

Digital Strategy Meeting with President 3pm 7/16/2024

Website history:

Started at SU: 12/12/2005, hired under Jerry Waldron CIO – told to template the site

- Technologies – FrontPage 98 / SharePoint
- No focus on analytics or using analytics data in marketing decisions

2006 - Web Office moved to Advancement in 2006, then Publications

February 2007 - Web redesign in February 2007

- Technologies – FrontPage 98 / SharePoint

Summer 2015 – purchased Cascade CMS

- Rebuilt the entire site in Cascade
- Website made wider but same design
- Using new CMS, no more Front Page

Summer 2018 major Redesign – Barkley REI (vendor) – 2018

- Total overhaul brand new design, all department starting from scratch
- Beginning of using analytics data to inform marketing decisions

October 2021 - Wave Redesign – by the Web Office - October 2021

- First time having a video on the home page

2005

Salisbury UNIVERSITY

GullNet Online Campus Services

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Salisbury University, located on the Eastern Shore of Maryland, is a regionally accredited, four-year comprehensive university offering 45 distinct undergraduate and graduate degree programs. We are 30 minutes from the beaches and 2.5 hours from Washington, DC and Baltimore.

Salisbury University • 1101 Camden Ave. • Salisbury, MD 21801 • 410-543-6000

2007

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A Maryland University of National Distinction

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Information For Future Students Current Students Parents Alumni Faculty & Staff Employers Commencement	University News 'Playbill' Highlights 'Joseph Andrews' Premiere 'Baltimore Examiner': SU Enjoys Rise in Popularity High School Seniors Stake Claim at Salisbury SU's Mills, Phillips Earn All-CAC Honors SU Announces Major Investment in Campus and Community Safety More News...	University Events  Mar. 1-11: Pfeiffer Adaptation of 'Joseph Andrews' Takes Stage Mar. 2-April 13: Master Photographer Newman Exhibits at SU Mar. 3: Schoyen, Murasugi Solo During SSO Mid-Winter Concert Through March 15: SU Celebrates Women's History Month Today's Events... More Events...	Considering SU? Apply Now! Academic Programs Campus Life Campus Tour & Visits Catalog Financial Aid & Costs Graduate Studies International Students Meet Our Students Who Are You?
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2015

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Salisbury University, a member of the University System of Maryland, is a regionally accredited four-year comprehensive institution offering 58 distinct graduate and undergraduate programs. Located on the historic Eastern Shore, SU's beautiful campus is some 30 miles from the Atlantic beaches and 2.5 hours from Baltimore and Washington, D.C.

2018

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Salisbury UNIVERSITY

A Maryland University of National Distinction

A University community that promotes collaboration and scholarship.

Academic Excellence. Outstanding Opportunity.

 Choose Your Unique Path Award-winning academic facilities, support services designed to help you achieve and high-quality programs taught by leaders in their discipline guide your evolution as a scholar and an individual. OUR DEGREE PROGRAMS	 Gain a Global Perspective The internationalization of your education at SU changes your outlook and expands your opportunities by providing the breadth of experience you need to excel in the global community. OUR STUDY ABROAD OPTIONS	 Immerse Yourself in Research Salisbury is known for its undergraduate research and self-directed learning opportunities. Students in all majors and programs are encouraged by faculty-mentors to take inspiration beyond the classroom. HANDS ON LEARNING AT SU
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Current

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Make Tomorrow Yours



Warm Friendly Campus

Salisbury is a right-size school with a powerful sense of community. Here, people remember your name and invest in your future. Our connectedness lays the foundation for student success.

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Professors Who Inspire

At SU, you'll find world-class professors deeply invested in your future. Mentors nurture and encourage students to achieve academic excellence and explore career possibilities they might not have considered.

[FIND YOUR PROGRAM >](#)



Countless Opportunities

Doors are flung wide open to research, travel abroad, internships and hands-on learning at SU. The quality and quantity of these diverse experiences are exceptional. Our students are ready for the future.

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13:1

STUDENT-FACULTY RATIO



65

ACADEMIC PROGRAMS



#27

BEST VALUE SCHOOLS



**TOP
10**

BEST COLLEGE LIBRARIES

