

## University of Washington Web Team, 2008 Initiatives

### January-March

- Hire and train Web Editor, Web Producer, Web Designer, Web Developer
- Launch UW Web Council
- Remake the Discovery Page in a new start page for Vision & Values/Uniquely Washington, incorporating active components of LCVI.
- Design, build and produce a suite of pages for the Marketing Roundtable
- Build out the Vice Provost Web site for Special Programs
- Kickoff initiative to bolster, improve, redesign the campus events calendar
- Design a template, program and procedure for posting regularly updated photo galleries on the home page

### April-June

- Inventory, define, design and produce new top-level information pages
- Update, redesign and produce a standard template for pages built in the image of the presidential suite
- Select a CMS for use with the newly designed standard template
- Fine-tune home page navigation and design to improve user interfaces
- Design and produce a new Web presence for the Faculty Field Tour
- Turn the UW Foundation's Creating Futures timeline into a Flash-based (or similar) Web presentation. (A history of private support for the University of Washington)

### July-September

- Design and produce an aggregated page for RSS feeds available from anywhere on campus and link it on the home page
- Design and produce an aggregated page for audio/video/podcasts available from anywhere on campus and link it on the home page
- Ensure the "print this page" function/feature is available throughout the top-level pages

### October-December

- Launch new top-level Global Portal
- Design, populate and launch an Events Toolkit
- Work on an update of the Campaign Web site(s) in the post-Campaign world
- Remake Campus Tours, using interactive multimedia
- Develop strategy for incorporating the Reputation Building Initiative in the overall UW Web presence
- Evaluate the UW Intranet and develop a strategy for improvements, design, usability

