

Report

SALC Web Committee

15th May 2013

Priorities Jan-Aug 2013 (agreed at SALC Web Committee, 27th February 2013)

1. Clarify and implement Web Governance
 2. Review navigation, usability and content
 3. T4 training for new subject area/divisional web officers
 4. Design and implement new subject area landing pages
 5. Adopt Columba events system
 6. Develop Centres websites (ULC, CNW, ICP (including Museology and Arts Management), CIDRAL, Martin Harris Centre)
 7. Give web officers access to pool of images
 8. Develop SALC Web and Social Media Strategy
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- Faculty has produced a 'Service Level Agreement' that outlines 'working day' timeframe in approving of web updates. The document has been circulated among SALC web officers for feedback. The School is also to receive Guidelines on editing and formatting content on the website (produced by Faculty). **[Priority 1]**
 - The SALC Website Resource area has been set up in the Staff Intranet: <http://www.alc.manchester.ac.uk/staffintranet/staff-website-resources/> and has been populated. This will include minutes, web analytics reports, guidelines, user evaluation and FAQs; targeting primarily the needs and work of SALC's Subject Area/Divisional Web Officers. **[Priority 1]**
 - Research has been conducted on what results keyword searching on Google produces (a sample of SALC PGT and PhD programmes have been searched for on Google). Also, Subject Areas have conducted informal surveys with UG/PG students on what terms they'd use to search for PGT/PGR programmes in a search engine; and Faculty has extracted relevant data from Google Analytics of the SALC Website. The combination of all this information will give us a better understanding on how SALC webpages perform on users' searches for MA and PhD programmes. **[Priority 2]**
 - Subject Areas have provided feedback on T4 training **[Priority 3]**
 - Faculty has produced new landing page templates for subject areas that respond to the user testing and evaluation that took place last November/December. The introduction of the new landing pages is under way (see Music's <http://www.alc.manchester.ac.uk/subjects/music/> and History's <http://www.alc.manchester.ac.uk/subjects/history/>) **[Priority 4]**
 - A number of Subject Areas are now using the Columba events system, a fast and efficient way of adding events information on the website. Examples: Music: <http://www.alc.manchester.ac.uk/subjects/music/concertsandevents/whats-on/> Classics and Ancient History: <http://www.alc.manchester.ac.uk/subjects/classicsancienthistory/events-and->

[seminars/](#). These events also appear on the School's 'What's On' <http://www.alc.manchester.ac.uk/aboutus/whats-on/> and the central University's events page: <http://events.manchester.ac.uk/highlights/>, so our events can get more visibility. The aim is to have all subject areas on Columba before the start of the new academic year. **[Priority 5]**

- Agreement has been reached with Faculty concerning a process for the redevelopment of the websites of the SALC Centres. A draft of the new website for the Centre for New Writing has been prepared. Faculty has also started the process with ULC. CIDRA, ICP and the Martin Harris Centre are also to be redeveloped. The aim is to have the selected Centres' websites redeveloped before the start of the new academic year. **[Priority 6]**
- The latest SALC Book Launch has been filmed and photographed for the website. Individual videos with authors and photographs of the event will become available to subject area web officers to be used on the website. **[Priorities 7 and 8]**
- SALC has been granted access to 'Third Light' Image Management System. This will provide an easily accessible online space for storing and sharing images with subject areas. A student is currently categorising existing images on the management system. After that, subject areas will be given access to it. **[Priority 7]**
- Kostas Arvanitis, Mark Woolstencroft and Anne-Marie Nugnes have met with the Audience Agency to discuss initial ideas on a 'Web and Social Media Strategy' for the School. **[Priority 8]**

Future Actions (till August 2013):

- Finalise Service Level Agreement
- Receive and comment on Faculty Guidelines
- Complete the development of the websites of the following Centres (ideally before the start of the new academic year): CNW, UCL, CIDRAL, ICP, Martin Harris Centre
- Implement the new landing pages for all subject areas
- Give all subject areas access to Columba
- Act upon Google search results
- Organise (at least) one T4 training session for new T4 users
- Populate 'Third Light' and give subject areas access
- Process photography and videos of the SALC Book Launch and distribute to subject areas accordingly
- Draft a 'Web and Social Media Strategy' for the School

Kostas Arvanitis

SALC Academic Web Director