How to Market Content on the Website

Discussed sites that are marketing content well, examples include:

- Alumni: [www.usfca.edu/alumni](http://www.usfca.edu/alumni); good use of the banner boxes to highlight news, events, video and photo gallery of alumni at events
- Fall Fest: [www.usfca.edu/fallfest](http://www.usfca.edu/fallfest); good use of blogs, events, and Google maps to highlight events
- Library: [www.usfca.edu/library](http://www.usfca.edu/library); use of compelling graphics to draw users to click in and read more

Tom Henke suggested that everyone should consider “cross-pollinating” information between sites. Instead of only highlighting information on an individual website, it would be great to highlight information in different divisions/areas throughout the university that are related to your website.

Wish List for Additional Features/Ways to Market Content

- Photo slideshow that has different rates of refreshing the photos. Web Services has set up a slow and slower code that you can use, but the code samples page needs to be updated. This will be added to the samples page shortly.
- Need to fix the bug where multiple banner boxes can display video and not compete.
- Create a new text callout yellow that doesn’t incorporate 50% of the page width. Recommendations are to have the box set at 30% or even more ideal would be to allow for flexible widths with the various colored text callouts.
- Need to include sample code of using green highlight box. Pages that currently use this treatment include: [http://www.usfca.edu/graduation/](http://www.usfca.edu/graduation/) or [http://www.usfca.edu/Giving/opportunities/The_USF_Fund/](http://www.usfca.edu/Giving/opportunities/The_USF_Fund/)
- Create custom colors of links/text within colored text callout boxes. The default USF green link color doesn’t always look good in the various colored boxes.

Blogs

There are various options to set up blogs at USF:

- WordPress: ITS has set up WordPress on a USF server. Thomas Listerman is currently using this to blog for Fall Fest: [http://blogs.usfca.edu/fallfest](http://blogs.usfca.edu/fallfest). The URL would be
blogs.usfca.edu/(your directory). To get a WordPress account set up, contact Phillip Chen at wpadmin@usfca.edu.

- Ektron: Ektron also has a blog tool that comes out of the box. There is a standard template that must be used and there is currently no ability to post comments; however this feature will be available when the next Ektron upgrade is done. Examples can be seen here for First Year Student Services: http://www.usfca.edu/WorkArea/linkit.aspx?LinkIdentifier=ID&ItemID=4294974563 or Undergraduate Admission: http://www.usfca.edu/admission/blogs/

**Update on Website Search**

The USF Google search has been cleaned up and the search results have improved significantly about two weeks ago. Previously there were many dead links and new pages were not indexing properly, but this has been fixed. Please check it out and communicate this information to your respective divisions.

**iModules**

University Advancement will be using a new solution called iModules Encompass for e-communications with alumni, donors, and parents, starting November 2010. If you are interested in training in iModules because you want to send out emails to alumni, donors, and/or parents, or set up registration pages for events for these target groups, there will be training in iModules Encompass September 21-23 on the USF campus (training will not be three days, but sessions will take place during that time period). Send an email to Thomas Listerman (tlisterman@usfca.edu) before August 11 to sign up for the training sessions.

**Roundtable Updates**

- Undergraduate Admission is planning to put the fall travel schedule online so that prospective students can see when Admission counselors will be in their respective areas.

- Nursing is putting together a website to highlight a special program, the Vietnam Nurse Project: http://www.usfca.edu/nursing/vietnam/. Nursing is also looking at posting the videos from their Crawford Conference Lectures on the website.

**Next Meeting is scheduled for August 27, 11am-12pm, LM 261**

**Topic: Video Management**