

ADMINISTRATIVE COUNCIL MINUTES

November 30, 2022

The Administrative Council met on Wednesday, November 30, 2022 at 9:00 a.m. in the Athens State Ballroom. Present were Mr. Mitchell Bazzel (McAbee proxy); Ms. Toni Carter; Ms. Pam Clark, Recorder; Mr. Jonathan Craft; Dr. Andrew Dollar; Ms. Amy Garrison; Ms. Jackie Gooch; Mr. Jeff Guenther; Ms. Belinda Krigel; Mr. Chris Latham; Dr. Hugh Long; Mr. Mike McCoy; Ms. Rachel O'Sullivan (Ferguson proxy); Dr. Dave Ragsdale; Mr. Derrek Smith; Dr. Lee Vartanian; Ms. Amirah Wasi; Dr. Philip Way; Dr. Catherine Wehlburg; and Dr. Lionel Wright. Mr. Richard Collie, Dr. Keith Ferguson, Ms. Beth Jenkins, Dr. Kim LaFevor, Ms. Sarah McAbee, and Mr. Gary Valcana were absent.

Dr. Way convened the meeting at 9:02 a.m. and welcomed everyone. There were no corrections to the October minutes and they were unanimously approved on a voice vote. Dr. Way stated the focus of the meeting would be on the website and the portal. He turned the meeting over to Mr. Latham, who presented on "Overview of University Website" (Attachment).

Dr. Vartanian asked if we have a timeline for the programmatic changes to the website? Mr. Latham stated there will be several changes by 2023. He is meeting with the deans about (college) webpages. The goal is to have changes made by mid-year (2023), but programs that need to be focused on sooner can be. There were no other questions so he turned the meeting over to Ms. Krigel who presented on the portal and played a short video from the portal platform, Pathify.

The members were divided into four groups for discussions on how to grow the portal, MyAthens.

Group 1 Promote to Students – Smith and Wasi

- A. Make the portal the primary access point for all university systems such as email, Blackboard, Degree Works, Banner, etc.
 - Hide/remove the independent login access points for each system to drive everyone to the central place of the portal.
- B. Put the MyAthens login at the top left or right of the Athens.edu home page in addition to the bottom.
 - Look at the Athens.edu page navigation to continue to organize by roles such as new student's or student's perspective rather than what department owns it, i.e., what are key pages that direct the new student to where they need to go/do.
- C. Audit the public portal groups student can join without permission to see what is there and what needs to be created, then have a greater push from colleges, departments, and affinity groups to have students join groups when they are new and or part of a defined community of the university.
- D. Create a portal promotion landing page on Athens.edu.
- E. (Already in the works) Update portal sending email from noreply@athens.edu to one such as ImportantNotice@athens.edu so that students pay closer attention to the email notice.

- F. All Blackboard classes to have a standardized link/section with portal information and part of the first week of class include standardized language about using the portal and downloading the portal app (perhaps it could even just be an advertisement-style photo).
- G. Currently happening—Portal is promoted by the success coaches when they advise and onboard new students and it is promoted in the UNV 300 course.

Group 2 – Grow Engagement – Carter, Dollar, Garrison, Long, Wehlburg and Vartanian

- A. We need the tools, widgets and visual presentations, but we all use different things to communicate, advertise and engage.
- B. We need single sign-on or one place for the student to go to get to everything they need.
- C. We need strategic processes for students to submit or use the calendar, etc. to make it easier for the student.

Group 3 – News/Information/Calendars – Bazzel, Gooch, Guenther and O’Sullivan

- A. Mirror the portal and the website.
- B. Have a calendar that is student-focused with everything in one place.

Group 4 – External vs. Internal - Krigel, Latham, Ragsdale, Way and Wright

- A. We need to determine what needs to be public-facing and what does not by looking at the content owner.
- B. Faculty/Staff directory
- C. HR/Business Office forms
- D. Minutes for non-public meetings

Ms. Krigel thanked everyone for their participation. She asked for ideas to be emailed to her. She will create a form on the portal for everyone to submit their ideas. The meeting adjourned at 10:40 a.m.

Respectfully submitted by: Pamela Clark

Attachment: “Overview of University Website” Presentation

A T H E N S S T A T E U N I V E R S I T Y



OVERVIEW OF

**University
Website**



Current & Ongoing Projects

Content Strategy

- **Review and Streamline Existing Content**
 - Working with content owners to ensure accuracy, usefulness, and organization of existing content.
- **Page Navigation & Link Hierarchy**
 - Evaluating and improving page navigation, ensuring content is searchable and easily found.
- **Robust Program Pages**
 - Reworking program pages to provide a more comprehensive outlook for each program
 - Career-focused copy
 - Statistics
 - Internship/Experiential Learning opportunities
 - Career options and salary ranges
 - Student clubs and organizations
 - Intuitive ways to request more information

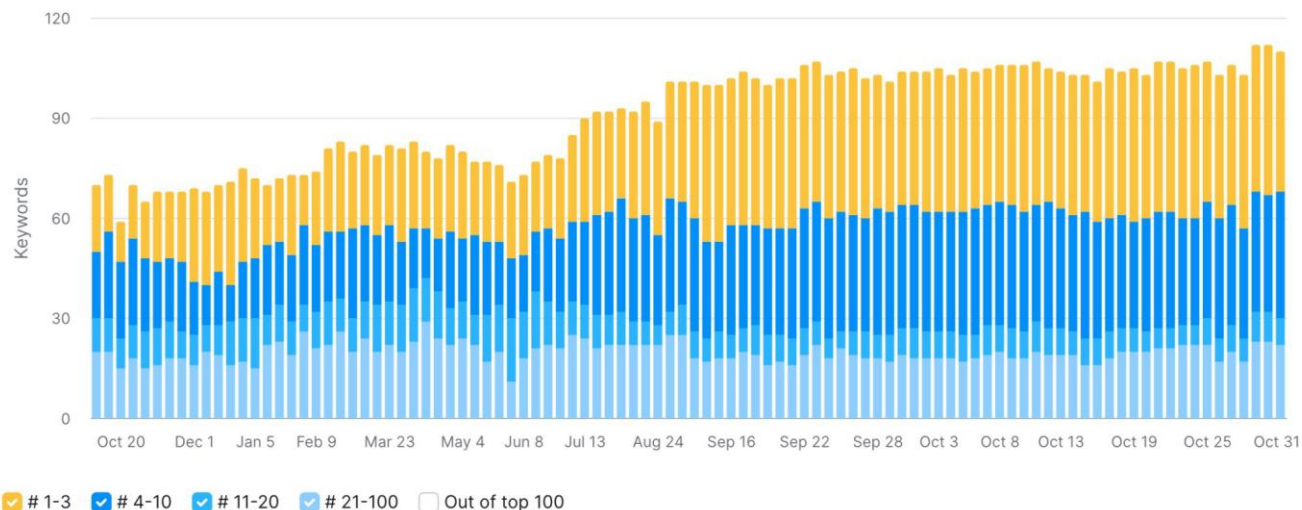
Search Engine Optimization (SEO)

- **SEO is key in achieving online visibility.**
 - It's a continual process that ensures the University is competitive.
 - 59.2% of the world's digital traffic (all movement on the web) comes from Google organic search.
- **SEO Circular Roadmap**
 - Technical site assessment
 - Keyword research and strategy
 - On-page optimizations
 - Content creation and optimizations (blogs, persona pages, etc.)
 - Monitor, measure, and modify
- **Overall Goal**
 - Increase search traffic to site from a brand perspective
 - Increase search traffic to specific program pages

Search Engine Optimization (SEO)

- **Results So Far (since May 2021)**
 - 18% increase in non-branded impressions
 - #1 organic (non-paid) keyword ranking for:
 - upper division university
 - degree completion program
 - adult degree programs
 - degree programs for working adults
 - Degree completion programs for working adults
 - Adult degree completion programs

Rankings Distribution ⁱ



An aerial photograph of a university campus, overlaid with a blue tint. The image shows several large, multi-story buildings with classical architectural features, including columns and domes. There are numerous trees and green spaces throughout the campus. A prominent yellow rectangular box highlights the text 'athens.edu' in the center of the image.

Current Statistics for athens.edu

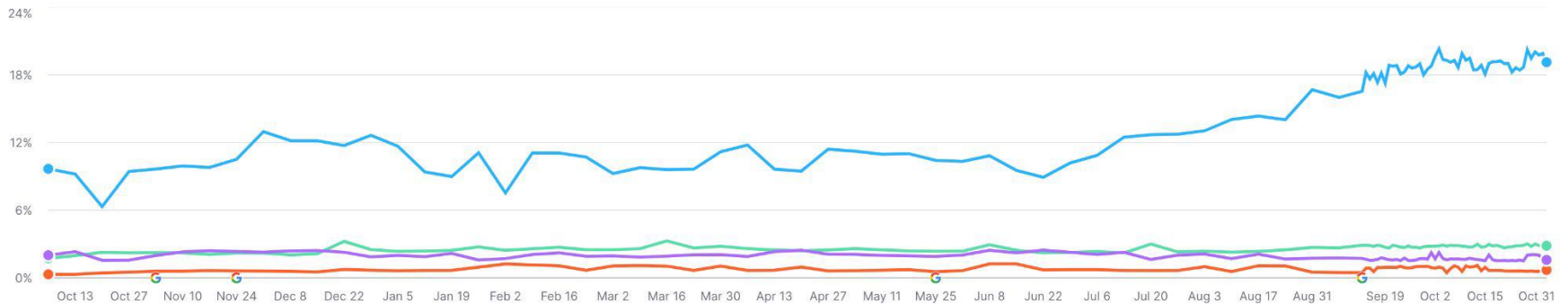
Keyword Visibility

Share of Voice **Visibility** Est. Traffic Avg. Position

athens.edu **19.12%** +9.45 una.edu **2.85%** +1.12 nacc.edu **0.70%** +0.39 calhoun.edu **1.59%** -0.41

athens.edu una.edu nacc.edu calhoun.edu

Smart zoom Notes



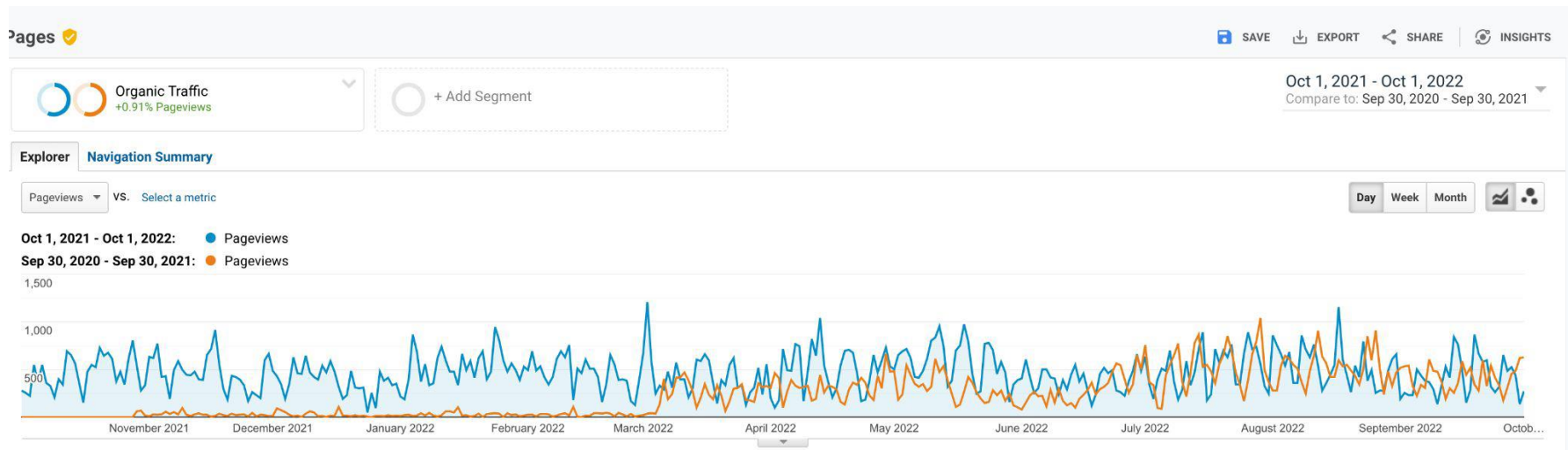
Keywords ⁱ



Keyword visibility indicates how many keywords are ranking across the website.

Keywords have steadily increased across 2022.

Search Traffic to Degree Pages



This graph shows organic search traffic to program pages year-over-year.

Search traffic has increased by 330% year-over-year.

General Statistics

Analytics

https://www.athens.edu
Athens State Detail

[Go to report](#)

Impressions
11.3M
↑ 330.3%

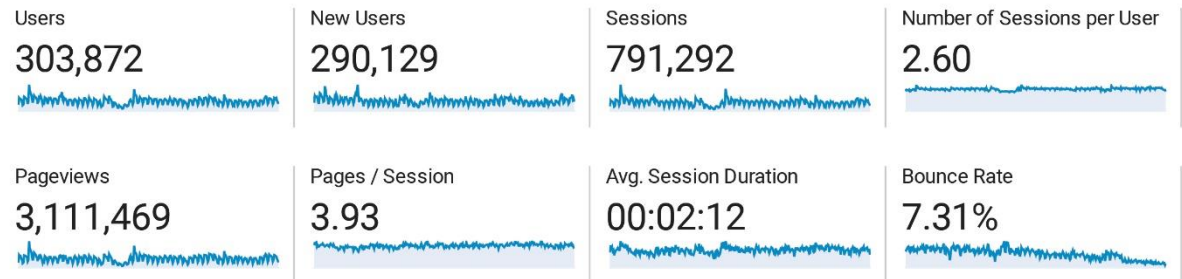
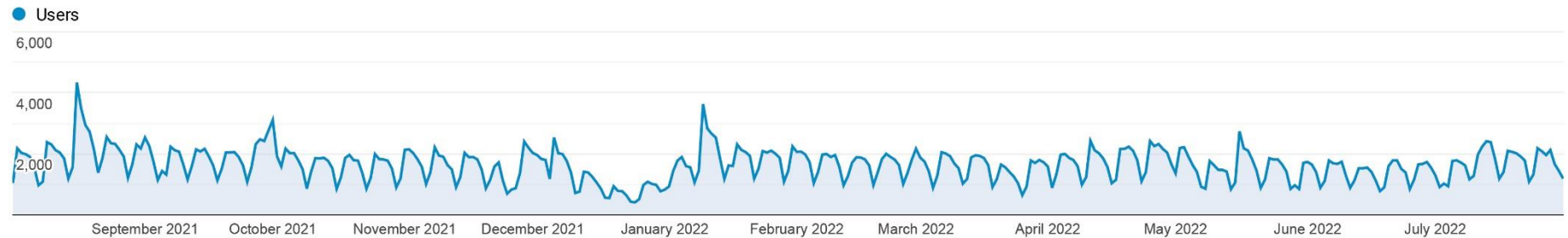
Clicks
295K
↑ 261.7%

Aug 1, 2021 - Jul 31, 2022

Audience Overview

All Users
100.00% Users

Overview





Website vs. Portal

A close-up photograph of a white classical column capital, showing the intricate details of the fluted top. The word "Questions?" is overlaid in a large, bold, blue sans-serif font across the center of the image. The background is slightly blurred, showing other columns and a bright yellow bokeh light source on the left side.

Questions?