

Unveiling of the new AUB website

Dear Members of the AUB Community:

I am pleased to announce that AUB has unveiled a newly designed website. In addition to our new homepage, redesigned templates for unit-level websites are now available to ensure a more coherent look and feel for AUB's web presence. In October 2009, I reconstituted the Web Oversight Committee (WOC) and tasked it with improving usability, delivering relevant content and enhancing the aesthetic qualities of the AUB website. In addition, the new website will gradually embrace emerging applications, including social media, to enhance the user experience online.

In the weeks and months that follow, you will notice a steady migration of other AUB websites as they adopt the new design. Because the WOC includes broad representation from throughout the institution, including academic and administrative departments, I am confident that our new website will serve AUB well and allow us to more effectively communicate relevant information to both internal and external audiences.

Over the past several months, our new website has been evaluated by a number of constituents, including prospective students, to improve content, usability and visual appeal. However, like all effective websites, continuous improvements will be made to ensure content is grouped logically, organized in intuitive ways, and presented in visually appealing ways. Feedback on the new website is welcome and may be directed to the Office of Communications via email (communications@aub.edu.lb).

In the months to come, the Office of Communications will be developing a plan to migrate all departmental and unit websites to a model that is consistent with the look and feel of the new AUB homepage. I want to thank everyone who will need to be involved in this challenging project of creating a new public "face" for the University and its Medical Center. I am confident that we will all appreciate the improvements in navigation, accessibility, and interaction. Finally, I want to sincerely thank the members of the WOC, who have worked long and hard to produce what I believe you will agree is an attractive and eye-catching portal for AUB.

Kind Regards,
Peter Dorman
President

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