

Update

Wordpress

We have finished tweaking and preparing the *Texas Tech Today* Wordpress. The system launched on 6/30 and serves as the news gateway for the TTU website. It is the main hub of the Web Communications office and what I will spend most of my time on helping to maintain and update.

It has been an interesting experience for me to be involved in what happens behind the scenes when new content management systems are launched to a large audience. I have learned a great deal about usability, audience analysis and information structure from my involvement in the launching of the Wordpress system.

Visit: [Texas Tech Today Wordpress](#)

RSS Project

I was asked by my supervisor, Lisa Low, to update and redesign our Web page about RSS.

I have finished researching RSS technology and have summarized what our audience will need to know about RSS in a concise manner.

Here is the information that I will populate the RSS Web page with:

What is RSS?

RSS stands for "Rich Site Summary" or "Really Simple Syndication", depending on who you ask. Regardless of what you call it, RSS is a way to publish information online.

RSS is based on a special Web coding, called XML. XML code creates Web information called a "news feed". The feed contains a summary and links of the new content on a Web site.

To view an RSS news feed you need RSS Aggregators (also called Readers). Aggregators will download and display RSS news feeds for you. Many Web browsers such as Firefox come with a built-in aggregators and a number of free or commercial news aggregators are available for download.

Why use RSS?

The advantages of using RSS are simple; they save time and bandwidth.

Rather than visiting all of your favorite news Web sites, the news comes directly to your computer via your RSS aggregator.

How do I receive the Texas Tech Today news feed?

To receive the Texas Tech news feed visit the Texas Tech Today Web site and click the “Subscribe via: RSS” link in the top right corner of the Web page.

If your Web browser already has an aggregator than you will automatically receive the latest news releases from Texas Tech Today.

The audience for the information will be frequent *Texas Tech Today* readers who would like to have the latest Texas Tech news delivered to them via RSS. RSS is a fairly new technology that many Web user are unfamiliar with so I aimed to simplify the explanation of what RSS is and how to receive the Texas Tech Today news feed.

The next part of this project is creating Web page to house the information and provide links to RSS readers

Facebook Project

I have recently undertaken the task of updating and maintaing the Facebook group *Whats Happening at Texas Tech*. The group was created by the Office of Communications and Marketing with the purpose of being a fun portal for students to find out about upcoming university events, read student centered news articles and view texas tech related Youtube videos.

My focus is on how we can attract more students to the group and to identify more stories and videos that will appeal to the groups audience. For the past week I have been sifting our storie and video archive making a list of content that I will add to the group. I will also be posting images such as the monthly wallpapers produced by office on the group page.

Visit the group: [Whats Happening at Texas Tech](#) (Facebook profile required)

News Stories

The following are recent news releases that I helped produce for the Web.

- [Udderly Innovative: Texas Tech Dairy Barn & Silo](#)- Special on a TTU tradition
- [From Monahans to Mission Control](#)- Alumni profile of Sally Davis
- [Meet the Met!](#)- Alumni profile of Laura Vlasak Nolen

Works in Progress

- Develop a unique webpage for the “Statement of Ethics” for the Office of the Provost.
 - Updating and revamping the faculty and alumni profiles in [Media Resources](#) section of our website.
 - Develop Web page for RSS information
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