UNIVERSITY OF
LOUISVILLE.

Communication Workgroup

Purpose

The Communication workgroup will submit recommendations for improvements to the methods by which we distribute and share information online. This workgroup will investigate enhanced strategies within the marketing, external and internal communication areas.

Rationale for Discussion and Research

The Communication Workgroup will identify, evaluate and develop a plan to improve upon how the university delivers information to our audiences via the web. Example topics that may be considered by this workgroup include: audience segmentation, digital marketing strategies, internal content strategies, user analytics and tracking. This group will discuss best practices in the delivery of content (when to use which method for communication for which audiences), resulting in recommendations to the Steering Committee on what processes or tools are needed to enable us to better communicate in a targeted manner.

Membership

Membership is considered active until commencement of Phase I and II of the web improvement project have been completed. After the discovery phase, meetings will be scheduled ad hoc.

Membership positions may be considered vacant if:

- The member fails to attend more than two meetings without prior notification of workgroup chair
- The member resigns from the workgroup via written notification to the workgroup chair

Reporting and Communication

Discovery Phase

Workgroup chair(s) will provide a report of their findings after a minimum of 2 meetings with their workgroups once both co-chairs agree they have sufficiently answered all of the requirements of the workgroup charge.

Implementation Phase

Workgroups will agree to meet as needed throughout development to test and provide feedback on solutions proposed and implemented from their recommendations.