

Web Services Advisory Committee
Chair's Notes
July 17, 2012

Members Attending:

Dan Williams, *chair*
Anne Allen
Debra Amirin
Jeanna Mastrodicasa
Dan McCoy
Carlos Morales
Ken Osfield
Jeff Stevens
TJ Summerford
Al Wysocki
Fedro Zazueta, *ex-officio*

Visiting:

Florida Bridgewater-Alford

The meeting was called to order at 3 p.m.

Chairman Dan Williams followed the agenda as presented.

A. Web Services Advisory Committee Mission and Objectives – Dan Williams

Chairman Williams reviewed with the group the committee's mission and objectives – which were provided by Elias Eldayrie, UF's CIO. Dan wanted to ensure the committee is aware of its charge and focused on issues that can produce the greatest return for the committee.

- **Objective 1: Recommend procedures and processes to improve continuity and consistency of public facing Web resources.**
 - a. The WSAC committee is focusing on the home page and using its implementation to establish policies and design going forward.
- **Objective 2: Actively include the various segments of the UF community that interact with public facing Web resources.**
 - a. The committee has followed through with this objective. There are several committee representatives who are closely involved with other planning groups across campus.

During the discussion, it was suggested that the committee send an email to the Web Manager's List which is the group that implements the

recommendations and/or policies that are discussed and approved in the WSAC.

Fedro also reported that there is an IT Training Advisory Committee that is being chaired by Eric Schmidt. This committee should receive updates as well. He continued with the announcement that the IT Training Committee's mandate may expand to include two additional constituencies - the Web Community and the Instructional Design Community.

Traditionally, the IT Training Advisory committee has focused its work on training the technical staff. Fedro's recommendation will be discussed at the next IT Policy Council meeting for approval.

→ **ACTION:** Fedro asked if there were any WSAC members willing to serve on the instructional design community subcommittee, preferably someone with technical skills and who is very aware of the strategic direction of the university. Members who are willing to share what UF should invest in and divest from, added Fedro. Debbie suggested that the committee should include someone from Purchasing.

Additional background: Regardless of the content management system and the selected choice, UF will have a substantial effort training users. There are usually two issues: increasing the competencies of individuals to the level that can use the tool; and the other is porting content from one platform to another platform.

Creating an instructional design community will be a critical aspect as the university creates a viable distance-learning component.

- ***Objective 3: Coordinate recommendations for general public facing Web resources with enterprise class public facing Web resources that represent the University.***

- a. The committee discussed the definition of public facing and what is within the committee's scope. Anne explained that public facing is anything that the public can see (Internal is anything that is an intranet – and requires authentication on which to see – not based on the audience, but is based on anything that is internal use but is publicly available). The difference between ufl.edu or connect.ufl.edu

The committee discussed its scope to maintain continuity and consistency in regards to public facing.

Dan Williams suggested that the committee focus on the non-authenticated public facing primarily and if the opportunity presents that the committee needs to focus on authenticated public facing then the committee will make a decision at that time.

- B. Peer university research on interdisciplinary programs domains – Anne Allen

The committee previously discussed instituting a third-level domain name page where it would list all of the interdisciplinary courses or programs at UF. This page would add continuity and the ability to predict in that scope.

Anne reported that during her review of other peer universities – many have not done anything in this area, and those who have use the “academic.(name of institution).edu” or interdisciplinary.

(name of institution).edu. The site would give an opportunity and a place for UFIT to direct the traffic that is predicted, may begin soon.

The committee recommended that UFIT proceed with the development of the Third-level-and-Fourth level domain site.

C. Revised Domain Name policy -- Debbie Amirin and Anne Allen

The policy was reviewed by the subcommittee. Anne said the subcommittee included three attorneys, and the report was well drafted and worked on tirelessly for the past several months.

During the discussion, Anne Allen proposed that one of the priorities of the committee should be the enforcement of policy and the ability to execute that enforcement campus wide. The committee agreed to establish the policy and promote – to ensure users are aware and the adherence expectations.

Dan Williams and the committee concluded that they should move forward and focus on an awareness campaign.

The committee approved the domain name policy recommendations which will be taken to the IT Policy committee for final approval.

Update: During the June meeting, creating a third-level domain for marine science was not resolved. Anne reported that the policy dictates that the solution is: marinescience.program.ufl.edu

Update: During the June meeting, the committee discussed UFIT policies and where they should reside online.

- a. Fedro Zazueta gave an update on displaying UFIT policies on a specific website. Fedro added that UFIT will strive to put all of its policies under the General Counsel's (GC) webpage. Fedro reported that they reviewed policy sites from several universities and it was interesting to see that all of the policies are in one location. The policies are referenced but never replicated in another location.
- b. The notion that all policies are located under the GC page in a consistent format that is assigned and vetted by the General Counsel is a best practice.

Debbie reported that she has written the memo to the General Counsel's office regarding (which will be sent to the Vice Presidents) and it is currently in the GC office.

Debbie said that she will discuss with her subcommittee and return with a report.

Update: Anne Allen has agreed to chair the Mobile subcommittee due to Dan's recent move as chairman of the WSAC committee.

Meeting adjourned at 4:10p.m.

Next meeting: August 9, 2012 at 3 p.m.

Respectfully Submitted,

*Florida Bridgewater-Alford, APR
Campus Communications Outreach Director*