

**University of Mary Washington
Leadership Council**

June 17, 2015, 2:00 p.m.

**Jepson Alumni Executive Center
Minor Board Room**

Minutes

Present: President Hurley, Anna Billingsley, Brian Baker, Hall Cheshire, Jeff McClurken, Jeff Rountree, John Morello, Jonathan Levin, Ken Tyler, Kimberley Williams, P. Anand Rao, Rick Pearce, Tim O'Donnell, and Torre Meringolo

Also Present: Shelley Keith, Rick Allen (ePublishMedia content strategy planning consultant), Scott Jones (for Mark Safferstone), and Pam Verbeck

Absent: Marty Wilder, Taiwo Ande, Lynne Richardson, Richard Finkelstein, Mary Gendernalik-Cooper, Jodie Hayob, Smita Jain Oxford, Sabrina Johnson, Mark Safferstone, Leah Cox, and Laura Allison

1. Web Content Strategy Initiative – Shelley Keith

- Torre Meringolo introduced Shelley Keith who gave a presentation on website content strategy
- She has been redeveloping the UMW website for the past year
- To address infrastructure issues, the website is now hosted by Enterprise
- We are now developing in a Cloud environment
- Quantitative outcomes are based on user testing and analytics
- Faculty will not be able to build their own profiles
- A social media directory is included
- Pieces of the new website were unveiled
- It's about getting the "right" people to the UMW page
- Shelley hopes to have the Admissions site up by December
- President Hurley asked how long and how much money it will take to speed completion? This is high on his priority list.
- The webpage will be operating in a hybrid mode for 3-5 years.
- It is Shelley's hope that the critical pieces of the website will be launched by August 15

2. Senior Exit Survey Data – Tim O'Donnell

- May 2015 graduates (undergrads only) were surveyed
- The survey was developed between Academic and Career Services and the Office of Institutional Effectiveness
- 47% of those polled were still seeking employment at the time of graduation
- 80% are not going to graduate school
- When asked how satisfied they were with their undergrad experience, the majority were satisfied or very satisfied
- This will serve as a tool to guide improvement
- The incoming class will also be notified that they will be asked to participate in an ongoing survey that will be done with the assistance of Gallup
- Torre Meringolo will take this information and use it to formulate an alumni survey

Updates:

Jonathan Levin: Academic affairs Council is working on a survey for prospective adult students that questions what types of services and programs they would like to see.

John Morello: On-line summer courses have not been hugely popular. You have to offer the courses that students want.

Next Meeting: Wednesday, August 19, 2-4 p.m., Lee Hall, Room 412