# Web Advisory Board Meeting Report for ACPAC

**Submitted by ACPAC Liaison to Web Advisory Board**: Gian Pagnucci

**Web Advisory Board Meeting Date**: April 14th, 2010

## Recent Projects Overview

* Web Traffic up 133% for March due to interest in IUP basketball team
* IUP Facebook now has 8500
	+ build up took about 18 months
	+ compare with web site visits of ½ million per month

## Development Projects Update

* Department web masters can sign up for google analytics
	+ this option is open to all but not being automatically rolled out since many web masters are not likely to want the analytics
	+ contact the web team to opt in
* Graduate admissions web site
	+ improvements will be worked on this summer by the web team
* Mobile site creation
	+ will be developed in future
	+ development will focus on screen size adjustments and other issues vs. trying to tailor to all individual devices since there are too many mobile devices to design for
	+ current mobile device IUP web access is about 2% of web visitors
* Pop up survey—16% of web visitors see it
	+ 15% completed survey (vs. goal which was 2%)
* Development of front page for IUP
	+ set up around admissions
	+ Question was asked about the process for getting on the front page main menu
	+ The web team will create a list of their goals for the IUP site and the process for making changes to the front page
	+ This document will be brought back the Web Advisory Board for review

## Submitted Agenda Items

* Todd Cunningham: Procedures around the management of IUP news items when using the CMS as an RSS feed.
	+ Who can expire a news item?
	+ This issue will be explored in a small group
	+ The web team will try to address this with individual users to find a work around if possible