Web Advisory Committee

Thursday, 09 November 2023
Killam Library 420

Attendees

Ana M. Vargas, PRMIS	Eva Hernandez, Library
Carlos Vallarta, OIT	Guillermo Gonzalez, Graduate School
Cihtlalli Perez, University College	Michael E. Gutierrez, PRMIS
Christine Rojas, PRMIS	Rene Prado, Enrollment Management

Discussion Items

I. Educational Digital Marketing Award Wins
    I. Gold, Employee or Staff Recruitment: [Jobs@TAMIU Website](#)
    II. Silver, Instagram: [TXAMIU Instagram Reels](#)
    III. Bronze, Microsite: [TAMIU Workzone Website](#)
    IV. Merit, Microsite: [TAMIU Catalog Website](#)

II. Removal of Standard Page Template
    I. The Web Team has removed the Standard Page Template on Cascade CMS, leaving only the Standard Page with Columns and Rows Template.
    II. Having only one template will allow us to apply a more consistent layout to TAMIU webpages.

III. Stock Photos Available on Cascade
    I. All Content Managers now have access to a library of 150+ approved and optimized TAMIU stock photos within Cascade CMS of varying dimensions and content that can be easily integrated into University webpages.
    II. Photos will be added and rotated often to ensure University visuals are fresh and up to date.

IV. Giving Day Takeover
    I. As was done last year, a section will be added on the TAMIU Homepage that will announce Giving Day
    II. A countdown will be included as well as links for available Giving Challenges and a link to the news release.
    III. After the event, a Thank You image will be provided.

V. Social Media Icons on Footer
    I. Latest update to Main Footer will be a Threads icon.

VI. Upcoming Projects
    I. Continuation of Current Students page items/tasks
    II. Continuation of Uconnect portal icons/tasks

      III.   Commencement Takeover

      IV.   Financial Aid Secondary Page Changes

VII.   December 2023 Meeting

      I.   Since our December WAC meeting will take place the same day as Commencement, a poll will be sent to WAC to vote on meeting in December.

VIII.   Open Floor

      I.   No new updates