

1:15—1:29 Asia Hauter; Strategic Marketing Plan, 4.A.

Major project tasks will be to extend the previous three-year integrated marketing/communications plan targeted to internal and external audiences to increase web traffic by 10 percent by redesigning academic unit websites and working with campus content managers to maintain relevant and up-to-date content

The fourth year will focus on:

- 1) migrating the university website to a new content management system
- 2) redesigning websites for the College of Health and College of Arts and Sciences