Message from the CIO

President Bailey appointed a Web Executive Committee last year to provide strategic oversight as we develop and enhance our Texas Tech University web presence: members include; Provost Bob Smith (co-chair), Mary Larson Diaz (co-chair), Dr. Taylor Eighmy, Dr. Michael Shonrock, Dr. Jerry Hudson, Sally Logue Post, and me. Sally Post and I have worked collaboratively to gather feedback, evaluate technology tools, and to deploy changes to our main campus website. This special edition bulletin highlights some of our progress to date. We view the project as a campus collaborative initiative and thank all the area leaders, web content managers, administrators, and technologists that have worked closely with our team. For current project updates, please visit http://refresh.ttu.edu – we welcome your continued input!

-Sam Segran
Associate Vice President for IT and Chief Information Officer

The Double T – Back by Popular Demand!

After more than a year of campus input and evaluation, updates to the Texas Tech University Identity Guidelines were announced this semester. The revisions include a new university logo and unit marks utilizing the Double T.

The Visual Identity System Guidelines were established in 2005, identifying the Coat of Arms as the official academic mark for the University. While the Coat of Arms signature remain an integral part of the University’s identity system the Double T signatures may now be used on official correspondence, web pages, and promotional items. University and college unit marks utilizing the university logo and unit marks were announced this semester. The revisions include a new university logo and unit marks utilizing the Double T.

Campus Map Goes Google Style!

As part of the TTU Web Refresh project, the TTU Campus Map has been significantly updated and enhanced! The TTU IT Division provided the previous map as an interim solution in response to requests from faculty, staff, and students. The new map is based on official location information and includes interactive components down to the building level.

The TTU Web Team has worked hard to develop a better, more useful campus map based on the available Google Maps system. The new map was built from the “ground up” to provide more usable location information, as well as a better customer experience. You can find the new map at http://www.ttu.edu/map/. Note that the current version is our “phase one” effort and includes the following feature highlights:

- The new TTU Campus Map is built to be more intuitive and easier to navigate, with a cleaner, more modern feel;
- TTU Maps are integrated with Google Maps to improve scale representation and give visitors a familiar interface;
- The new map has a consistent presentation and navigation controls on all pages, allowing visitors to zoom in and interact directly with the map;
- Common locations are all listed on the main page, so visitors do not have to guess the location “zone” of a building; and
- The maps include all new, higher resolution photos of each location, as well as satellite imagery, to assist in identifying locations.

The Google interface is flexible and allows us to add other landmarks that were not shown on the previous map, such as those for emergency phones and public art. “Phase two” includes plans to add other features, such as visitor information, building descriptions, etc. Please send us feedback on the new campus map to the IT Team Web (itteamweb@ttu.edu). We will work to continuously improve the map information and look forward to campus input!

Data Discovery to Enhance TTU.EDU

In partnership with Communications & Marketing, the TTU Office of the CIO administered a campus survey designed to solicit input about our current website. Six hundred ninety-seven (697) individuals completed the survey (See table). Participants answered questions about site navigation, searching, look-and-feel, and overall usefulness. The Web Refresh Project Team used the results to inform and guide enhancements to the TTU.EDU website. Thank you to all those that participated!

In addition to the survey, we conducted interviews with each College Dean, Vice President, and other area leaders. They included other faculty and staff as they deemed appropriate. Together with other data discovery methods, these interview results were also used to improve the website and establish project work phases. Thank you to the TTU leadership for contributing your time and insights!
Site Index Enhancements

Websites associated with large organizations typically contain a large amount of information and are challenging to efficiently organize information for a wide variety of site visitors.

Texas Tech University has a myriad of target audiences, a large number of areas/units, and a massive amount of web-delivered information. Like other large organizations, we are always striving to make it easier for TTU website visitors to find the information they need. As part of the Web Refresh Project, we have worked diligently to gather input from content owners and to review search logs and other information related to site navigation. As a result, we have refined the TTU.EDU site index (http://www.ttu.edu/sitemap.php).

The enhancement included several components:

- Added listings that were not previously available;
- Cross-referenced common terms; and
- Removed outdated or confusing listings.

Like most electronic publications, the site index will continue to grow and change with the needs of our campus customers and online visitors. We highly value your insights as we strive to improve the site index. Please send suggestions or additions to refresh@ttu.edu or join the conversation and network with colleagues at http://refresh.ttu.edu.

Evolution of the TTU Home Page: Snapshots of our Web Presence

Contributions by: Katherine Austin Beltz, Ph.D., Jeff Barrington, Rebecca Holcomb, Mark Holwerda, Carlene Kelly, Lisa Da Bois-Low, Yung Ng, Sally Logue Post, J Stalcup, Britta Tye, Laura Webb, and Allen Young.

Safe Computing Practices Committee: Sam Segran, Katherine Austin Beltz, Ph.D., Jeff Barrington, Darrell Bateman, Pulin Bhatt, Shannon Cepica, Paco Diaz, Scott Hall, Mark Holwerda, Michael Horton, Danny Mar, Alvin Mills, Yung Ng, Mike Simmons, Phil Smith, Ph.D., J Stalcup, Britta Tye, John Vandygriff, Allen Young, and assistance from IT Division leadership and staff.

IT Web Site: http://www.infotech.ttu.edu
Texas Tech University Web Site: http://www.ttu.edu
Computer-Based Training (CBT): http://cbt.ttu.edu
Safe Computing Practices: http://safecomputing.ttu.edu