

Web Services Advisory Committee  
Chair's Notes  
June 21, 2012

Members Attending:

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

Visiting:

Florida Bridgewater-Alford  
Paul Metellus, UF undergraduate student

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

Chairman Dan Williams announced that Jane Adams has asked him to serve as interim Associate VP for Marketing and Public Relations to replace Andy Fletcher.

Dan agreed to serve in that role for the immediate future. Dan will continue the transition until Andy's departure – June 28.

- **ACTION ITEM: At the July meeting**, Dan will review the WSAC's mission and remaining deliverables due to the number of today's agenda items. This will also give committee members the opportunity to think about the next steps for the committee as it moves forward. Due to leadership changes and the pending presidential transition, reviewing the WSAC's objectives is a wise next step.

Dan also reported the WSAC Policy subcommittee recommendations are before the IT Policy Committee for review. The item will be included on the IT Policy July agenda.

The group followed the June agenda as presented.

- **ACTION ITEMS from MAY meeting:**

Most were action items focused on preparing for the ufl.edu ITN consultant. Fedro Zazueta reported that Vice President Elias Eldayrie requires a comprehensive plan before allocating resources to the recommendation. Anne Allen has taken the leadership role in the ufl.edu redesign. Short-term projects will be resolved so that the focus is re-directed to the ufl.edu redesign. Due to the budgetary

developments currently, large investment in the project is prohibitive. However, the comprehensive plan will be developed. Fedro reported that Elias has allocated a minimal amount of resources for that process.

## Reports from Subcommittees and Workgroup Meetings

### A. Third level domain name for multiple college academic programs – by Anne Allen

Anne Allen provided a brief background on the current UF domain name policy. Domain names that meet an interest of the entire UF community, received third-level URLs. However, UFIT has received increased requests for program-related domains such as the example presented – marinescience.ufl.edu – which is collaboration between College of Agricultural and Life Sciences (CALs) and College of Liberal Arts and Sciences (CLAS). The request does not meet the current policy of a third-level domain, but it also does not follow the established procedure UFIT would normally execute. The request involves multiple colleges involved in the proposed program partnership.

Similarly, UFIT is researching possible solutions for this current request, reviewing other colleges and institutions. For example, UF has “centers.ufl.edu,” which allows “center” serving as a fourth-level domain under “center” and an “institute” can receive a fourth-level under “institute,” as well. This procedure has allowed the domains to remain well organized and predictable within the university URL system.

Another option discussed included the committee researching other peer universities that have collaborative programs and collaborations among colleges – allowing the proposal of “academic.ufl.edu (and then the program name).”

Anne Allen presented the committee with the aforementioned option as a possible solution for collaborative efforts of colleges or a multi-college effort. For the previously proposed example: marinescience.ufl.edu would appear as marinescience.academic.ufl.edu. Anne also offered a caveat that the WSAC committee needs to offer a suggestion on how to handle these requests as UF moves forward.

Dan suggests that there will be more collaborative program domain requests and the committee will need to address. Additional comments included that the policy solution must be easy to navigate and easy to follow.

- i. The committee proceeded to discuss a new topic related to **identifying one central location for all UF Policy.**
  - a. All UF policy should be available in a central location - the General Counsel’s website. Policies should be maintained and updated at the website maintained by the unit of interest, but linked to the main policy page on the General Counsel’s site. To ensure this happens: The General Counsel representative on the WSAC policy subcommittee suggested that memos should go out from the VPs to their units explaining the implementation of this central repository of links and requiring compliance.

→ **ACTION ITEMS: Subcommittee Chairman** Debbie Amirin will draft a memo pertaining to the central repository of links which will be forwarded to Barbara Wingo and Dan Williams, who will present to the IT Policy Council.

The subcommittee report will move forward to the IT Policy Council.

## B. Domain Name Policy – Debbie Amirin

Debbie presented the Domain Name Policy report with an overview and background of the existing policy. Debbie deferred to Anne Allen for further discussion.

Anne Allen presented a brief overview of the new policy – which is condensed to a one-page document. The report begins with who has standing to request third-level domain names. There is an online request system. All official university websites shall use domain names with the “ufl.edu” name space – which means official UF webpages cannot use “.org” or “.com.” A requestor is asked to contact University Relations if “Gator” is wanted in the newly created domain name. All of the third-level domain names are registered under the website page.

Currently, UF has a policy and process for creating “centers” and “institutes” third-level domain names.

The WSAC recommended that UFIT move forward on academic.ufl.edu – for establishing collaborative academic programs.

The committee also agreed that third-level domain names needs to be an ongoing project – not a term-limited situation. The committee commented that while the procedure is easy to follow, the domain name policy needs further discussion.

→ **ACTION ITEMS:** Dan asked Anne to send an email to the WSAC group asking for suggestions for alternative solutions to naming collaborative academic programs.

The final discussion regarding the new policy included: How the new policy impacts already established domain names; and how to educate and enforce the policy.

→ **ACTION ITEMS:** Dan Williams suggested that the enforcement and implementation messages can be communicated by the Vice Presidents.

→ **ACTION ITEMS:** The discussion regarding Awareness, Training, Resources, a Process for Enforcement and Consequences was tabled until the July meeting for further action.

## C. Web Content Management System – Eric Olson

At the May meeting, the committee asked Eric Olson and the WCM Task Force to review Word Press as an option for the Web Content Management system for UF.

Eric and the WCM Task Force reevaluated the WCMs (eight) and applied a consistent set of criteria. Costs were not under the purview of the task force’s responsibility. However, the task force was to carefully consider content migration issues for those using current web content management systems at UF.

Eric reported that the task force researched a variety of sources, which included excellent written reports; a UF survey on Web content; and results from a list of 150 characteristics of a desirable content management system.

Each vendor was afforded the opportunity to a two-hour presentation and demonstrations. Criteria were rated from zero to 5, with each score having its own definition.

**Addendum:** The evaluations were comprehensive. **(Please review the attached 38-page report)** Eric mentioned that he worked on his evaluation for 40 hours; 15 plus hours of presentations, reviewing notes and completing a 1,200-item matrix.

The task force produced six sets of evaluations. Scores were tabulated and the results are included in the attached report.

The web content management system selections are provided below in order of preference:

1. Oracle Web Center
2. TerminalFour SiteManager
3. Adobe Web Experience Management

Dan Williams spoke for the committee and relayed that all are very satisfied with the process and thanked Eric Olson and the task force for their incredible work.

Dan suggested that the committee's decision should be limited to: The WSAC accepted the Web Content Management Task Force recommendations that UF have a centralized content management system and the top three vendors from evaluations. The WSAC forwarded the Task Force recommendations to the IT Policy Council.

As the WSAC forwards the WCM Task Force report to the IT policy council, the committee can proceed with a great deal of confidence that the evaluation has been thoroughly vetted and the committee has good solutions to recommend.

Meeting adjourned at 4:30p.m.

**Next meeting: July 12, 2012 at 3 p.m.**

Respectfully Submitted,

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