

Centers & Institutes Directors

Minutes: November 15, 2012

C&I Directors present: Mr. Scott Bender, Center for Career & Technical Personnel Preparation
Mr. Barnett Knorr, Center for Career & Technical Personnel Preparation
Dr. Erick Lauber, Digital Media Institute
Ms. Lori Lavanish, PA-OSHA Consultation Program
Dr. Christoph Maier, Applied Research Lab
Mr. Lou Pesci, Highway Safety Center
Dr. Lisa Price, Speech, Language & Hearing Clinic
Ms. Ellen Ruddock, Center for Family Business
Dr. Tim Runge, Child Study Center and Center for Gifted Education
Dr. Don Robertson, Center for Applied Psychology

Others attending: Dr. Michael Powers, IUP's Director of Electronic Communications
Dr. Hilliary Creely, Asst Dean for Research, School of Graduate Studies and Research

In following up on the survey that Dr. Creely sent to the C&I directors, Dr. Michael Powers talked about website topics and practices specifically relevant to C&I issues and concerns. The Powerpoint from that presentation is attached.

Important topics highlighted by Dr. Powers include:

- Twenty-four C&I directors responded to the survey. The majority of directors cited "Information" as the most important purpose of their website.
- SEO – Search Engine Optimization – which is the practice of making your site easily findable via Google and other search engines.
 - Use lay terms for key words, especially in the page name, title, headings and html page summary. For example, use "dorm" instead of "resident hall".
- Links to your website are good – especially from a professional organization. It's easy to share your Ektron content with Facebook, Twitter and LinkedIn.
- Videos of any length and in most formats can be posted on your website. Send your videos to the web team, along with the where you want them posted. You will be required to complete an information form about the video, which will help provide SEO.
 - Dr. Lauber's center, the Digital Media Institute, will edit videos for a fee.
- This information and more can be found at: www.iup.edu/web/bestpractices.

Respectfully submitted,
Jean Serio