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# *Progress Report 5*

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*Zachary Conley*

## **Update**

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### Recently Produced Stories

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Click on link to visit

*[Car Clinic and Safety Fair Provides Free Services](#)*

*[Summer Reading Program Kick-Starts College Experience for Freshman](#)*

*[This One Really is Rocket Science!](#)*

### RSS Page release

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The RSS project involved researching RSS technology and developing content to explain how RSS feeds and aggregators work. I developed a webpage for the information and it is now associable through the TTU main website.

[Visit the RSS page](#)

### Experts Guide

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The **Experts Guide** is resources primarily used by the media, both external and internal, to quickly locate experts at Texas Tech. The university as a large number of experts in a wide range of fields because it is a research university so the guide is a very useful and heavily used resource.

I have been going through the guide and adding experts who have been featured in stories in Texas Tech Today or local publications such as the Lubbock Avalanche Journal. Thus far I have added around 10 experts to the guide and will continue to do so when necessary.

### **Current Projects**

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## Social Media

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This is a project that is divided up amongst various members of the web communications team. I am focusing on Facebook and the official Texas Tech page. Thus far I have been communicating back-and-forth with some IT personnel from Facebook to find a way to get a very simple URL name for our page. This has proved to be a slow and painstaking task so I may go with an alternative. This project also involves developing a Texas Tech trivia game application and identifying other content that students will be interested in.

## CD/DVD Label

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Lisa has asked me to design a CD label that can be used by the Office of Communications. The office is constantly using CDs to exchange large amounts of information and materials with other offices and people. I will be designing something simple that will bear the offices name with some simple graphics.

## Videos to WordPress

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I will be migrating our video gallery over to the WordPress system. This will require me to first learn how to convert videos into a format that WordPress can utilize. The video gallery current has close to 100 videos so this project will probably span over the course of the upcoming semester.

## Ethics Page Design

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I will be creating a Web page for the statement of ethical principles by the Division of Student Affairs. Currently the statement only exist as a PDF.

## Continued Opportunity

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I have been offered to continue my internship through the school year. Of course I accepted and am excited to continue this opportunity. I literally learn something new every day and get an opportunity to sharpen my skills with every new project. Just as valuable as the knowledge I have gained thus far are the connections I have made through the people I work with. I could not ask for a better opportunity, I work with professionals are in experienced and talented in the areas that I am most interested in: Web design, content development and writing.

## Interactions

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An invaluable asset of my internship in the Office of Communications and Marketing is that I get to interact with professionals in a variety of fields.

Recently I visited the Broadcast Services office to collaborate on a project with their intern. I was able to learn about what they do for the university and got a glimpse into how they make a promotional video for the university.

This was a valuable interaction because I am personally interested in video production and it is important for someone who wants to go into web design or content development to understand some of the technical aspects of this area.