

# ANNUAL REPORT

Graphics Standards and Web Communications

**University of North Alabama  
Florence, Alabama**

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Committee Chair

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Date submitted

Submitted to: Dr. Lee Renfro  
Chair, Shared Governance Executive Committee

# UNIVERSITY OF NORTH ALABAMA

## ANNUAL REPORT 2023-2024

### I. Executive Summary

*The Graphics Standards and Web Communications Committee evaluated updates to the University Brand Style Guide and had no revisions to be made.*

### II. The Committee's Charge (from the Shared Governance Document)

- 1. To serve as an advisory committee on the establishment and implementation of the University's uniform graphics standards policies*
- 2. To gather and review information on the use of University graphics on and off campus, and assess University graphics standards in light of the information obtained*
- 3. To review the UNA Web Page regularly and to recommend changes to the page to ensure that it contains accurate, up to date information consistent with the graphic standards of the University*
- 4. To propose changes for the improvement of University graphic and web materials and their uniform use*
- 5. To handle any proposals the committee may make affecting university policy according to section C.2 "Shared Governance Procedure for Policy Change Recommendations"*
- 6. To submit a final written report electronically by the first day of the fall semester to the Vice President for University Advancement with a copy sent to the Chair of the SGEC*

### III. The Committee met on the following dates:

*We did not meet in person. All matters were sorted out via e-mail.*

### IV. What were the Committee's actions and accomplishments this year relative to each of the items of the charge?

*We evaluated the updates of the UNA Brand Style Guide, providing feedback before its release.*

### V. What were the Committee's formal recommendations?

*There were no actions required from the Committee regarding the UNA style guide redesign.*

VI. What does the Committee plan to accomplish?

A. In the coming year?

*With the changes in structure and personnel of the Enrollment Marketing and Digital Communication Department, it would be good to check if there's enough representation of their sectors within the committee.*

B. In future years?

*Continue to ensure that the graphic standards of the university are being respected for a strong consistency of our brand.*

VII. What are the Committee's weaknesses?

*The vice-chair (Kali Daniel) and I discussed the current format of the committee. Personally, I believe that there might be too many people involved to actively be able to meet or promptly make decisions.*

VIII. What can the Shared Governance Committee help you do to address the weaknesses?

*N/A.*

IX. Comments

*John McGee was appointed as Chair and Jill Chambers as Vice-Chair for the 2024–2025 academic year.*