

Cardinal Family,

In the spirit of a new year filled with new possibilities, we wanted to share some exciting work that we will be embarking on this year.

The progress made by the Strategic Planning committees throughout Spring and Summer 2019 has helped to identify a particular area in need of greater attention—our digital presence. In order to meet many of the goals outlined in our strategic plan—to attract the most talented and diverse students, to become an employer of choice that everyone wants to work for, to have a strong culture based on the Cardinal Principles, to bolster our prominence among Carnegie-classified Research 1 universities, to make collaborating with the university easier for community, business and industry and alumni partners, and to find more ways to bring campus to people as well as people to campus—it is vital that we have a website that showcases, in a compelling way, that UofL truly is a great place to learn, to work and in which to invest.

Late in the fall semester, we took the first step and created the Web Improvement Executive Committee consisting of myself and leadership from Enrollment Management, Information Technology Services and the Office of Communications and Marketing. This committee will provide the vision, direction and scope for this initiative and make certain that the decisions along the way align with the university's mission and values and that all of this work supports our bold vision in the strategic plan.

Moving forward, a Steering Committee will be established to ensure that the concerns and needs of our entire organization are heard and taken into consideration. The steering committee will be the fuel for this enterprise-wide project and ensure that we make good and fast progress. Amber Peter in the Office of Communications and Marketing will be leading this effort, ensuring that it is a transparent, inclusive and effective process. To stay informed on their progress and ways to get involved, be sure to read UofL Today or read our [Web Improvement Updates website](#).

This process will take time —many universities plan 3-5 year timelines to fully update their websites. I can assure you that you will see changes to the UofL website well before that. That said, it will be a process that is completed in stages, but ultimately will lay the foundation for our success in the coming years. I value your participation, support and patience as we work together to make sure our digital presence matches the incredible and unique Cardinal experience we all help to deliver each day.

Michael Wade Smith
Chief of Staff and External Affairs