INTERNET PRESENCE COMMITTEE
Minutes
May 29, 2013

Members Present (item voted on electronically): Sharon Ashton, Scott Bennett, and Marianne Jaffee

Motion made to approve the UNF Admissions – Journeys Microsite submitted by Kathryn Macinnes, Assistant Director – Marketing and Communications, Enrollment Services Communication Systems

http://www.unf.edu/journey

Justification

The "journey" alias would be used as part of the campaign surrounding Admissions' recruitment efforts in conjunction with the Viewbook publication. In an effort to become better aligned with UNF's brand promise, our Viewbook has been redesigned to showcase individual students' personal journeys to success. As we highlight the University's enriching educational programs, we feature these spotlighted students in photography and include a pull-out quote from an interview about their experience. We would like to direct students reading the Viewbook to learn more about these featured students by visiting a microsite - www.unf.edu/journey. The site would allow easy access to our standard Admissions navigation bar as well as links to individual student bios. We would also direct prospective students to individual bios with specific URLs listed next to the pull-out quotes (ex: www.unf.edu/journey/kaitlin or www.unf.edu/journey/sara). The shortened URL (versus www.unf.edu/admissions/journey/kaitlin, etc.) makes the online element of our Viewbook much more accessible to students.

Timing

Viewbook will be sent to print by early June to ensure it is printed and delivered before recruitment season begins, so approval for the "journey" alias is requested by June 5th.

✓ Motion approved and passed