

University of Washington Central Web Team

The University of Washington's central Web Team will help to greatly increase and maximize the effectiveness of the Web throughout the university community by fostering better coordination and improved navigation, architecture, design and strategy. Putting the team in UW Marketing maximizes the impact of the group. Strong relationships with Media Relations and Communications, as well as Development and Alumni Relations and the UW Foundation, will be maintained and are integral to the success of the UW's Web efforts. Guided by the Reputation Building Initiative and working collaboratively within External Affairs and with departments, units, schools, programs and offices throughout the university community, the Web Team's areas of responsibility include:

Oversee the main public-facing UW Web sites, including

- UW home page
- Top-level administrative pages (President, Provost, Vice Presidents, Vice Provosts, etc.)
- Top-level information pages (About the UW, Visit the UW, etc.)

Design, develop and maintain content for such sites as

- UW Foundation
- DEVAR Intranet
- UW Marketing, Marketing Roundtable
- Other External Affairs departments
- Reputation Building Initiative
- Husky Promise
- Business and Industry
- Other existing and new sites as appropriate

Collaborate with other Web site owners on various projects, including

- UW Calendar
- UW Intranet
- Campus Tours
- iTunes U
- Other existing and new sites as appropriate

Benchmark and Best Practices

- Gather, analyze and disseminate stats to track Web use and usefulness
- Create and oversee a university-wide [Web Council](#) to benefit all UW Web efforts.

Related Links: [2008 Timeline](#) | [UW Web Council](#) >