# SALC Web
## Plans, Priorities and Challenges
## January 2013 – December 2015

Desktop    Mobile

Social
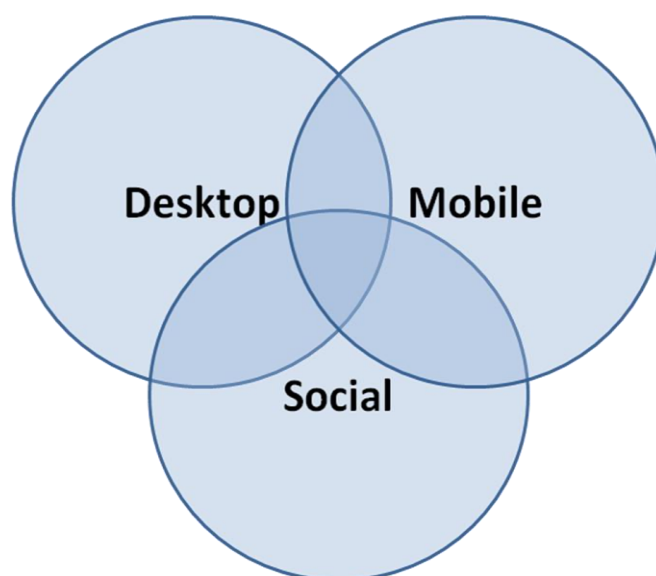
## Short term plans (largely Year 1)

- Clarify any outstanding governance issues in Divisions/Subject Areas
- Support the SALC Web officers as they establish a routine and process of editing and updating their Subject Area's webpages. This includes putting in place regular training opportunities for existing and new SALC Web officers.
- Work with SALC Web officers and Reps tweaking the visual and textual presentation of the Subject Areas' homepages, agree any changes on the left hand side menu of the SALC homepage and Subject Areas homepages and identify the most useful and appropriate for the Subject Area right hand side banner navigation
- Introduce the new subject area landing page template
- Introduce the Columba events system on the SALC webpages
- Act upon the results of the user evaluation
- Continue the process of re-developing the SALC Centres: liaising with the Faculty Web Team and SALC web officers to create appropriate web templates; set up a process of selecting content to be migrated to the new websites and create new content (textual and visual); streamline the Centres' governance to the overall SALC Web Governance; and agree with Faculty and relevant Web officers a timetable for all these
- Work with School and Faculty to identify funding to commission additional images: both a general pool of images and targeted images for particular areas of the website
- Introduce the 'Social Media Box' on the SALC webpages
- Set up a shared webspace/drive for SALC Web links and documents
- Identify the resources needed for the active maintenance, development and evaluation of the School website (end of Year 1)

## Medium term plans (Years 1 and 2)

- Work with Faculty to include 'Writing for the Web', Social Media communication and 'Visual Web Communication' training in the Faculty's New Academics Programme.
- Have a regular stream of narratives on employability, career paths of graduates, the unique cultural environment of the city and the collaboration of the SALC with the arts, cultural and heritage sector on the SALC website
- Develop web initiatives that target specifically student recruitment and satisfaction (including engagement of students with the SALC website and its other online presences)
- Work with SALC Web Officers to develop social media presences for Subject Areas and their programmes
- Identify the most useful content and presentation of research-related content in the context of REF 2014.
- Establish a procedure of sharing data from analytics with relevant teams within the SALC and the Faculty (e.g. UG and PG admissions).
- Start the discussion with the Faculty and University Web Team on developing a mobile SALC website

## Long terms plans (Years 2, 3 and beyond)

- The website maintenance has established and tested out procedures of management and governance;
- The website functions as the 'homepage' of SALC's online and social media (its avatars), pushing out content and aggregating content from different online sources
- The website has a clear and effective navigation, scores high in searchability and findability and serves different types of audiences, including prospective and current students, SALC staff and academics, funding bodies and cultural partners
- If supported by Faculty and the University, SALC has developed a mobile website that is used as 'best practice' within the University
- A dedicated Web officer has been allocated to support the development of the SALC website. A successful online presence requires strategic, yet prompt responses to the dynamic nature of web communication and the continuous changes in technology, which cannot be achieved without sustainable support by experienced and expert Web staff. We should make this case to the Faculty, so that there is a permanent Web officer dedicated to SALC (this is the absolutely minimum provision).

## Priorities

1. Clarify any **outstanding governance issues** in Divisions/Subject Areas
2. Simplify the **process of adding and publishing content**, offering SALC web officers more access rights
3. Support SALC Web officers as they **establish a routine and process of editing and updating** their Subject Area's webpages
4. Work with SALC Web officers and Reps **tweaking the visual and textual presentation of the Subject Areas' homepages**, agree changes on the left hand side menu and identify the most useful for the Subject Area right hand side banner navigation
5. Introduce the new subject area landing page template
6. Act upon the **results of the user evaluation** when they become available
7. Start the process of developing **web templates for the SALC Centres** and identifying the content for migration from existing websites; and agree with Faculty and relevant Web officers a timetable for this
8. Set up a **shared webspace/drive** for SALC Web links and documents
9. **Commission additional images**: both a general pool of images and targeted images for particular areas of the website
10. Introduce the **'Social Media Box'** on the SALC webpages
11. Introduce the **Columba events system** on the SALC webpages
12. Develop content and ways to aggregate, visualise and present it in the **School-wide pages** (Research/Admissions/Alumni)

## Challenges

1. Continue developing an **enthusiastic and positive atmosphere** among the SALC web officers that focuses on inspiring creativity and sharing of best practice.
2. Encourage Divisions and Subject Areas to **implement the web governance** processes and keep their websites up to date and up to scratch.
3. Balance resource allocation between **the development of the new websites for the Centres** and **continuing supporting the Subject Area websites**
4. Develop a **social media strategy and practice** that allows Subject Areas and Divisions to gain the most of their online presence and activity
5. Developing a Web presence isn't like publishing a book, i.e. it doesn't finish when one develops a web template and uploads content. The Web is by definition dynamic and resource demanding. Unless the SALC website keeps being developed within a basic site map and visual identity, in one year from now it will look out of date. So, the SALC Web needs to **be experimental, respond to shifting technologies and processes in online communication and user needs.** In this context, we need to work with the Faculty to put in place **evaluation processes and additional funding** to support this culture of continuing change. This is both a medium and long term challenge.
6. Maintain a level of support that allows SALC to implement the SALC Web Plan. This should include <u>minimum</u>: a **dedicated member of the Web team** in supporting SALC Web Officers and a **regular stream of funding** to undertake aggregation, visualisation and other social/mobile media-related activities to engage current and prospective students, cultural partners, funders and wider audiences. In the long term and given the importance of online, mobile and social media communication for user engagement with the SALC offer, it is unlikely that the SALC Web can remain competitive without additional resource.

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*22/2/13*

*Previous Versions:*
*22/1/13*