Agenda

1. Recent Changes
2. What’s Next
3. Open Forum
4. Office Hours
New Fonts

- On September 2, Stag and Lucida were replaced with Sabon Next and Neue Frutiger
- Goal: A consistent, unified brand across print and web
- Learn more from the Brand Identity Guide at bates.edu/brand
Behind the Scenes

- On September 16, [www.bates.edu](http://www.bates.edu) was moved to a new server.
- Goal: Improved availability and speed.
- If you didn’t notice anything, that’s good.
Qualaroo Survey

Survey ran from August 20 to September 17 and received 1,710 responses

“How satisfied are you with your visit to this website so far?”
- 87% said they were satisfied
- 13% said they were unsatisfied

“Did you successfully complete your main reason for visiting this site?”
- 90% were successful in completing their goal
- 10% were unsuccessful

“How do you think this website could be improved?”
- “This is actually among the best college websites I've ever seen.”
- “You've changed the [bad words] website twice in 6-7 years. Please stop changing it!!!
New Shortcode: Columns

- Learn how to use the shortcode
  - `[column width="half"]column 1 content[/column]
    [column last width="half"]column 2 content[/column]
  - [bates.edu/wordpress > Shortcode Reference > Columns](bates.edu/wordpress > Shortcode Reference > Columns)

- Example
  - [Swimming and Diving Alumni/Parent Newsletter](Swimming and Diving Alumni/Parent Newsletter)
On September 17, all WordPress toolbars received an identical configuration.
- All WordPress users will see the same toolbar, sitewide

What’s New? Example
- Anchor button
- Horizontal rule button
- Keyboard Shortcuts
WordPress Upgrade

- On September 23, we upgraded from version 4.1 to 4.3
  - Last upgrade of this size was in January

- New Features
  - Inline link editing [example]
  - Menus in Customizer [example]
  - Formatting shortcuts (optional) [example]
Email Newsletters and Blogs

- Replacing printed newsletters with email and blogs is becoming more common.
- Some advantages
  - Less material cost
  - Plays to mobile device popularity
  - Simpler quality control
  - Trackable
  - Self-archiving
- Examples
  - Coaches Corner (old format), College Key, Harward Center, Office of Equity and Diversity, Office of the President, Student Affairs, Orientation
Part II: What’s Next

- Style Audit (with Barry Costa!)
- The Quad (with Jeremy Cluchey!)
Open Forum