

## Office of the Chancellor

---

**From:** Office of the Chancellor  
**Sent:** Tuesday, September 18, 2018 3:18 PM  
**Subject:** USC Aiken Website Update



## The Office of the Chancellor

UNIVERSITY OF SOUTH CAROLINA AIKEN

Dear Campus Community,

I wanted to alert to you a major initiative currently underway in our Marketing and Communication department.

Lauren Couls has been busy redesigning and reprogramming an exciting new look and feel for our University website. Typically a team of programmers and designers undertakes a project of this scope, (at great expense to the university), but Lauren is tackling this project alone under the direction of James Raby.

You will recall that this was an initiative that was supported by the university during the Forward Together Strategic Planning process and our campus constituents recognized the importance of the university's website for communications, recruiting, and marketing. We are all anxious for a fresh new website that utilizes industry best practices, such as responsive design (meaning that you can view the website on your smart device as easily as on your desktop computer), but we still have some significant tasks to perform before we are "launch ready."

Additionally, I am pleased to announce that funding has been approved for full-time Web Coordinator, who will work alongside Lauren in the day-to-day operations of the site. This position will involve a great deal of writing for the web as well as project management to ensure that we keep the site clean and free of aging assets. This search is currently underway, and our hope is to have someone in place soon.

Another aspect of the website relaunch will be a change in the content management system –the infrastructure of the site. Over the course of the next few months, we will be migrating to a cloud-based CMS that will function with higher reliability and save the University thousands of dollars annually.

Given this move, and the new Web Coordinator position, we will phase out the system of Web Associates currently in place. Once the coordinator has been hired, we will ask that you direct your web edits and request for projects to him or her, and there will be more communications concerning this change in the way we are conducting business.

To remain on track with this project, I have asked that Lauren not train additional personnel in the current CMS. In the meantime, if you have edits that need to be made to existing web pages, please email [website@usca.edu](mailto:website@usca.edu). Should you have a larger project in mind, I would ask that you complete the online form at <https://www.usca.edu/marketing/services/forms/request-web-project.dot> and the marketing office will get your project in the queue.

We will continue to update you on these two projects as we progress, and if you have any questions, please call Mary Driscoll @ x3448 or James Raby @ x3569. Thank you.

Sincerely,  
**Sandra J. Jordan**  
Chancellor