

September 5, 2012

**TO:** John Pugh, Chancellor  
Joseph Nelson, Vice Chancellor for Student Services  
Rick Caulfield, Provost  
Michael Ciri, Director of IT  
Katie Bausler, Director of Public Relations and Marketing  
Priscilla Schulte, Director Ketchikan Campus  
Jeff Johnston, Director Sitka Campus  
David Klein, UAS Web Coordinator  
John French, UAS Web Developer

**FROM:** James Danielson, Vice Chancellor for Administrative Services

**SUBJECT:** Charter for UAS Web Strategy Committee

Given the strategic importance of the web as a communications and marketing tool to current and prospective students, as well as the university community at large, UAS is formalizing a working group to recommend and implement UAS web strategies. The working group will have a clear charge with express authorities and accountabilities, and a broad membership to ensure the needs and perspectives of different UAS schools and departments are considered.

This memo expresses the UAS executive cabinet's decision to formalize and charter the UAS Web Strategy Committee. The formal committee will undertake the activities and replace the "DONUTS" group. The committee has the following charter.

#### **UAS Web Strategy Committee Charter**

The UAS Web Strategy Committee is a consensus-based committee, accountable to the UAS Executive Cabinet, co-lead by the regional web designer and web developer. The committee will be comprised of representatives from each UAS campus and key regional departments. Three members of the committee will be appointed by the Provost, three by the Vice Chancellor for Enrollment Management, and two each by the Ketchikan and Sitka Campus Directors.

The UAS Web Strategy Committee is responsible for:

- Analyzing current web strategies and identifying opportunities for improvement
- Setting UAS web operational standards and guidelines
- Planning and coordinating ongoing web projects
- Promoting "best-practices" to department content creators
- Reviewing future directions and present recommendations to UAS leadership
- Recommending UAS web policies

In fulfilling these responsibilities, the committee strives to:

- Coordinate UAS web technologies to ensure they interoperate as a coherent whole;
- Convey one UAS brand with a consistent design and navigation scheme;
- Support UAS departments in the efficient fulfillment of their objectives;
- Include the perspective of UAS stakeholder groups including Faculty Senate and Student Government.

Please forward your respective appointments of committee members to Dave Klein and John French as soon as practicable.