

Chair's Notes
January 12, 2012

Members Attending:

Anne Allen
Margaret Fields
Andy Fletcher, *chair*
Kris Kirmse
Dan McCoy
Carlos Morales
Ken Osfield
Melanie Ross
Jeff Stevens
Dan Williams
Fedro Zazueta, *ex-officio*

Visiting:

Florida Bridgewater-Alford

The meeting was called to order at 3:04pm

The UF Homepage – footer changes was the first item discussed. Dr. Fedro Zazueta explained the changes made to the footer area. This new “quad highlight” section will mean updated content on a weekly basis for the UF Homepage. The additional benefits include more ‘face time’ for different areas of campus: the Colleges, Centers and Institutes, Services, and Cultural Areas. The new quad highlight area went live prior to Christmas break.

1. Carlos Morales suggests the underline be put back in for hyperlinks.
2. Melanie Ross wants to ensure a visible presence for UF&Shands on the UF Homepage.
 - a. Potentially add UF&Shands to the global (institutional nav) menu?
 - b. Potentially add UF&Shands to the mega-menu?

Jeff Stevens presented on his recent research: Jeff reviewed the SEC schools and featured schools in the USN&WR rankings. 45% of these schools have a link to its academic health center on their home page. Jeff provided additional statistics of interest to the committee.

Debra Amirin asked about moving the eLearning, mail, ISIS, myUFL, and Map links down below, in order to make room for a UF & Shands link on the global (institutional) nav. For reference look at how ‘Visit the University of Florida’ is presented on the UF&Shands homepage.

Action:

1. A final decision is needed on where UF&Shands will be featured on the homepage. Andy Fletcher will meet with Fedro Zazueta and Anne Allen to discuss further.

Following this discussion, Ken Osfield made a request on behalf of Environmental Health & Safety.

Action:

1. Ken Osfield will go back to his department and discuss/confirm which URL to use under www.ufl.edu > Campus Life > Health & Safety

Anne Allen gave an update on the Web template rollout presentations. Both templates (HTML and WordPress) will be available before the January 27 and February 3 workshop sessions. "Just in time" tutorials (online video training) will also be available prior to the workshop sessions. Anne provided updated registration numbers for both workshops.

Action:

1. Tracy Gale to provide text to Debra Amirin (APA) and Dan Williams (UFCN) to send out in support of the Web template workshop sessions.

Florida Bridgewater-Alford reported on responses received to the Jan 4, 2012 DDD. So far 14 responses from a variety of units have been received. Seven additional audience types have also been provided and identified.

Action:

1. Florida will compile the responses into a report for committee review.

Reports from WSAC Sub-Committees

Dan Williams

- Developing student-developed app program; a meeting will be scheduled in the next couple of weeks to jump-start this initiative

Jeff Stevens

- A number of recommendations were approved by the Web Advisory Committee in summer, 2011. Jeff will touch base with Bruce Floyd to confirm which recommendations were adopted by University Relations, and follow up with Andy with the list of recommendations, to see what the next steps are for the subcommittee.

Debra Amirin

- Working on the domain name policy. Anne Allen is polishing it up. As soon as this is ready it will be submitted for WSAC review.

Margaret Fields

- The CMS sub-committee is working on a CMS survey. This effort will be followed by more research and data review, and then looking at vendor offerings. Dan Williams is surveying the SEC schools' IT departments to gather more information about which CMS they use.

After the sub-committee reports, discussion followed on how we should organize sub-committees that are established for the full-scale UFL redesign. Carlos Morales provided information on how UF&Shands divvied up their sub-committees. Their sub-committees were:

- Executive Web and Steering Committee
- Design, Branding, and Navigation subcommittee
- Content subcommittee
- Policies and Procedures Committee
- Security and Technical subcommittee
- CMS Tools and Applications

Discussion about the list of potential sub-committee members provided by the WSAC members was the next topic. Andy asked the WSAC to think further on what level of staff (i.e., cabinet level) are needed to lead the sub-committees. Fedro and Andy agree that the information security officer should be involved at the onset, since we will need his approval on CMS tools and applications used.

Actions:

1. Create content committee - the “super committee” first. Identify and reach out to potential committee chair. Andy will approach Jeanna Mastrodicasa about being chair.
2. Determine if we need to hire an audience research analyst, and what the actual cost will be.
3. Andy will ask Jim Harrison to lead the Design sub-committee.
4. A suggestion was made to look at people who have responded to the DDD memo and see if they want to chair a committee or group head for the content committee.

The last conversation point of the meeting was a follow-up to a request from our December 8, 2011 meeting. At that meeting, Fedro suggested that the UF Redesign work be aligned with the president’s strategic directions, as presented at December 1-2, 2011 Board of Trustees meeting.

Dr. Machen’s Strategic Directions

- ✓ Flexibility
- ✓ International Focus
- ✓ Statewide Mission – Enhanced Outreach
- ✓ Independence

Meet adjourned at 4:35pm.

Respectfully Submitted,

Tracy Gale