**Web presence**
The Office of Web Communications and Electronic Media works to develop and maintain a best-in-class internet presence for the College through well-written and edited web content and appropriate technological enhancements. The office is responsible for developing and implementing a cohesive and comprehensive electronic-communications strategy for the college.

2007-08 was the second year for the Office of Web Communications & Electronic Media. After the successful implementation of a new content management system (CMS) and simultaneous launch of the new website redesign in 2006, sustaining momentum was critically important. Over the last two years we have been recognized as a best practice and leader in the web area. Mini websites with their own unique navigation and design for the Eisenhower Institute and Pennsylvania Abraham Lincoln Bicentennial Commission were completed as well. Additionally Web Communications & Electronic Media took the lead in developing the strategic directions website and communicating more directly and efficiently with faculty and academic departments.

**Expectations**
The students applying to college from the Millennial Generation are technology savvy and they have high expectations regarding the delivery of information using this medium. They expect college websites to provide information on majors, visiting and college life, but flock to social networking sites such as Facebook, College Confidential and YouTube to learn what students really think about the college experience. This group wants quick, accurate and authentic information and their expectations have revolutionized the way in which colleges communicate with their audiences. We also see these communication trends carrying through as they become current students and young alumni.

**Data Analysis**
While a data driven approach to decision making has been commonplace in the enrollment area for decades, the web and marketing has yet to catch up. Gettysburg has been recognized as a leader at using data to drive web-decision making. Our strategies and use of data is at the forefront in the profession.

Gettysburg experienced significantly increased visitor traffic to the site during the year. We saw 991,968 unique visitors visit gettysburg.edu compared to 840,176 unique visitors last year, an 18% increase. (See chart 1) Reviewing and updating top level content was also a priority to increase engagement on the site. On average visitors spent two minutes and twelve seconds on the site this year compared to one minute and fifty-one seconds last year, a significant improvement for time on a website. (See chart 2)

Substantial time was also spent selecting, developing, and posting homepage news items. A review of the data provides support to continue our efforts. The average news story received 284 unique page views compared to 202 last year. 32 stories doubled that substantially higher average this year compared to 24 last year. Finally eight stories broke 1,000 unique page views this year compared to only 2 the year before. (See chart 3)

**myGettysburg**
On November 1 we launched myGettysburg. myGettysburg allows prospective students and alumni to personalize their web experience. A collaborative effort with information technology allowed us to blend the public website with a more personalized log-in. myGettysburg creates a myriad of
opportunities for connection and engagement. Over 35% of alumni who logged in submitted a profile update. Feedback from peers has been strong, people are impressed with our cutting edge approach, and many are attempting to follow suit. (see chart 4).

We have conducted several focus groups and a usability study which is helping guide us towards making the site more user-friendly.

**Video**
In April 2006, Podium the college’s podcasting website was launched. Video has exploded in the web world with the realization of sites like YouTube and facebook. We have continued to sustain Podium and the creative use of video on the web supporting projects in the following areas:

- Faculty Author Series - Gettysburg faculty authors discuss their published works, challenges they faced, and surprising developments along the way.
- Gettysburg Experience - A series of podcasts highlighting engaged learning across several areas at Gettysburg College.
- In the Media - A series of podcasts highlighting engaged learning across several areas at Gettysburg College.
- Speakers - A series of podcasts highlighting distinguished people on a range of topics.
- Events - Missed an event? Catch up on the latest happenings at Gettysburg.

In order to meet the need of more authentic videos we have sent students abroad with video cameras as well as engaged the student TV station Gburg TV in helping to provide content.

Additionally we added individual coaches videos to each sport’s website. Anecdotal evidence from the coaches support this direction as a way of increasing geographic diversity at Gettysburg.

Volleyball - “I actually just met with a family on Friday and they said that the video was very helpful in seeing what type of coach I am and what my philosophies are about. They also said that our school’s website was the only one that had it of the schools they were looking into.”

Women’s Soccer – “For me it has been a big help. All the feedback has been very positive. For us we are competing with D1 and D2 schools to get these kids who are committing so early (junior year at high school) so the video is at least getting them to come for a visit.”

Women’s Soccer – “It is especially helpful on getting players from the west coast interested who can not just come and visit on a spare weekend. We have had 3 top players from California visit this last month just because of the video.”

Women’s Soccer – “Last year I maybe had 10 recruits visit up to May- this year I have had nearly 50- and I do believe the video has played a part in that.”

**E-communications**
E-communications are a critical part of any communications effort. This year we were able to work with both the enrollment division as well as the development, alumni, and parent relations division to take more advantage of tools designed to create and deliver e-communications. A more
intentional effort was made this year to develop an institutional approach to high impact communication opportunities to alumni and parents. Detailed opening rate information will enable us to track and assess the usefulness and impact of electronic communications during the next year.

**Training**

Significant time and resources were spent continuing to enhance a comprehensive training and self-help program for campus content providers. Video tutorials of basic skills, as well as weekly help sessions were well received.

**Staff**

The director participated in many professional development opportunities and presented at many professional meetings. The highlight included an invitation to be part of the faculty at the CASE Communications, Marketing, and Technology Conference in April 2008. Other presentations included:

- “Web Redesign and Implementing an Open source CMS: A Collaborative approach” Track Session July 2007 (AACRAO) American Association of Collegiate Registrars and Admissions Officers Technology Conference

- “Sustaining a Web Redesign One Year and Beyond…” Poster Presentation October 2007 Highedweb conference

- “Integrating CMS and CRM at Gettysburg An Open Source Vision Realized” Track Session October 2007 Highedweb conference

- “Technology alphabet soup CMS, e-communication tools, CRM, portals, online communities, and web 2.0 what you need to know to maximize their impact on your institution.” Track Session January 2008 (CASE) Council for the Advancement and Support of Education District II conference

- “The CRM evolution at Gettysburg” Track Session February 2008 Open Minds dotCMS user conference

- “Personalizing the Web: How do Portals and Web Sites Connect?” Faculty Session April 2008 CASE Communications, Marketing, & Technology Conference

- “Benchmarking and Assessing Your Web Strategy” Faculty Session April 2008 CASE Communications, Marketing, & Technology Conference

During the budget process, the hiring of an associate director/coordinator of technical operations was approved for the next budget year. In May we conducted a national search that resulted in hiring a member of the advancement systems team with extensive functional and reporting background that will significantly enhance several areas of the operation in the future.

During the next year the Vice President of Enrollment has requested a staffing plan for the future that adequately addresses the technical, e-communication, content, and video needs of the office.
Year by Year Average Time on Site (Chart 2)

<table>
<thead>
<tr>
<th></th>
<th>June</th>
<th>July</th>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
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<th>February</th>
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<tr>
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<td>2.23</td>
<td>2.26</td>
<td>2.08</td>
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</table>

*Time is listed in Minutes:Seconds

Year by Year News Data (Chart 3)

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<tr>
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<th>2006-07</th>
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<tr>
<td>Average pageviews</td>
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<tr>
<td>Number that doubled average pageviews</td>
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<td>32</td>
</tr>
<tr>
<td>Number of stories over 1,000 pageviews</td>
<td>2</td>
<td>8</td>
</tr>
</tbody>
</table>

myGettysburg log-in by Realm (Chart 4)

Accounts:
- Alumni: 1441
- Prospective Students: 4431