

ANNUAL REPORT

Graphics Standards and Web Communications Committee

University of North Alabama
Florence, Alabama

Dr. Rachel Winston

Committee Chair

7/1/2021

Date submitted

Submitted to: Dr. Leah Whitten /SGEC Chair
Title/Committee (if applicable)

Date received

UNIVERSITY OF NORTH ALABAMA

ANNUAL REPORT

2020-2021

I. Executive Summary

The Committee's focus this year was to gather and review information from committee members and student feedback. The Committee reviewed proposed information for compliance with the University graphics standards. The committee approved the Year of the UNA Woman logo and is doing ongoing work to incorporate suggestions identified in student feedback.

II. The Committee's Charge (from the Shared Governance Document)

1. To serve as an advisory committee on the establishment and implementation of the University's uniform graphics standards policies
2. To gather and review information on the use of University graphics on and off campus, and assess University graphics standards in light of the information obtained
3. To review the UNA Web Page regularly and to recommend changes to the page to ensure that it contains accurate, up-to-date information consistent with the graphic standards of the University
4. To propose changes for the improvement of University graphic and web materials and their uniform use
5. Handle all proposals affecting University policy according to section C.2 "Shared Governance Procedure for Policy Change Recommendations"

III. The Committee met on the following dates:

September 2, 2020

March 12, 2021

IV. What were the Committee's actions and accomplishments this year relative to each of the items of the charge?

- A. The committee recommended the UNA Senior Graphic Designer be added as a member of the GSWC committee by position.
- B. The committee reviewed and approved the Year of the UNA Woman logo to be used from June 2021-August 2022
- C. Notified student representative that a graphics design program will be made available to faculty, staff, RSO's etc. Program training will be available.
- D. The committee viewed student feedback related to UNA graphics and web pages. Student suggestions were, and will continue to be incorporated when feasible and appropriate for integration.

V. What were the Committee's formal recommendations?

- A. The committee recommended the UNA Senior Graphic Designer be added as a member of the GSWC committee by position.
- B. The committee reviewed and approved the Year of the UNA Woman logo

VI. What does the Committee plan to accomplish

A. In the coming year?

The Print and Digital guidelines will need to be approved.

B. In future years?

Continue to work on improving graphic standards and web communications at the University.

VII. What are the Committee's weaknesses?

A. What can the Shared Governance Committee help you do to address the weaknesses?

The Graphics Standards and Web Communications Committee did not recognize any weaknesses that need to be addressed by the Shared Governance Committee.

VIII. Comments.

None.