

ANNUAL REPORT

Graphics Standards and Web Communications Committee

University of North Alabama
Florence, Alabama

Clarissa Hall

Committee Chair

7/7/2017

Date submitted

Submitted to: Dr. Scott Infranger
Title/Committee (if applicable)

Date received

UNIVERSITY OF NORTH ALABAMA

ANNUAL REPORT

2016-2017

I. Executive Summary

The Committee's focus this year was the UNA Web Page and what is needed by the Web Lions to keep the information consistently up to date. Input from Department Chairs assisted the committee to identify the need for a software update (one is already planned) and mandatory initial and annual retraining. A second focus for the committee was Unified Branding and Marketing which was approved in the February 2017 meeting.

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:

October 12, 2016

February 15, 2017

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

- A. In effort to obtain unified branding, the committee accepted the change to the lion in the house (current secondary logo) as the primary logo. The college specific logos were also approved.
- B. Based on department input, the committee unanimously approved a recommendation for mandatory initial and annual Cascade retraining. This training should become effective with the next Cascade update.

V. What were the Committee's formal recommendations?

The Graphics Standards and Web Communication committee feels that to give web lions the resources needed to keep the websites for each department up to date, mandatory initial and annual Cascade retraining would be beneficial. This training should become effective with the next Cascade update.

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.