

WEB ADVISORY COMMITTEE

Charter – Adopted as Revised 5-4-2009

Mission and Overview

The Web Advisory Committee (WAC) serves as a vital communication avenue between Web Services and the campus community to:

- Promote and strengthen Web management and development
- Guide new Web service efforts
- Address the needs of the university via its content managers
- Provide support for the strategic initiatives of the university.

The vision of the committee includes achieving a world-class Web presence through high-quality presentation, effective marketing and communication, industry best practices and common Web standards by providing an avenue for collaboration and communicating relevant issues.

To accomplish this, WAC will focus on four core areas:

- 1. Design and aesthetics**
- 2. Service integration and prioritizing major Web projects that are large in scope**
- 3. Strategic initiatives for added value in marketing and advertising**
- 4. Policy, standards and guidelines for content management**

Format

Monthly meetings will each last an hour and follow a predefined agenda. Moderator-led topical discussions, current issues, presentations and demonstrations will form the majority of agenda items, with the meeting format as follows:

- Opening and roll call (5 min)
- Web Services Report
 - Old Business and Project Updates (15 min)
 - New Business and Priorities (15 min)
- Topical issues or featured speaker (15-20 minutes)
- Wrap-up (5 min)

WAC will also provide session archives, meeting minutes and associated documentation on a public Web site and use online collaboration with its members to allow deeper discussion and consideration of topics outside of the meeting venue.

Membership

The WAC shall be comprised of:

- University Webmaster (committee chair)
- Representatives from ACITC, ADITC and the Faculty Senate
- Representatives from various areas within the university to provide a voice for the end-users