I GET BY WITH A LITTLE HELP (FROM MY CO-WORKERS)

- HOW TO MAKE YOUR JOB EASIER BY BUILDING YOUR OWN TEAM OF WEB ROCKSTARS
HOUSEKEEPING

- Refresher courses
- Look for a summer programming survey
- Next month: Topic and date TBD
- Web Rockstar challenge standings
ROCKSTAR LEADERBOARD

- Trent Sandles, Undergraduate Admissions - 345 points
- Bethany Winkenweder, Graduate Admissions - 245 points
- Christi Tallent, Human Resources - 235 points
- Pressly Smith, CETL - 80 points
- Eli Cuellar, Human Resources - 75 points
INFORMAL POLL
YOU ARE NOT AN ISLAND

- There are faculty, staff and even students within your department who can help you with the website
- Recruiting and building a content team is easier than you think
STEP 1: IDENTIFY YOUR ROCKSTARS
LOOK FOR ROCKSTAR QUALITIES

- ...minus the leather pants and stereotypical vices
LOOK FOR ROCKSTAR QUALITIES

- ...minus the leather pants and stereotypical vices
- Leadership in the classroom or academic community
- Innovation in a field of study
- Understanding of HTML or how to use a CMS
- Attention to detail
STEP 2: GET THEIR SUPPORT
BE A WEBSITE EVANGELIST

- Share what you know about:
BE A WEBSITE EVANGELIST

- Share what you know about:
  - The benefits of having a great website
  - Why user experience is important
  - The impact of news and events on student recruitment
BE A WEBSITE EVANGELIST

- Share what you know about:
  - The benefits of having a great website
  - Why user experience is important
  - The impact of news and events on student recruitment
  - Make the website directly relevant to them
BE A WEBSITE EVANGELIST

- If you really want to take it to the next level...
BE A WEBSITE EVANGELIST

- If you really want to take it to the next level...

ENCOURAGE THEM TO SIGN UP FOR T4 TRAINING

Texas Wesleyan UNIVERSITY
IF I JUST TELL PEOPLE ABOUT HOW GREAT T4 IS, IT CAN MAKE MY JOB EASIER?

HALELUJAH!
STEP 3:
BE PERSISTENT
(AND ACCOUNTABLE)
DON'T BE A ONE-HIT WONDER

- Having one conversation might not do the trick
DON'T BE A ONE-HIT WONDER

- Having one conversation might not do the trick
- Don't give up — even if you have to start small, keep communicating the benefits and offering to help them get started
- If you get a commitment to contribute, follow up and hold your budding Rockstar accountable
- Think about setting "by-whens"
TIPS FOR GETTING BUY-IN

- Make it as easy as possible
- Start with something really simple, like asking someone in your office to check the accuracy of your faculty contact information
- Suggest ways they can recruit their own "mini Rockstars"
- Make sure they know they'll always be supported

Texas Wesleyan University
HOW DOES THIS MAKE YOUR JOB EASIER?
DIVIDE AND CONQUER

- Two (or more) heads are always better than one
- Less content to create = more time to work on things included in your primary job description
- Encouraging people to get T4 trained can take your newfound lightened load to an entirely new level
HOW DOES THIS IMPACT MY WEBSITE?
BETTER CONTENT = BETTER UX

- When you're not the only person contributing to your website, you get diverse content that gives users a reason to stick around.

- Having more people keeping an eye on the website makes it easier to catch little (but important) things like:
  - Out-of-date information
  - Broken links
AWESOME MUSIC
METAPHOR
CAN YOU NAME THIS BAND?
NOW CAN YOU NAME THIS BAND?
EVERY ROCKSTAR NEEDS A BAND

- Even solo artists can't make hit records by themselves
- Taylor Swift
- Elton John
- Billy Joel
- Prince
EVERY ROCKSTAR NEEDS A BAND

- Even solo artists can't make hit records by themselves
- Morrissey
- Peter Gabriel
- Phil Collins
- Steve Perry
EVERY ROCKSTAR NEEDS A BAND

- Likewise, backup bands need a face and a voice
- Morrissey - The Smiths
- Peter Gabriel - Genesis
- Phil Collins - Genesis
- Steve Perry - Journey
EVERY ROCKSTAR NEEDS A BAND

- You have the talent and the skills to make your website great, but think of everything you could do with a little help.
- Recruit a band to help with things like...
  - Songwriting (news & events)
  - Soundchecks (editing & fact checking)
  - Getting groupies (recruiting students)
QUESTIONS?