Meeting with Craig Thomas and Jack Chielli

Date: 2/13/13

Notes:

We spoke about my internship duties and the parameters that I will need to work within as I advise departments about enhancing the interactivity, organization, voice and visual appeal of their sites to reach their target market, students.

The parameters of web design on the current site, Jack and Craig's assumptions then expectations, finding a common ground to work within as I advise departments and consult with Craig each month.

Problems - some current pages were designed beyond the normal parameters of the wilkes brand and no more pages will be designed in this manner going forward.

Challenges - Dean Winkler may be under the impression that all sites can be designed as the Spanish page, which was a specific example of what marketing told me will not be done again.

Jack was concerned that department representatives would not be able to maintain any advanced motion graphics I could create.

Communications Studies page was identified as the best model to follow:

<http://www.wilkes.edu/pages/5389.asp>

Acceptable media suggestions

* Facebook
* Twitter
* .mov youtube files that may be embedded
* .gif animations
* Flickr slideshows that may be embedded
* .jpg images

Identified a department that is trying really hard but may not be reaching the target audience:

History

Needs suggestions on how to draw students

* + - Ie. Link to history chanel
    - Realize that Facebook is a launchpad to other resources
    - Generate student dialogue

Involving current history students will make the administrator’s life easier while brining more authentic interaction