

## 2015 UW-La Crosse Academic Staff Excellence Award

Carrying the UWL banner

# Web Coordinator Maren Walz opens campus door worldwide

Maren Walz tells friends that when she became the university's web coordinator in 2010, she thought she was coming to UWL to paint the house maroon. "But it turns out, my job was to ask the village if they might all be willing to paint their houses maroon," she explains.

Walz, who had previously worked in the corporate world, was quickly introduced to shared governance. That difference from the private workforce didn't slow her down. She built cohesion and eventually oversaw the migration of 15,000 webpages into a unified content management system in a year — something that typically takes up to five years.

Walz attributes that progress to her University Communications colleagues, who assisted with deciphering code, developing a branding identity and effectively telling the university's story. "Of all the amazing challenges that have been presented, the greatest has been to articulate the value of presenting our village as a strong, cohesive community," she says.

"I'm just one piece in the big puzzle of what people are seeing and proud about."



College life greatly impacted Walz, and she kept an eye open for opportunities to return to a collegiate setting professionally. "It's such a transformative time in our life," she explains. "I realized it's not just professors who have that impact, but staff as well. I wanted to be part of that."

Now, Walz heads an army of 300+ Web editors across campus. The work is important — the sites often serve as the first impression for the more than 20 million hits [www.uwlax.edu](http://www.uwlax.edu) gets annually. "The Web team tries to support these editors in sharing their story online," she says.

Walz didn't expect to be nominated for the Academic Staff Excellence Award, which typically recognizes those who've had many years of service. It was uncomfortable for her to "boast" about her half decade on campus, but she completed the application to honor her nominator.

She was especially humbled to receive the award. "I was surprised and honored," Walz says.

### The Maren Walz file

- **Web Coordinator since 2010. Previously market research coordinator, technical writer and Web editor in private industry.**
- **Bachelor of arts in education, sociology and psychology, UW-Parkside.**
- **Campus service: Academic Staff Council representative, Inclusive Excellence Strategic Planning Committee, Information Security Committee.**
- **Community service: Church council vice president, parent school volunteer, webmaster for numerous non profits, UWL Choral Union.**
- **Fun Fact: Played rugby for 11 years following high school.**

-Brad Quarberg, University Communications