

## re.web

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Tuesday, December 11, 2007

### ***AGENDA and NOTES***

**Present:** Ambler, Bailey, Bauserman (ex officio), Broaddus, Evans, Gamage, Kane, Martin, Mellor, and Wallace. **Guests:** Patrick DiMichele and Mark Sheehy (mStoner)

**Unable to Attend:** Carpenter, Donaldson, and Rojas

### **Agenda:**

#### 1. Presentation of Home Page Design Concepts by mStoner

Patrick and Mark presented three concepts for possible W&M Home page designs. Susan provided compiled feedback and impressions from the review of the designs by other groups (i.e., current students, senior administrators, creative/communication/design professionals). Summary data from an online survey sent to prospective and early decision students was also reviewed. Only 24 prospective students (current high school juniors) completed the survey; 198 early decision students have provided feedback about the three designs. These students favor concepts one and three.

#### 2. Discussion

The committee was pleased and impressed by the quality and creativity of the three designs. The group talked about ways to improve concepts one and three with some minor design changes.

#### 3. Final Recommendations

Depending on the feedback from faculty members on December 13 and 14, the committee suggests eliminating the second concept. (Note: the individual student profile feature that is prominent in concept two should be used on Admission or Campus Life pages within concept one or three.)