Web Audit Report and Recommendations

Top areas we should prioritize:

1. Academics
2. Admissions
3. Athletics
4. About
5. Campus Life

**Academics**: These pages are on track to be reconstructed beginning this fall.

**Admissions**: A team should be organized and as the recommendations of the outside consulting firm are used to revamp the Admission Office, those changes should be reflected on the website.

**Athletics**: The athletics pages on the main Whitman site are not good. You can’t even find a list of coaches on the site. You can’t find a list on the athletic department’s separate website either. They are both very difficult to navigate.

Areas that need to be reconstructed for prospective students:

1. Athletics
2. Campus Life
3. Dean of Students

**Athletics** pages were the third most visited pages last year. They are unorganized and uninspired. They are not inspiring to prospective students or student athletes. They need a complete overhaul.

**Campus Life** needs to be updated and polished including Reid Campus Center, Residence Life, Outdoor Program, Student Activities, Student Clubs and Organizations, and Sustainability.

**Dean of Students** has a terrible photo, double columns, a confusing list of resources and the pages within the department need overhauls.

Areas that need to be reconstructed for internal audiences:

1. Human Resources
2. Registrar
3. Health Center

**Human Resources** needs to be reorganized so that it is more easily navigated for students, faculty, staff and prospective employees. They also have way too many reports just sitting there in Ingeniux as “storage.” That needs to be cleaned out.

**Registrar** is basically the exact same story as Human Resources. It’s a bit of a mess.

**Health Center** needs to be more informational. I believe there is information missing from the site about services available to students. It needs to be modernized. Also, Rae has been talking about combining it with the Counseling Center. I’m not sure how that will look. It will need to be completely reorganized.