

ANNUAL REPORT

Graphics Standards and Web Communications Committee

University of North Alabama
Florence, Alabama

Dr. Rachel Winston

Committee Chair

7/1/2021

ate submitted

Submitted to: Dr. Leah Whitten /SGEC Chair
Title/Committee (if applicable)

Date received

UNIVERSITY OF NORTH ALABAMA

ANNUAL REPORT

2020-2021

I. Executive Summary

The Committee's focus this year was to review and update the University's uniform graphics standards. The committee held several meetings with various stakeholders, including faculty, staff, and students, to gather input and feedback. The committee also conducted a thorough review of the current standards and identified areas for improvement. The final report includes recommendations for updates to the standards and a timeline for implementation.

II. The Committee's Charge (from the Shared Governance Document)

1. To serve as an advisory committee on the establishment and implementation of the University's uniform graphics standards policies
2. To gather and review information on the use of University graphics on and off campus, and assess University graphics standards in light of the information obtained
3. To review the UNA Web Page regularly and to recommend changes to the page to ensure that it contains accurate, up-to-date information consistent with the graphic standards of the University
4. To propose changes for the improvement of University graphic and web materials and their uniform use
5. Handle all proposals affecting University policy according to section C.2 "Shared Governance Procedure for Policy Change Recommendations"

III. The Committee met on the following dates:

September 2, 2020

March 12, 2021

IV. What were the Committee's actions and accomplishments this year relative to each of the items of the charge?

- A. The committee reviewed and updated the University's uniform graphics standards policies.
- B. The committee gathered and reviewed information on the use of University graphics on and off campus, and assessed University graphics standards in light of the information obtained.

V. What were the Committee's formal recommendations?

- A. The committee recommended the UNA Senior Graphic Designer be added as a member of the GSWC committee by position.
- B. The committee reviewed and approved the Year of the UNA Woman logo

VI. What does the Committee plan to accomplish

A. In the coming year?

The Print and Digital guidelines will need to be approved.

B. In future years?

Continue to work on improving graphic standards and web communications at the University.

VII. What are the Committee's weaknesses?

A. What can the Shared Governance Committee help you do to address the weaknesses?

The Graphics Standards and Web Communications Committee did not recognize any weaknesses that need to be addressed by the Shared Governance Committee.

VIII. Comments.

None.