

Chairman's Notes
Web Services Advisory Committee
December 8, 2011

Committee Members Attending:

Anne Allen
Debra Amirin
Margaret Fields
Kris Kirmse
Carlos Morales
Ken Osfield
Andy Fletcher, *Chair*
Jeffrey Stevens
Dan Williams
Fedro Zazueta, *Ex-officio*

Visiting:

Florida Bridgewater-Alford

The meeting was called to order at 3:10pm.

1. The first area of discussion was the current interim UF homepage design. The committee discussed the change requests and content suggestions received via the www.ufl.edu feedback form. This discussion included modifying the footer area, where the Centers & Institutes are featured. The committee evaluated the suggestion of adding UF's cultural centers to this area. Fedro Zazueta mentioned that IFAS extension areas should also be presented in this list. The question was posed: since both the hospitals and extension offices have external business functions that can make the case to have homepage real estate, how do we best organize the content for the footer area? Andy Fletcher asked about adding a third column to the footer. Fedro suggested we take this important issue off the table for now, and develop a proposal recommending ways to best use the bottom part of the UF homepage. Andy reiterated that he does not want the WSAC acting on individual requests at this time.

→ **ACTION:**

1. Fedro Zazueta will develop a proposal on how to best utilize the homepage footer area and present to Andy Fletcher.
2. Conversation continued with the open-action items from the November 10 WSAC meeting. One of the issues flagged for follow-up at November's meeting was the mega-menu, and how this component of the interim homepage redesign did not grade out at the AAA rating for accessibility/508 compliance. Anne Allen presented the alternative interim homepage created by UF Web Services. This one features a color change to the mega-menu. The color change (removal of the gradient color) means we achieve the AAA rating. (AAA is the highest rating issued for accessibility/508 compliance.) The committee was very pleased to see the contrast ratio and color selection of the new mega-menu. An additional open-action item from the

November 10 meeting included a review of available data on U.S.-based Web sites and their pass-fail rates for accessibility. In light of the fact that there is no data readily available on U.S. higher education institution pass-fail rates, Andy asked the committee if they thought it was worth querying peer universities to find out their accessibility/validation ratings.

3. Debra Amirin reconfirmed the information she emailed to the committee, related to reserving 180 Holland Hall for the two Web template rollout presentations. The reservations are confirmed for:

- Friday, January 27 from 2pm-4pm (for IT Staff)
- Friday, February 3 from 2pm-4pm (for Communications and Support Staff)

Anne Allen reported that the development of the templates and tutorials are on track for their mid-January release.

→ **ACTIONS:**

1. Anne Allen will manage registration for the two template rollout events.
2. Tracy Gale to publicize the rollout events via the InfoGator, CCC and other List-Servs, the UFIT Homepage, UFIT Newsletter, and through University Relations-managed channels.

Andy Fletcher hosted a meeting of his Creative team, and through this meeting a list of audiences served by www.ufl.edu was developed. Florida Bridgewater-Alford shared the list with the committee. A DDD about the role-based landing pages and a request to share any research pertinent to Web audiences and the redesign will be sent to campus. Debra Amirin asked, "Who are our primary external audiences," and this sparked an active conversation. Andy wants to ensure we are focusing on the right audiences as we plan the full reimplementation, and asked the committee to look for best practices of other sites (other university sites, as well as for profit sites.) Upon reviewing the list of audiences, Kris Kirmse wants to be sure we distinguish on-campus students from off-campus students, as well as non-degree seeking students. Carlos Morales asked that we provide roles/landing pages for both patients and the customers of our veterinary care practices. Debra Amirin also restated that IFAS has numerous audiences that we need to account for. Fedro Zazueta shared some insights gleaned from a lecture by an expert on usability, and recommended that Andy spend some time with her, if scheduling allows. Fedro also suggested that the committee use President Machen's priorities and directions for the university as a guideline for the reimplementation project. (Part of a presentation at last week's Board of Trustees meeting.)

→ **ACTIONS:**

1. Ask Alan Wysocki to identify the IFAS audiences (e.g., general public, high schools, county extension offices)
2. Tracy Gale will follow up with Aaron Hoover, executive speechwriter for President Machen, and see if we can get the bullet points from the president's speech to share with the committee.
3. Andy Fletcher asked the committee to submit three to four names of faculty, staff, and/or students that they think would be excellent contributors on sub-committees of the WSAC.

4. Debra Amirin asked Andy Fletcher to identify the sub-committees he is looking to fill. Andy will send out the potential sub-committee list to the committee. Some will be specific and some will be audience-based.

Andy Fletcher would love to get some background and input from a private university or corporation with higher education ties, before we get too involved in the 18-month reimplementation. Kris Kirmse mentioned Compass Knowledge. Carlos Morales suggested a College of Pharmacy rep.

Reports on the Sub-Committees and Workgroups

1. Debra Amirin said the Web policy sub-committee group is meeting on Monday, December 12 to work on the domain names.
2. Dan Williams said the student app sub-committee has until December 9 to answer their questionnaires.
3. Andy Fletcher said the content management system review group is now underway. He and Dan Williams reached out to various campus groups for some input.

Meeting adjourned at 4:10pm

Respectfully Submitted,

Tracy Gale

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