

Campuswide Web Council

Mission

The University of Washington Web Council's mission is to set the highest standards and best practices for the UW's Web presence, to foster collaboration and cooperation, and to share resources and expertise in making the UW Internet and Intranet indispensable and accessible to all by providing and promoting the best user experience possible.

Scope

The Web Council, under the leadership of the UW Marketing Department and guided by a representative Steering Committee, will be made up of any interested UW employees involved in Web work who see the value in coming together to address common nuts-and-bolts Web issues, including standards, best practices, templates, systems and marketing. The Web Council will subdivide into working groups to deal with specific issues of common and widespread interest. The full council will meet quarterly to share ideas, issues, solutions and proposals. The working groups will meet as often as group members deem appropriate, with a goal of reporting their progress to the full council at the quarterly meetings.

Possible Initial Working Group Topics

- Editorial - audio, video, stylebooks
- Content Management Systems
- Design/Templates/CSS
- User - personas, scenarios, testing
- Search
- Web analytics and matrix
- Accessibility
- Intranet
- Web marketing and electronic communications

Steering Committee

A steering committee representing major stakeholders across the Seattle campus, as well as designated Web representatives from Bothell and Tacoma, will meet monthly to set agendas, ensure communication on common issues throughout the Web community, track progress of the UW's Reputation Building Initiative, adjust working group topics as warranted and generally facilitate continuity and collaboration throughout the UW Web. Among the issues to be examined by the committee is the [Nebraska model](#), which promotes a unified look throughout the university's Web. The committee will also examine Web components appropriate for serving centrally, such as headers and footers, as well as other issues deemed appropriate for universitywide consideration.