Imperial College London

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

<u>Agenda Item</u>	<u>Action</u>
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.

   Internal pages to be further discussed at the next meeting

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 therefor 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.

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

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