Integrated Marketing Communications
SAM HOUSTON STATE UNIVERSITY

SHSU Website Redesign

Website Advisory Working Group Charge

Purpose

The website is most effective when it delivers content that is timely, relevant, and easy to find. As such, the user experience is a first impression that has the potential to become a lasting impression through compelling storytelling, highly functional and elegant design and strong (albeit sometimes subtle) calls to action. If executed well, the experience motivates the user to join, adopt, support and ultimately, become a lifelong champion of SHSU.

This Working Group will convene to represent all SHSU areas and offer input on developing our most important asset for communicating our value and moving stakeholders from awareness to engagement, to action. Its critical functions include:

- Better support university recruitment and yield efforts
- Better support university fundraising efforts
- Increase engagement with university stakeholders to foster affinity with SHSU
- Convey a clearly developed brand distinction for SHSU
- Improve the user experience, including accessibility

Scope

As the university embarks on a redesign of its website, I am requesting that a group of university-wide representatives form an advisory working group charged with the following:

- Serve as project champions and ambassadors helping to socialize and build positive momentum for this initiative.
- Serve as subject matter experts for their college or division, providing input and guidance on the proposed content and site structure for the website.
- Provide feedback on the proposed governance structure for the new website.
- Understand and ensure the project meets/exceeds ADA compliance standards.
- Share regular updates and inform colleagues.

The working group will be chaired by the Director of Digital & Analytics, Mauri Smith. The group will be composed of the following stakeholders:

- A representative of each division, delegated by the vice president.
- A representative of each college, delegated by the dean.
- A representative of the alumni community, delegated by the vice president for advancement.
- A representative of the student community, delegated by the vice president of student affairs and enrollment success.
- A representative for technology services will be delegated by the VP for strategic enrollment and innovation.

The group will meet for 60 minutes once per month. Minutes will be posted on the project's Asana board.

Members

Sponsor:	Jeffrey Harris
Phase 1 Chair:	Mauri Smith
Phase 2 Chair:	Emmett Rumfield
Academic Affairs:	Becca Griffin
College of Arts and Media:	Weslie Gray
College of Business Administration:	Shani Robinson
College of Criminal Justice:	Nu'Nicka Epps
College of Education:	Shelie Coulter
College of Health Sciences:	Karen Leonhart
College of Humanities and Social Sciences:	Jared Ruchensky
College of Osteopathic Medicine:	Dennis Rau, DO
College of Science and Engineering Technology:	Shellie Armstrong
Finance & Operations:	John Gaston
IMC:	Zack Jones, Rigel Anthis, Michael Hoogterp
Newton Gresham Library:	Brett Porter
President's Office:	McCartney Johnson
Research and Strategic Partnerships:	Ossiel Olivares Olalde
SEI – Enrollment Success:	Kasey Shelton
SEI – Innovation:	Jacob Chandler
SEI – IT:	Kaylee Hutchison
SHSU Online:	Jonathan Kinsey
Student Affairs:	Kelly Presley
The Graduate School:	Dr. Falguni Mukherjee
University Advancement:	Megan Holloway