image is clickable as well and either takes you to another website or a PDF of the project.
 - The sidebar and getting started guide, are two ways to find the information for which you are looking. The getting started guide contains three sections, "How do I...", "I need to create...", and "I'm looking for..."
 - Once you select an option under the getting started guide, you are taken to a detailed page that outlines each process step-by-step.

Action: Please view the [University Communications](#) site and provide feedback.

Presentations

1. Data Warehouse (Andrew Draker)

- Andrew showed us the Institutional Research, Assessment and Planning website, where we can find official UMKC data, for no charge.
 - Via the website, you can view the [Executive Dashboard](#). This page requires you to login with your single sign-on and provides information about the following:
 - enrollment,
 - student credit hour production,
 - application statistics,
 - graduation/retention rates,
 - entering class statistics,
 - top feeder schools, and
 - human resources
 - If you need more detail, you can view the [Internal Decision Theatre](#). This page also requires you to login with your single sign-on and provides more detailed information about the following:
 - student records,
 - human resources,
 - financial services,
 - admissions,
 - university advancement and
 - athletics

Action: If you would like to request data from the Data Warehouse, please use the [online form](#) or contact Andrew Draker and allow at least five business days for your request to be processed.

2. Harvest Public Media (Tim Lloyd)

- Tim is from KCUR 89.3 FM radio and he was hired as a multimedia editor. Harvest Public Media is a regional project funded by the Corporation for Public Broadcasting. Learn about the [mission](#). Tim created the website for the project and explained how he created the site and the approach they take with regard to content.
 - Tim used Drupal as the back end foundation of the site because it was the most stable for the site and has great features such as:
 - Aapture : [Aapture](#) offers up a learn more feature when a user highlights text on the website. Once the user clicks on learn more, a small window pops up and pulls search results such as articles, videos and images from other sites without leaving the page.
 - Blog : reporters and editors in the field and share their observations and experiences via a blog.
 - Embed dynamic links : Drupal allows for real time Twitter feeds, YouTube, audio files, etc. to be embedded into the site so the user never has to leave the site.
 - Live participation : either via twitter or commenting feature on live feeds.
 - Content is derived from several sources
 - stories originally written for radio, are re-written for the website,
 - field reporters for the blog,
 - editor's picks from the web-either news, opinion or research from other sites,

- The Insight Network, which is a group of people who are experts in any and all areas of the agriculture business, who can be called upon by reporters and editors to share their knowledge.
- Overall, the strategy for the site is to create a hub for information, not narrowed to a blog or website. The integrated nature of the site makes it user-friendly, interactive and informative.

Action: Please explore the site and all of its features and see if there are components that you can apply to your own website strategy.

Cool tools/resources-None were shared.

Action: If you know of any cool online tools or resources, please email the webmaster account.