

Report to Gus Week of Nov 7

- Microcredentials website being redone. Spoke to Deb, she recommended that I attend one of their staff meetings "After I finish Micro Credential Structure" to talk about "Institute" web presence, technical structure and CRM.
- Nicole agreed to try the lead generation, we agreed to ask Jason to write a generic letter. Nicole will use the HR's CC for this. Nothing regarding LinkedIn.
- Plant Sale - Heather is looking into implementing a system, I intervened to help because it may shape future issues with integrations.
- This includes: Inventory system, label printing and possible online sales mechanism.
- A new form is about to be created. Individuals responsible for circulating internal or external communications that include link, will be required to report what link they used to keep track of pages as we might switch systems. This includes links in Slate emails, Ads running, letters and more.
- - ■ Tracking down pages pointed to by ads, found an issue with a PACE ad that personally appeared to me with wrong dates to the page. I advised before to be notified when a new ad is about to run, but it looks like it was a re-run from before.
 - Working on a strategy to unify the process for online stores.
 - Cleaned up the Free Application Week
 - Re-organized navigation menu for the President's page and Leadership page online "Menu"
 - Use a calendar plugin for events. There is no structural design when it comes to public events.
 - Current Student / Faculty page needs to be redone.
 - Pending faculty profiles, Jason wrote some and photos were taken. They haven't been posted because of the current structure and to avoid double posting. More faculty will be questioning why if we don't make a move.
 - Waiting to hear back from Andrew regarding a new web server / testing. Some pending items: