

WOC Meeting Minutes

01-18-2006

Present: Miriam Barkley, Robert Brown, Mike Byers, Richard Cox, John Eatman, Cindy Farris, Jason Fleck, Greg Grieve, Helen Hebert, Susan Hensley, Bruce Michaels, Dick Stewart, Todd Sutton

Absent: None

Recorder: Sherri MacCheyne

December Minutes

No changes to December Minutes

WOC Membership

Todd Sutton formally welcomed Dick Stewart and Greg Grieve as new members to WOC.

Web3 Report

1. WOC Web Certification – Miriam Barkley

Every certification class has filled up. We are averaging 20 or so people in each class. The word is getting out.

We are tracking the assessments through a database.

Susan Hensley suggested we add to Blackboard because BB has a grading tool built in.

2. Staff Change – Miriam Barkley

- David Rivera has accepted a position with the Division of Continual Learning.

Continuation of Calendar Discussion – Todd Sutton

Jen Palancia Shipp from the University Counsel's office was unable to attend today. Therefore, we will resume discussion on this topic in our February meeting. She has stated that we must read the documents and have tangible questions prior to the meeting.

The new website address for the open meetings law is

http://www.uncg.edu/cha/university_counsel/seminars/tutorials/records_meetings.htm
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John Eatman stated that 2 years ago, each unit had to have their own retention policy. He is wondering what progress had been made with that.

Action: Todd Sutton will discuss this with Barbara Tookey and let us know.

Web Requirements

John brought a sample of the new MyBryanMBA website. This website has been designed by briij. According to briij, this design will increase search engine optimization (SEO). The logo on this website is modified slightly, and, there are other parts that do not meet the requirements. The other factor is that the site matches the other marketing materials for MyBryanMBA. The Web requirements were in place when this consultant was hired. No grandfathering was approved for the new design.

Discussion – The SEO was discussed at great length. Robert Brown stated that DCL hired an outside vendor to create their website, and, it had to meet the university’s requirements and provide SEO. The vendor was successfully able to do this.

Discussion – There were several questions worked through. Below are the questions and the resolutions

Question	Resolution
Should we require consultants to adhere to the requirements?	Yes
Who is the governing authority for these requirements?	WOC
What are the ramifications if a unit does not follow the requirements?	Undecided – will leave to Administrative Sponsors
Who is enforcing the requirements?	Administrative Sponsors
When will an exception made to the requirements, and, who decides?	TBD WOC
What is the date the sites need to meet requirements?	August 1, 2006

A statement was made that the WOC should not be seen as punitive. How the requirements are worded and how we present them is important. We want the units to feel like we are helping them.

During the discussion, it was pointed at that the Athletics and the Broadcasting websites do not meet the requirements. It could be argued that the Athletic website is different from the university muck like their branding is. However, site needs to be in ADA compliant. Broadcasting needs to be trained on what the requirements are.

Additionally, it was determined that the Administrative Sponsors did not give a final sign off on the requirements. Miriam would like to tighten up the language in the document before giving it to them.

Resolution: - The MyBryanMBA site needs to be in compliance with our requirements.

Action: Miriam and Richard will rework the requirements and forward to the WOC. Once approved, they will go before the Administrative Sponsors on Feb. 7.

University Portal – Todd Sutton

What is our vision of a portal? There is a different vision between Students and Faculty and Staff. There would need to be different portals depending on the clients.

Some of the questions that came up are:

1. When is a student a student?
2. Who are the users?
3. Do we need a high dollar portal to do everything, or can we do it with a well designed website?
4. Does the portal include a CMS?
5. Do we look at a portal for everything, or, just a contact management system.
6. Do we just use BlackBoard?

Basically, a portal allows you to have a lot of different tasks in one place. It can be a place to engage alumni, students.

Once we know what we want, we can charge the web3 team with this task.

In any case, we need to have a champion (willing to fund the project), right now, there isn't one.

The next meeting is February 15, 2005.

Action: Sherri to send a list of meetings to the WOC group.

Agenda items to add to next meeting

- Public Meeting Law/ Copywrite issues relating to web – submit questions in advance.
- Calendar – policies, outsourcing vs. inside developer
- Portal discussion
- Other?