Content Workgroup

Purpose

The Content Workgroup is charged with submitting recommendations around the development and creation of content for digital consumption. This group will investigate the types of content that exist on UofL's digital presence and put forth proposed solutions or product needs that ensure high-quality content that avoids ROT (redundancy, out-of-date, trivial).

Rationale for Discussion and Research

The Content Workgroup will identify and inventory types of digital content and recommend support for curation and review of: page elements (video, photography, editorial content), types of pages or sites with brief descriptions of rationale and anticipated page elements (ex: faculty pages, awards, scholarships, committee pages, initiatives, landing pages, etc.), and embeddable centralized content (maps and directions, information about Louisville, etc.).

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.