

UWM HAS 'SOMETHING GREAT IN MIND'

You've probably seen the university's new ads in the local papers. They feature outstanding UWM researchers and students, with the tagline "Something Great in Mind."

The tagline was adopted earlier this fall after months of extensive research and focus-group testing.

The tagline and ads were developed by Lipman Hearne, a marketing firm that works exclusively with nonprofits, including many colleges and universities.

"'Something Great in Mind' is forward-looking and goal-oriented," says Tom Luljak, vice chancellor for university relations and communications. "It also suggests exciting ideas and plans in the making – from the important research our faculty conducts and all that we offer individual students, to how UWM positively affects the entire Southeastern Wisconsin region.

"'Something Great in Mind' presents powerful images of the great work happening in our research laboratories and classrooms," Luljak continues. "It allows us to share with the world the aspirations of our campus community."



First in UWM history

STRATH RECEIVES PRESTIGIOUS NIH GRANT

Assistant Professor Scott Strath, Department of Human Movement Sciences in the College of Health Sciences, has been recognized by the National Institutes of Health (NIH) with a five-year Mentored Research Scientist Career Development Award (K01) totaling \$650,000.

The K01 award provides support for an intensive career development experience and corresponding research endeavors in one of the biomedical, behavioral or clinical sciences leading to research independence.

Historically, only two other NIH K-type awards have been made to UWM faculty, both in the College of Health Sciences. In 1988, Bill Wehrenberg, Department of Health Sciences, received an Independent Scientist Award (K04), and in 1990, Chie Craig, Communication Sciences and Disorders, received a Mentored Clinical Scientist Research Career Development Award (K08).

Strath is the first ever at UWM to receive a K01.

"It is an esteemed recognition for early scientists. We are pleased and delighted for Dr. Strath," said Randall Lambrecht, dean of College of Health Sciences.

Strath's research interests revolve around physical activity and public health. This particular NIH K01 award, entitled "Physical Activity Enhancement in the Elderly," will provide additional training in the area of behavior modification and will examine the efficacy of different intervention structures to increase activity and its associated physiological outcomes.

"It's a privilege to receive this NIH award," Strath said. "The K01 is a tribute not only to the receiving scientist, but also to those who mentor them. This honor wouldn't be possible without the great support I receive from the Department of Human Movement Sciences and the College of Health Sciences."

WEB SITE From page 1

"Individuals won't have to rely on technical staff to update their Web sites and can respond to content needs much more quickly," said Michael Hostad, UWM Web architect. "We hope that this new technology will result in content being up-to-date and more robust."

With CMS, Web content can be easily and efficiently updated, ensuring the most timely and accurate information is available to visitors. Combined with the capabilities of the Google search engine already available on the UWM site, Web content can be current, easily searched and highly visible to other search engines.

A core service team comprised of campus representatives researched and selected the CMS. An implementation team, with more than 30 representatives of units from across the campus, was recently formed. Their role is to develop a project plan, training programs and a communications strategy to roll out the CMS to the entire campus.

"We had excellent participation from the UWM user community on the Core Service Team which recommended the CMS to me. And we continue to have broad campus representation on the implementation team," said Bruce Maas, interim CIO. "Fully understanding the needs of the campus is essential so that this system will be able to grow with us for many years to come."

BENEFITS TO THE CAMPUS COMMUNITY

There will be a number of benefits from the UWM redesign project that will help campus units, as well as students and faculty, better manage their Web sites.

New Web page templates developed by I&MT Creative Services will be available to campus units and individuals to use free of charge. Modifications of these standard templates, and custom template designs, can also be made through I&MT Creative Services.

The CMS will give Web site administrators and individuals the ability to better manage content. Workflow processes can be established giving indi-

viduals access to edit, review and/or publish based on their role and authority.

Finally, CMS will allow content to be repurposed. Content can be marked for use in multiple locations within the CMS. "The repurposing of content will allow for more accurate and timely information," said Hostad, "and provide efficiencies in Web updating for Web sites across the campus."

New servers will host the CMS and the Web pages. These servers will provide a more stable environment than the old Web servers and allow for greater flexibility.

Campus units will not have to be a part of the CMS, but the advantages of ease of updating and managing Web content, combined with the opportunity to repurpose content, will be a strong motivator for adoption of the system.

"It is essential that individual faculty, staff and students have access to tools which make the process of getting accurate and timely content on the Web quick, efficient and effective, at the lowest possible cost and lowest possible effort," said Maas. "The UWM content management system is the right set of tools, at the right time, to accomplish this objective."

LOOKING TOWARD THE LAUNCH

The new Web site will be launched at the end of the semester. Said Luljak, "The date was chosen keeping the students' needs in mind. With so many students using the Web site, we wanted to ensure we didn't disrupt the way they're used to finding information on the site."

In September 2006, there were more than 2 million visits to the UWM Web site. Millions of visits, coupled with a long-overdue redesign (the average "shelf life" of a Web site design is 3-4 years; the UWM site was unchanged for more than five years) signaled it was time for a complete overhaul. "Our goal is twofold – to provide a better experience for the visitor while ensuring that the site captures the spirit of UWM," said Luljak.

For more information about the redesign, visit www.redesign.uwm.edu.