ATI Web Committee Meeting
January 13, 2015

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Happy New Year! Upcoming Dates

February 2015 - Visit and tour of High Tech Center

March 2-7 - CSUN Conference

The 2015 CSUN Conference will be held in San Diego, CA from March 2 to March 7, 2015 at the Manchester Grand Hyatt Hotel. The cost is only $227.50 per CSU attendee ($455 less 50% discount). Go to http://www.csun.edu/cod/conference for more information. CSU Faculty and Staff are offered a 50% discount code when staff ID and work email address are faxed to us at (818) 677-4929 or submitted via email to conference@csun.edu.

January 31, 2015 – Mid-year scan using the same standard as the last scan (Compliant Sheriff Level 1 with no color contrast)
Google Analytics Panel

● Giselle Domdom
  Director of Digital Media
  University Relations & Development

● Polly Sipper
  Communications Specialist
  Enrollment Services
Getting Started with Google Analytics

- How to get a GA account
  - A departmental/organizational Gmail account is recommended

- Installing GA on your website

<script>
(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
  (i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
})(window,document,'script','//www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-49854116-1', 'sdsu.edu');
ga('send', 'pageview');
</script>
Questions for Today’s Discussion

- How long have you been using GA?
- What site(s) are you using it for?
- In general, what are the business objectives you hope to support with GA?
- Walk us through one example of how GA data informed a decision with your website(s).
Google Analytics Resources

- GA Training and Certification
  http://www.google.com/analytics/learn/index.html

- A Beginner's Guide to Successful Conversion
  http://webdesign.tutsplus.com/articles/a-beginners-guide-to-successful-conversion--webdesign-4190

- #31: Introduction to Google Analytics
  http://css-tricks.com/video-screencasts/31-introduction-to-google-analytics/
Dates and Ideas for future meetings

2/10 - High Tech Center Visit and Tour
3/10 - Responsive & Adaptive Web Design
4/14 - How to write Web Content
5/12 - Forms and SDSU ATI Statement
6/9 - Discuss Annual Baseline Scan on 7/1
7/14 -
8/11 -
9/8 -
Dates and Ideas for future meetings
Cont.

10/13 -
11/10 -
12/8 -

Please email any questions or other ideas to Riny Ledgerwood <rledgerw@mail.sdsu.edu> or Marc Pastor <mpastor@mail.sdsu.edu>
Thanks!