WKU Web Council Agenda: November 11, 2011

1) Updates since last meeting

a. Web launched successfully! Kudos to all of you! 😊

b. WKU launched partnerships with:

   i. Foursquare on Campus – launched during MASTER Plan and is going well so far – departments are welcome to start using the service. For assistance and info, email webservices@wku.edu.

   ii. NuCloud Virtual Tour Launched: http://www.wku.edu/tour

      WKU Admissions tool is being used now to reach out to prospective students. Please feel free to use it and the 3D map is also available for use upon request.

   iii. WKU was one of the first universities with a Google+ page

      https://plus.google.com/117141301468398673120

2) Updates with OUCampus – Diana Keeling

a. Forms Module – can be used via the Assets Manager

   Learn more here: http://www.wku.edu/oucampus/self-help/ldp-forms.php

b. Dependency Manager: tells you if any links within your site that your site depends on are broken. Learn more here:


c. FORMS and GALLERIES TRAINING SESSION: Nov. 15, 9 a.m.; MMTH 260. We will email additional dates to the webmasters listserv as we receive them.

d. Print CSS function: you will notice a difference in the look of your pages when you print webpages now. The left nav and top nav does not appear – just the main editable region. Creates a nicer look that is more print-friendly.

e. Reminder – use http://www.wku.edu/oucampus/ when seeking info and updates.

3) Using Facebook & Google + Pages


   Identifies best practices when using web and social media to communicate with students, etc. in an official capacity.

b. Identify Pages as “official” and use official university logos and/or nice photos to identify your page.
c. Do not use for personal use – No Mafia Wars please.

d. Include photos, videos, event listings – very important!

e. ENGAGE! Do not put a page out there and then never touch it again. Students can’t be expected to find your page or use it if you don’t tell them it’s there and offer them incentives to visit and interact with you.

f. Tie to Twitter – saves a step. More students are now on Twitter than ever before. This is also a great way to reach out to alumni and donors.

g. Invite students to contribute if appropriate – student ambassadors, etc.

h. “Like” other WKU pages & add to your favorites to increase exposure.

4) Web Council Resources – there are many resources available to WKU departments. Here is a list of places you can put images, event listings and more:

a. WKU Homepage Images (Image size 710x330 pixels)

b. WKU Spotlight Section (Image size 280 x 310 pixels)

c. WKU Events Listing – email event info to webservices@wku.edu

d. Landing Pages (Image size 950x355 pixels for ads). Please send along a word doc of the text that is included on the image for ADA compliance.

e. WKU Facebook pages, groups & Twitter feeds

f. Foursquare specials – you will need to set up a Foursquare account for your department, then email your foursquare URL to webservices@wku.edu. We can then help you set up specials and learn how to use them.

g. Web consultations – we have received many requests lately to help departments make their new websites even better. Email webservices@wku.edu for a web or social media consultation.

h. WKU Web Standards Committee – meets monthly to set policies. If you have something you would like to send before the committee, please email webservices@wku.edu before the 10th of any given month. We usually meet around the 15th.

2012 Q1 Web Council Meeting – February 10