Web Committee Minutes

Date: 03/03/15
Time: 13.00
Location: R217

Minutes

Present: S. van Bakel
 F. Sadri
 J. Bradley
 V. Nicholl
 C. Fernandes
 A. Gopalan
 B. Mitchell
 M. Wheelhouse
 M. Valera-Espina
 M. Breza
 M. Beckley
 S. Ingram

Apologies: R. Misener

Agenda Item

Below is a summary of items discussed

1. Layout of the internal structure

A summary of issues discussed under this heading was that the new CMS system had a lot of features but was not necessarily very intuitive. It did have log in protection but this would probably not be strong enough to safeguard all of our systems and therefore many internal pages would probably need to remain on our own servers. A similar look and feel to the Colleges pages could be created and where necessary dynamic pages could be created to run off our own servers. There needs to be further discussion on the layout and structure of these internal pages.

2. How do we present our research

Everybody in the Research areas seems to have different views on how their sections should be presented. There needs to be more images on what research we do and we need to sell our research better. This isn’t easy however as quite a lot of research in the department isn’t particularly visual.
3. **Organisation of the Teaching pages**

The Teaching pages should probably live on the internal site and be for current students only as there is currently an overlap between the teaching pages and admissions pages. In its current state there is a risk of duplication and the potential to confuse potential students landing on the wrong page.

Possible layouts were demonstrated but there were no conclusions regarding any specific design or content.

4. **Admissions pages**

It was suggested that potential students don’t always find what they want on the admissions pages and are not always sure what degree is suitable for them. Therefore some form of search page which when filled in suggests courses might be a way forward.

Information we have on the admissions pages at the moment isn’t always understood by those people applying for our degrees.

Applicants are very career focused and therefore a section showing representatives from our Alumni and what they are doing now and how the degree helped them would be useful. Particularly if we had examples of people from different careers and backgrounds.

The admissions landing page needs to be very visual and serve the purpose of selling us to the viewer. Links from this page to specific information need to be easy to find and the page shouldn’t be too busy or cluttered. Time browsing the top layer pages by the viewer will be minimal so we must attract their attention straight away.

There shouldn’t be an overuse of colour – plain white looks more professional and less busy.

Once the viewer has navigated to the specific information they are looking for we can go for less visual effects and have more focus on detailed information.

5. **Ideas from other websites**

Members of the Committee were asked to look at other University websites and report any they thought were good. During the meeting some websites were looked at and evaluated. Oxford’s was considered good but contained too much text which would be ideal for an internal page but not for a top level outward facing landing page. UCL’s were also considered good.

This was the last item on the agenda and the meeting was brought to a close at 14.00hrs

Members to email any good website examples to S. van Bakel