Attendees:
Holly Acito, Sarah D’Iorio, Chris Miller, Valerie Celenza, Luz Vargas Aponte, Diane Porter, James Friedman, Joan Wilson, Brittany Sandor, Kim Kriz

Topics Discussed:

Audit and Remediation Plan/New SEAS Website

- Last year, Jane and Holly did an audit of the entire website, which identified trends and issues seen on engineering.buffalo.edu. Our Audit and Remediation Plan highlights our greatest areas of concern and ideas for addressing them.
- The decision to update the school website and navigation was a direct result of this audit. We are rethinking our information architecture and how we can create a better user experience for all our audiences.
- The new SEAS website is still a work in progress but we are hoping to preview it to all stakeholders in mid-March and plan to go live in April. We plan to show a preview of the new site at our next SEAS CMS User Group Meeting in March.

Responsive Web Design (RWD)

- We briefly touched on RWD and tools you can use to make your website more mobile friendly. All SEAS websites should be responsive but there are some tools you can use to truly make them mobile friendly including:
  - RWD Preview Mode: enables you to preview how your site will look on various devices.
  - Content Optimization Containers: help you control where content is positioned on a page (specialists only).

Web Color Strategy

- The SEAS Color Strategy (approved by chairs) was another result of the audit. We hope to use color more consistently across departments, and also on the school website to help create brand recognition and a consistent look and feel within the school. We are working with University Communications on ways to incorporate pops of department colors into the CMS so that CMS users can utilize them more down the road.

Brand Pilot Project

- We are part of the University’s Brand Pilot project along with International Admissions, Giving, the School of Law, and the School of Public Health and Health Professions.
- Essentially, we are ironing out all the kinks so others will have a smooth transition to the new branding. For now, we advise SEAS CMS-users to focus on your content and messaging in light of the new brand guidelines.
- The colors and lockups should be relatively easy to apply to your websites after completion of the pilot, and each website will be able to choose when they would like to make the switch to the new branding. We will share details as we received them from University Communications.
Shared Content

- We overviewed types of shared content.
  - **University-wide** (ex: About Buffalo, About UB)
  - **School-wide** (ex: SEAS Undergraduate Admissions Requirements)
  - **Site-wide** (ex: course descriptions, faculty profiles, research topics)
  - More info on Shared Content can be found here: [http://ubcms.buffalo.edu/help/using-shared-content.html](http://ubcms.buffalo.edu/help/using-shared-content.html)

- We also brainstormed ways to better utilize Shared Content. Ideas included:
  - **Student Clubs.**
    - Having departments manage department-specific club content, and SEAS manage school-wide club content using a consistent design. Then we could have a complete list on the school website that was always up-to-date, and departments could utilize school-wide club content relevant to them on their websites.
  - **Graduate Registration.**
    - Creating a space in Shared Content for major forms related to school-wide events so that departments could easily add the form to their own website instead of directing students to websites they may not be familiar with.
  - **Flowsheets.**
    - We are working with the Office of Undergraduate Education on ways to display web apps such as Flowsheets and Pathways in the CMS.
  - **People Profiles.**
    - Creating a standard format for faculty/staff/student profiles so that they look consistent across the school.

Future Topics to Explore

- We brainstormed topics SEAS CMS users would like to discuss at future meetings. Topics included:
  - Tagging standards and guidelines for web news and events
  - How to connect and embed forms, databases and other web applications to your site
  - Advice on graduate content for department and center sites
  - Writing for an international audience on the web
  - Optimizing your site for mobile

If you have other topics you would like to discuss during these meetings, please email them to Holly or Sarah! ([hollyaci@buffalo.edu](mailto:hollyaci@buffalo.edu), [sdioria@buffalo.edu](mailto:sdioria@buffalo.edu))