**School of Arts, Languages & Cultures**

**Web Committee Meeting on Wednesday 22 April at 3 pm**

**Venue: Samuel Alexander A4**

*Unconfirmed minutes*

Present: Kostas Arvanitis (Chair), Karen Wang, Johannes Sjoberg, Georg Christ, Andrew Crome, Siavush Randjbar-Daemi, Wendell Kimper, Andrew Fairhurst, Mark Woolstencroft, Phil Olsen, Abigail Saffer, Polly Low, Stewart Aitken and Mouna Mannaa

Minutes: Hannah Mansell

**10/WC/15 Apologies**

Apologies were received from Jérôme Brillaud, Francesca Smith, Warren Gates, Paul Murdoch, Sam Winkler, Sarah Howarth, Fred Schurink, Charlie Miller, Lindy Crewe, and Jonathan Bunt.

**11/WC/15 Minutes of last meeting**

The Chair communicated an edit from Warren Gates regarding **3/WC/15** – the list of questions regarding use of Google Analytics is being created by Faculty.

**12/WC/15 Matters arising from the last meeting minutes**

Regarding **2/WC/15**, the Chair confirmed that the discussion of how to include local stories at Central level is part of the overall School Aggregation and Dissemination model.

Regarding **3/WC/15**, the Chair tabled a report from Anne-Marie Nugnes:

Third Light IMS
Central Marketing has shared guidance on how Faculties and Schools should be using the Third Light Image Management System. They have suggested that (mostly due to storage issues and resource) we should upload only the best images commissioned from each particular shoot. The rest of images commissioned would need to be stored locally if schools wish to have access to them in the future for other purposes.

As this raises several issues for Faculties and Schools about which local solution we would use for archiving images and whether we have the resources to manage two systems, Marie Gray has escalated this to Alan Fearns and Terry Hudghton (UoM Head of Marketing).

They have said that Central Marketing will continue with Third Light IMS for high-level corporate images and work closely with Faculties to develop appropriate local solutions. Marie has not had a response about what level of support will be involved, so she is meeting with them this afternoon (22/04/15) and will pursue whether there is a detailed approach in place for this.

The Chair confirmed that another storage solution is needed for SALC images.

Regarding **4/WC/15**, the PhD student profiles on the SALC site, the Chair corrected the previous understanding that students can use the same system as academic staff. This is not the case, and Faculty is looking at either the MyManchester personal pages or new research management software to allow PhD students to create their profiles. The Faculty web board takes place Tuesday 5 May and the issue is to be discussed then. SALC would like PhD students to have their own profiles but only if the students can edit them themselves.

Siavush Randjbar-Daemi queried if it is possible to list staff in a programmatic way using a database rather than manually. Phil Olsen confirmed that dynamic lists were put in place when the site was first created for the new School, but the data was pulled through by Division rather than by Subject Area, which was not suitable. The Committee agreed with Siavush that a specific database is needed for use by PG officers to create a dynamic list. It was confirmed that the issue is with the HR database rather than T4 on this occasion.

Polly Low asked when the new research management system will be in place and the Chair agreed to find out. The interim solution is to create a page for each student, which has been done in ICP. There is a template for them that can be used as well.

Regarding **9/WC/15**, resources for flexible honours marketing, Sarah Howarth is meeting on Friday 24th April to discuss this. It is probable that a page for each separate flexible honours combination will not be created, but rather a matrix will be created linking existing course information pages together.

**9/WC/15** – Vimeo can be used on the SALC site but there is no light box provided with it so the video will not expand to fill the page.

Archiving in Columba is also now possible and most Subject Areas can have a “Past Events” feed from Columba. It was queried how far back this archive would go, and it was confirmed it would archive events for up to 12 months. The Committee agreed that records of events need to be kept more than 12 months.

**Action Point:** the Chair will bring this to the Faculty web board for discussion.

It was reported that Medieval Studies, English Literature, American Studies and Centre for New Writing now have Columba presences.

**13/WC/15 Academic Web Director's Update**

The Chair confirmed that all centres of the old AHC and LLC sites are now on the SALC site. SALC Research Centres landing page has a new layout as well. He suggested that subject area sites now need housekeeping to ensure the names and links are up to date.

Phil Olsen reported that a feature box can be created especially for centres and clusters.

**Action Point:** The Chair asked Phil to add these feature boxes starting with the subject areas with the most centres and clusters.

The Chair reported that Warren is now archiving and switching off the old sites.

He also reported an update on the SALC aggregation and dissemination model from Anne-Marie Nugnes:

* Phase 1 of the News Aggregation model was initiated by Anne-Marie Nugnes on 11 March 2015.
* The aim of this phase is to aggregate SALC’s current news items through one central point within marketing (salcnews@manchester.ac.uk) to create visibility of the quantity and quality of news items currently received.
* No action is currently being taken at this stage (other than for the news items SALC Marketing would usually 'action').
* So far in the 6 weeks of Phase 1 we have had approximately 35 news items sent to salcnews@manchester.ac.uk.
* Items have been received by the following channels: Faculty internal comms team, Faculty media/PR officer, Central Marketing comms team, Grad School, SALC T&L, Confucius Institute.
* Phase 2 will be to roll this out to SALC’s Web Officers and HoD.
* The date for Phase 2 is yet to be agreed, subject to resource.

The Chair reported that the new T4 template to showcase news items is in use on the ICP page. Phil can add it if required. Only one image can be used. Mark Woolstencroft asked if there is a tagging system that can be used with it, and was told no, it is a static system.

The Chair discussed the SALC digital marketing proposals that were recently submitted. Four projects were awarded funding with a total of £7,000 to be spent by the end of July. These projects are being supervised by the Chair, Anne-Marie Nugnes, Lynn Trillo and Sarah Howarth.

**14/WC/15 Update on SALC User Testing**

A summary of findings and suggested actions resulting from the SALC user testing will be sent to the committee. The Chair will discuss this further with Stewart Aitken. The main points to be discussed were:

* There was confusion by users between the University of Manchester site, the SALC site, and the individual subject area site.
* Prospective students care about the course, the department and the school, in that order. This could be considered the opposite to how we develop the website. How do we use that knowledge?
* Participants like the look of the central site but prefer the content of the SALC site.
* The course pages are found quite deep in the site structure.
* The search button was used as navigation rather than the navigation ladders. Currently we do not develop the search button – can we use this more?

The committee discussed the results and how best to use this knowledge. It was agreed that we will need to move the SALC site to a mobile-responsive site, preferably a version of the Central site, at some point in the future. It was suggested that a roadmap for how to prepare for the move would be useful. It would include the things that we can change now to enhance the current site, such as making the Open Days more visible on the site, working on the School marketing pages and improving links between the central site and the course information pages.

The Chair also agreed that there were new items in the testing results that we were not previously aware of, such as the use of the search button. He suggested that we need to move from structuring the site to make sense for us towards structuring it for prospective students.

These results will be presented to Faculty as the outcomes might be useful for other Schools.

**15/WC/15 Report on Web Issues/Developments by Subject Areas/Divisions**

There were no issues to be reported by subject areas or divisions.

**16/WC/15 Report on Web Issues/Developments by Faculty Web Officers**

Phil Olsen reported that Central Marketing is releasing new photography guidelines soon.

**17/WC/15 SALC Intranet Update**

There was no update regarding the SALC intranet this month.

**18/WC/15 A. O. B.**

Phil Olsen reported that it was proposed to rollout MyManchester with individual School tabs ready for Welcome Week.