

THE CHARGE

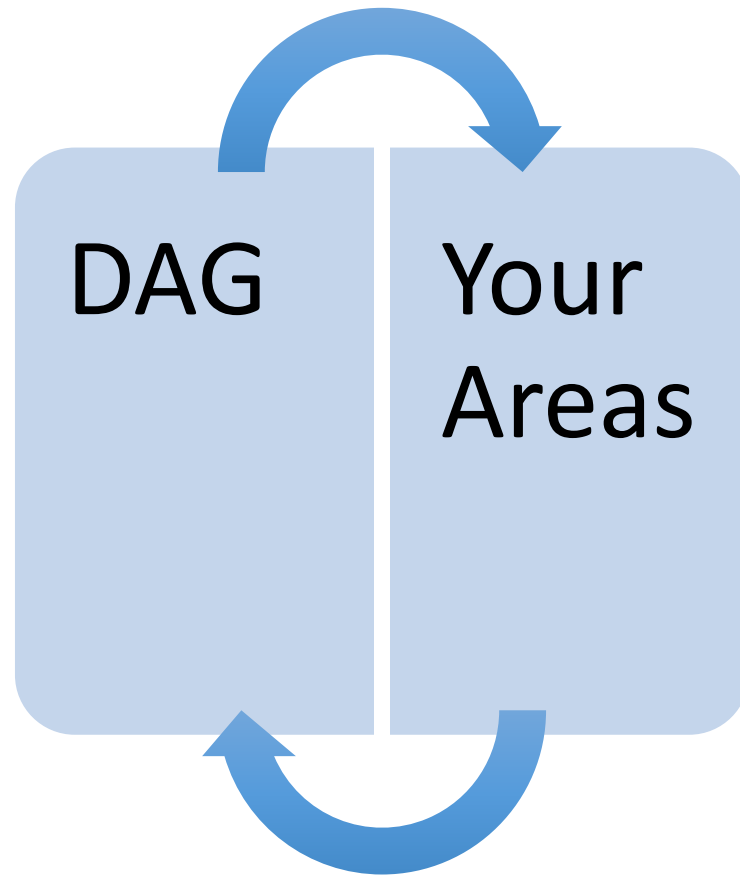
- **digital communications technology:** a technology, system, or product used to transmit a communication, idea, message, information, content in digital form.

Digital Communication Tech Advisory Group

- Policies
- Strategies
- Reporting
- Adoption/Elimination of Technologies

WORKING COMMITTEE DETAILS

Representation



Strategic Groups

Content

- Social Media Admins
- Enrollment Comm
- Web Content Strategy

Technical

- Accessibility
- SuperUsers
- Others

Projects/Requests



Escalate



Users

DAG

Gov

FIRST TASKS

Catalog - Examples

- websites (MyWSSU, third party hosted sites)
- social media (channels, posts)
- texts (Winston, RamAlert)
- emails (Mailchimp, ConstantContact)
- applications (EAB, Banner, mobile apps)
- digital signage/kiosks
- live-streaming cameras/systems (FB Live, Livestream, webcams)
- forms/surveys (Wufoo, Qualtrics)

Catalog - What to Collect?

- Type of channel/communication
- Description (What is it?)
- How is it being used?
- Who is the audience?
- Type(s) of messaging?
- Name of unit/department that owns/uses it
- Contact person, email, phone

Catalog - How to Collect It?

Method

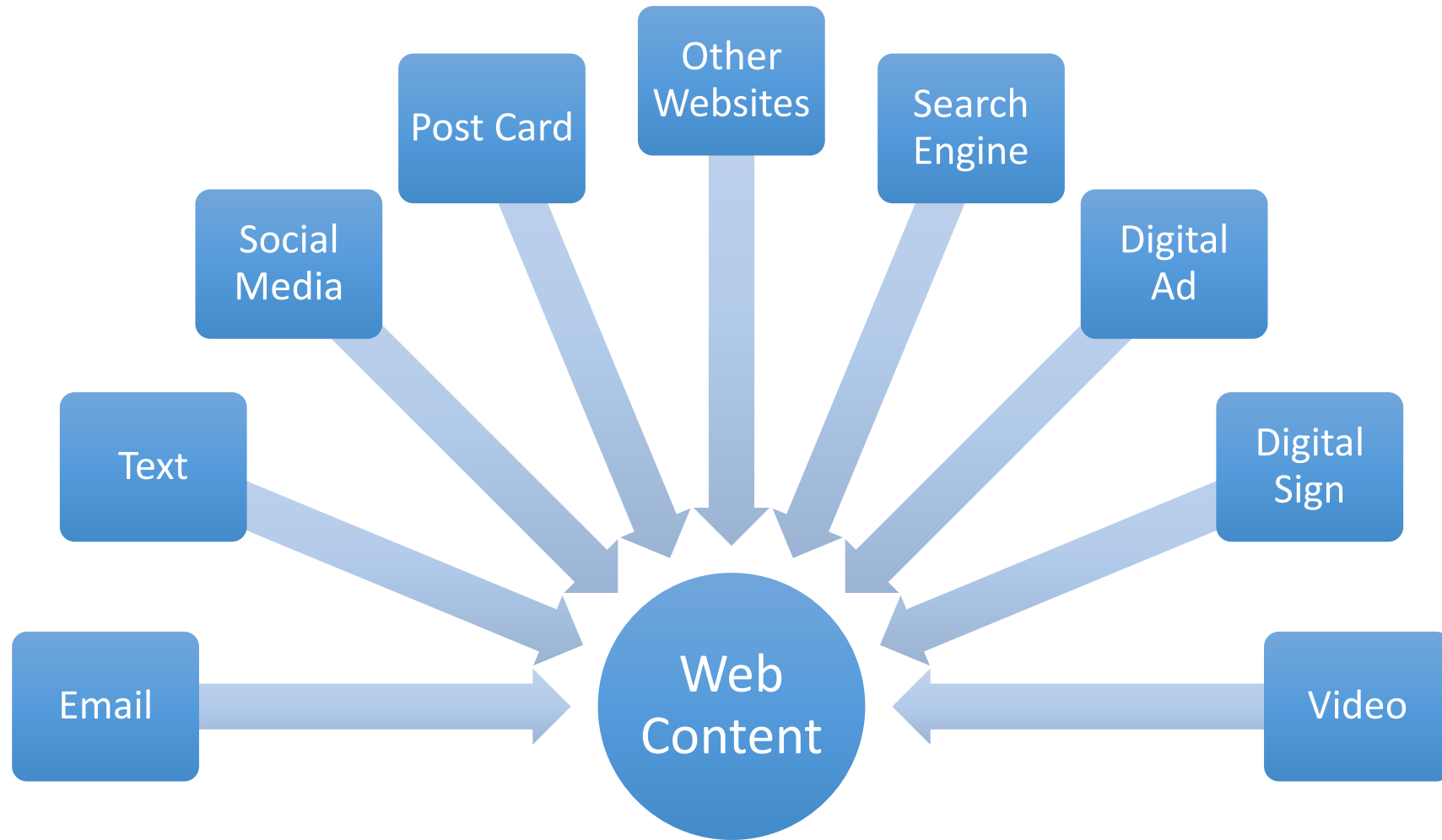
- Wufoo form
- OneDrive
- Other

Within Your Areas

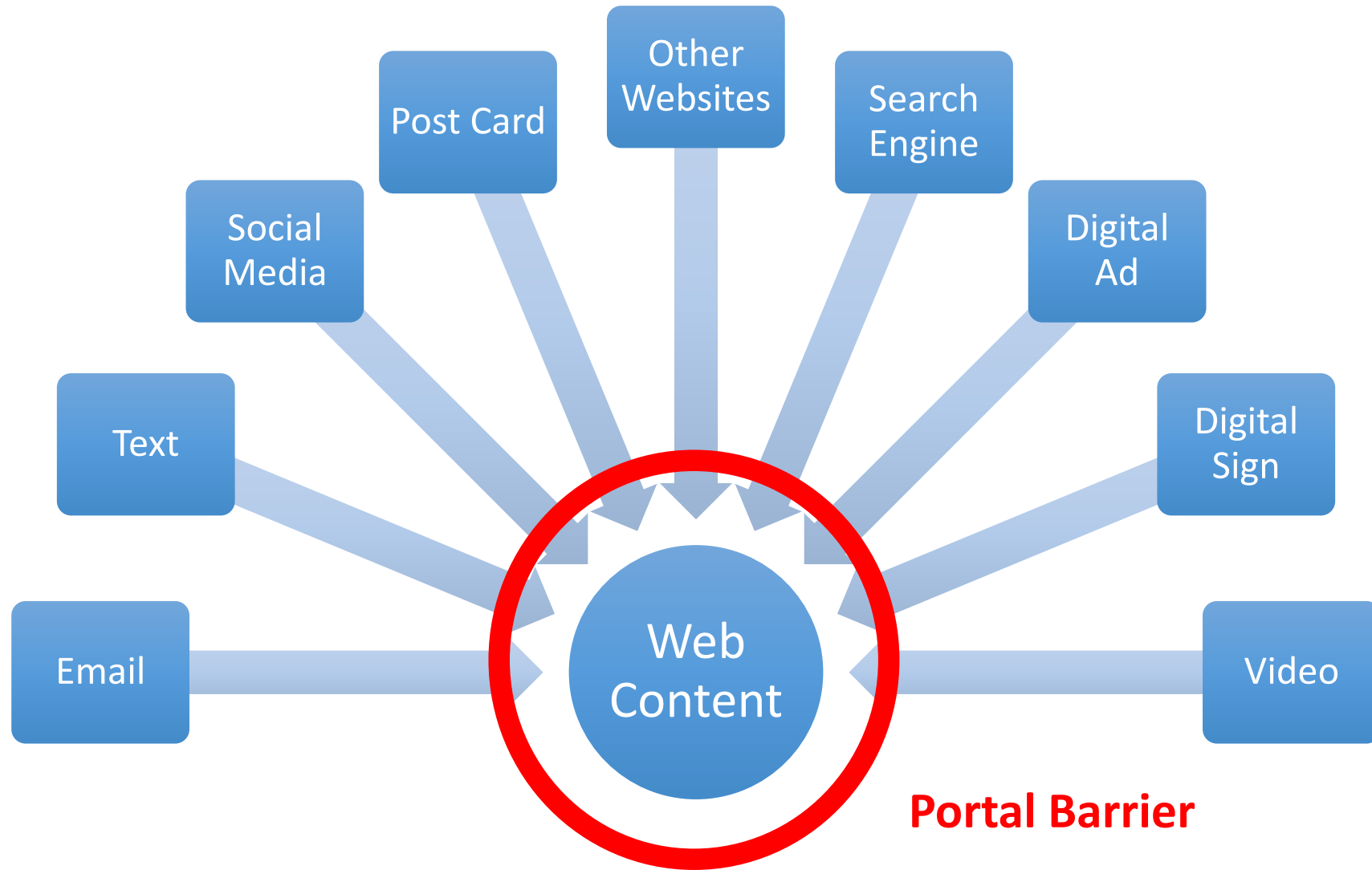
- In-person appeals
- Staff meetings
- Personal emails
- Campus
Announcements

MyWSSU Portal - Criteria

- Not want to duplicate info.
- Want to encourage students to use the portal.
- Want to help students find info as easily as possible.
(retention, first gen)
- Want general info available to parents, prospects, faculty/staff



Digital Communication Process



Digital Communication Process