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University's New Websites Optimized for Success

Drew Kerner
akerner@uwsuper.edu

"The recent website that we had was built in 2010. It had over 44,000 pages on our old website which made it really difficult for students to navigate some of it," said Jordan Milan.

Out with the old and in with the new website. The University of Wisconsin-Superior's website notably had a huge redesign update. Condensing down the 440,000 pages into the roughly 600 page layout.

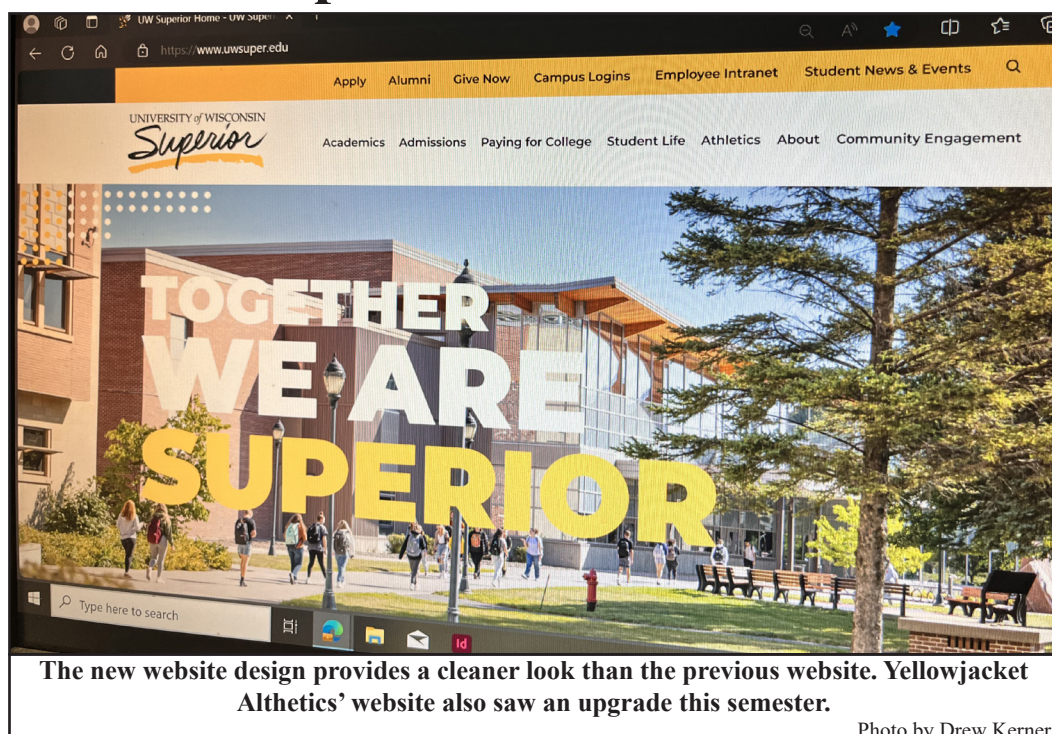
Website redesign started in 2022, and first launched on June 15, 2023. Associate to the Vice Chancellor Jordan Milan took on the role of project team lead. She brought the concept to life through the help of a third party advertising agency.

"We worked with an outside firm called KW2 out of Madison. We also worked with technology services here and virtually every department here on campus to get content layout," said Milan.

Alongside with KW2, Milan was able to break down how students actually navigated the old uwsuper.edu website. The agency helped organize the modern design, choosing font-types and color schemes that fit alongside our university's brand.

The focus for the redesign was to provide an updated feel that properly represented UW-Superior and helped ease student navigation.

"I think we're around 80% fewer pages than before, it just really helps students find what they need easier, and faster, just an



The new website design provides a cleaner look than the previous website. Yellowjacket Athletics' website also saw an upgrade this semester.

Photo by Drew Kerner

overall better user experience," said Milan.

The website now highlights some of the university's achievements. But the newest additions to the website were the improvement of our university's search engine optimization (SEO).

Kalee Maynard was brought onto the project after the website's launch, she worked on improving

the analytics bringing our campus' more into the digital spotlight.

"At least with the analytics that we have, our impressions have tripled since this time last year. We have double the clicks onto our site. And we're hitting that position zero on search engines," said Maynard. This year we hit 32,500 top zero spots, but last year it was 12. So Google really likes what

it sees and it's ranking us higher so students can see us." Since launch, the new uwsuper.edu website has only improved upon its overall student experience and launch. But overtime, the website will only be improved as more people both near and far from campus use it.

More of this story is available on our website, uws-promethean.com.

'Haji' Takes Refugee Program on the Road

Scott Schultz
sschul24@uwsuper.edu

Several loud pops from under a tarp a volunteer was walking across made some people flinch during the recent International Day of Peace program at the Highground Veterans' Memorial Park near Neillsville, Wis.

"Those are landmines," said Dr. Khalil Dokhanchi from the University of Wisconsin-Superior. In reality, the pops were from bubble-wrap placed under the tarp to demonstrate what can happen as refugees make the difficult decision to leave their homelands.

The tarp represented the border between Afghanistan and Turkey, which Dokhanchi pointed to as one of the places Afghanistan refugees left their country. It's all part of an educational program Dokhanchi - known as Haji around the UW-Superior campus - takes on

the road to demonstrate some of the challenges refugees face.

Haji is a professor and department chair in the UWS Department of Social Inquiry, and said he has passion for helping people understand those challenges. He also wants them to understand the processes in which refugees are vetted by countries that will accept them.

The refugee presentation is something Haji said was a natural offshoot of a work he and students had done to reduce land-

mines around the world, and of the UW-Superior War and Peace in Bosnia and Northern Ireland Study Abroad Program he and Dr. Karl Bahm developed.

Though Americans have been giving much attention to Afghan refugees, finding landing places for refugees is not new and is ongoing -- refugees arrive in the United States daily. He points to Wisconsin's acceptance of refugees from 2001-2015.

The full version of this story will be available on our website.



Dr. Khalil Dokhanchi discussed world refugee issues during an International Day of Peace program at the Highground Veterans' Memorial Park near Neillsville, Wis.

Photo by Scott Schultz

If you're interested in joining the Promethean, members meet every Tuesday at noon. For other inquiry, email promethean@uwsuper.edu

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The pool was named after Intramural Director Joan L. Hedrick who taught "Aquadynamics" during her time as an assistant professor. You did not need to know how to swim to take the course.

Photo by Isaiah Wiita

MWC Closes Indoor Pool

Isaiah Wiita
iwiita@uwsuper.edu

University of Wisconsin-Superior students will need to find another facility for recreational swimming during the fall semester. The historic Joan L. Hedrick Swimming Pool closed in May of 2023.

The pool was built in the 1960s for the UWS men's and women's diving and swimming teams and was in the Marcovich Wellness Center.

The main use of the pool was for Health and Human Performance (HHP) coursework, open swimming for students, and other activities. The two main reasons for the on-campus pool's closure were the lack of use by students for open swims and the cost of repairs

and operating the pool increased over the years.

"A culmination of several years' worth of the same things compounding. First off, everything we do here at the university revolves around student use. The need by the students, and student use was declining," said Krisi Patterson the director of campus recreation. "We logged and assessed everybody that came into the pool. You would either swipe in or sign in, and that number for one full year was 94."

The 94 total people who used the pool in the 2022-23 school year included students, staff, and faculty. A feasibility study will be done sometime in the next year to determine what the future use of the pool facility will be.

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