Web Services Advisory Committee
Chair's Notes
March 13, 2014

Members Attending: Visiting:
Dan Williams, *chair*   Robyn May
Nicole Yucht   Brandon Vega
Anne Allen   Renato Squindo
TJ Summerford
Debra Amirin
James Ayres
Jeff Stevens
John Donaldson
Jeanna Mastrodicasa
Margaret Fields

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

Chairman Dan Williams followed the agenda as presented.

A.   Status of TERMINALFOUR by Brandon Vega

Brandon Vega with UF IT Enterprise Systems said the implementation services agreement has been signed. TERMINALFOUR was on campus for a week in December and spent time with Web Services, the Provost's office, and the Warrington College of Business Administration. These groups will be part of the first round of customers to use the system once it goes live. For Phase I, the focus will be the main website, ufl.edu. Phase II will consist of the rest of the critical sites managed by Web Services as well as the Provost's office site. Phase III will be the Warrington News Room site for the College of Business.

Training will begin April 8th for Web Services and the College of Business. The training date for other groups on campus is to be determined. A few different models will be provided to customers. The system will go live once the ufl.edu is ready to go which is slated to be June 27th.

B.   E-Commerce Site Discussion by Renato Squindo

Renato Squindo with Treasury Management said his department is the contact on campus for any department or unit that would like to process revenue by means of credit cards via swiping machines or e-commerce.

The Foundation for The Gator Nation

An Equal Opportunity Institution

For e-commerce site, the department or unit discusses what they are looking for and there is an application process. The application process includes TMM getting in touch with the E-Commerce Committee which consists of a few colleagues including Anne Allen. The webmaster reviews the content that will be involved in the site and makes sure it conforms with UF regulations. Keith Hay-Roe from Enterprise Systems reviews project in general and General Accounting is involved to review the revenue side of the operation. Once pre-approval is earned from these groups, the application is passed to the Controller's office. The Senior Associate Controller provides the final approval. This is the point where the unit is allowed to move forward with implementation.

Compliance is of utmost importance, and at UF we have to be compliant with the Payment Card Industry Data Security Status (PCI DSS). The credit card companies came together and formed the council that oversees PCI DSS. Treasury Management oversees the completion of a self-assessment questionnaire that the merchant must complete once a year. The department oversees the training program that is also a requirement according to PCI. All staff that is involved in the transmission, storage, and/or processing of card information must complete the PCI training.

Renato said that recently it was decided to go enterprise-wide with the credit card policy based on the UF financial report. Enterprise-wide includes DSOs. Health-affiliates are excluded from the policy per General Counsel. A website is in the works that will house this specific policy.

Chair Dan Williams said that University Relations is in the process of creating an e-commerce site for selling thousands of photographs.

Jeanna Mastrodicasa mentioned that Student Affairs has had to refine their processes because students are only carrying credit cards and they needed to align with that trend. Jeanna agreed that we need to be ready to accommodate students as they typically do not carry checkbooks or cash.

Dan stated we need to begin thinking about content for e-commerce sites.

Treasury Management goes through the Purchasing office when certain licensing items arise and Renato agrees that the content is needed from the Web Services committee or University Relations.

ACTION ITEM → Renato Squindo to send Dan Williams a draft of the content for the website for his review.

C.   Homepage Design Update

Dan Williams said 160over90 will have implemented the newly designed homepage by the end of the calendar year.

D.   UF Rising Update and Website

Dan Williams said he is receiving a lot of questions regarding the difference between UF Rising and the overall branding campaign. A Town Hall meeting is scheduled for Monday, April 14th where the agency will be presenting their concepts and strategies. Dan is hoping to make a few comments and clarify the differences between the two campaigns.

The UF Rising campaign is all about Preeminence and the push to top ten. At some point, both the overall branding campaign and UF Rising may morph together, but UF Rising is an internal campaign with the following focus: to increase and maintain the spirit, let campus know that everyone can contribute towards pushing UF to the top ten, and to celebrate the fact they we are already a preeminent university due to our great faculty, staff, and students.

Dan shared the UF Rising website: ufrising.ufl.edu. Target audiences include prospective faculty and campus. The site will showcase new hires as they are made in the "Faculty" section as well as existing faculty. The "UF Rising Updates" page keeps a running story of the progress of UF rising toward national preeminence. The "Initiatives" page assists in merchandising the university to prospective faculty - that UF is a unique opportunity for faculty. The entire site is informational and acts as a place where people can track preeminence progress.

Dan informed the committee of the UF Rising internal campaign spirit items that will be seen soon all over campus: light pole banners, Campus Cab wraps, service vehicle decals, elevator wraps, elevator decals, and stair riser decals.

E.   Branding Campaign Update

Anne Allen asked if the identity standards (primarily the web graphic standards) will change with the new brand campaign.

Dan said there will be new graphic standards added to the identity standards, and they have been well-developed already. The standards will be rolled out in the upcoming Brand Camps that will occur in April and May.

TJ Summerford shared the UF Online test site with the committee. The site is fully mobile-responsive.

F.   Subcommittee Updates

*Web Policy Subcommittee – James Ayres said that the Web Accessibility Policy is almost ready, and the subcommittee will meet one more time to review.

*Mobile App Committee – Anne Allen (chair, **Mobile App Committee**) said that Brandon is writing up the process including PCI and it will be placed on mobile.ufl.edu. She mentioned that the libraries have picked up MADE@UF and she has a meeting set about how to incorporate it into the Marston Science Library Renovation.

Meeting adjourned at 4:15 p.m.

Next meeting: May 8th, 2014 at 3 p.m.

Respectfully Submitted,

Robyn May, Senior Secretary