Web Advisory Committee

Thursday, 10 August 2023
Killam Library 420

Attendees

Ana M. Vargas, PRMIS

Cihtlalli Perez, University College

Christine Rojas, PRMIS

Eva Hernandez, Killam Library

Joshua Gonzalez, PRMIS

Marvin Bennett, Faculty Senate

Michael E. Gutierrez, PRMIS

Rene Prado, Enrollment Management

Discussion Items

I. Recap on July Meeting with Digital Accessibility Officer
   a. Lydia Harkey, our University Digital Accessibility Officer, visited and mentioned there will be meetings every quarter.
   b. There is a EIR Accessibility Awareness training on TrainTraq (2114218). The training is currently not mandatory for staff, but staff is encouraged to take it.
   c. As mentioned in previous WAC meeting, the minimum requirement to meet Texas Administrative Code TAC 206 & TAC 213 is WCAG 2.0 AA. Lydia suggests using WCAG 2.1 since this version includes accessibility for mobile. However, WCAG 2.2 is expected to be approved this fall. She recommends reviewing WCAG 2.2 to determine if the website could strive to meet WCAG 2.2 AA conformance.
   d. Our Siteimprove scores have improved. There's been a boost in our Accessibility score.

II. Current Digital Ad Campaigns
   a. Finalizing campaigns for CONHS and Fall Registration on both Meta and Google. They will be ongoing until the end of August.

III. Review of changes based on last month's meeting
   a. Catalog updates – Reviewed drafts for current and archived catalogs pages.
   b. Academic Calendar - Search bar added to aid in finding calendar items.
   c. Jobs @ TAMIU – Page now live. Incorporates latest Handshake/Student Employment changes.

IV. Discussion of Current Students page
   a. In our September meeting, we will focus on reorganizing content on the Current Students page.
   b. **ACTION**: Review email with items listed on Current Students page.

V. Future projects
   a. Dividing Student Success website into Enrollment Management and Student Engagement websites

VI. Open Floor
   a. News Article tags
      i. **ACTION**: Review email with News Article tags.

b. Housing transition – there will soon be another vendor assuming the role of our current housing provider. The Housing experience may be affected given the upcoming transition. WAC is advised to let web team know if broken links are encountered

c. X/Twitter branding has been updated and University templates are already being updated, in accordance with X/Twitter's latest brand toolkit

d. September meeting will be switched to September 21.