

WOC meeting minutes November 19, 2008

Present: Miriam Barkley, Richard Cox, John Eatman, Jason Fleck, Kevin McClain, Bruce Michaels, Todd Sutton, Michelle Soler, Dick Stewart

Absent with Notice: Mike Byers, Helen Hebert

Absent without Notice: John Wolf, Richard Cox, Susan Hensley

Recorder: Sherri MacCheyne

Review of University procedures regarding USWR.

Kevin McClain brought up the requirements for the unit website requirements change.

Sherri indicated that during the September meeting, the WOC decided to table this until the Chancellor decided what needs to be changed on the current website.

Kevin stated that some people have acquired software that the uswr limits design functionality.

Miriam brought up the point of the lack of branding we have.

Todd – what is our goal of the unit web-page. You could argue the gold bar provides consistency. Are we looking for visual consistency or branding consistency.

Kevin – the USWR were created for technical consistency. Most of feedback he has received is that users are not interested in the content.

Jason Fleck – the feedback he has gotten is people aren't able to see the links in the gold bar due to the color/contrast of the gold bar.

Bruce – The chancellor is meeting with UR Friday (11/21) about the web page. Why not wait another month and see what comes from this meeting.

Todd agrees it would be a good time.

We will report at our December meeting the results of the web meeting.

Miriam – Integrated Marketing is high on the Chancellor's list. It seems that these kind of issues will come out of that meeting. She is concerned first about her page and her blog.

Miriam – perhaps Kevin could bring his list of exceptions for WOC to review – this would help members understand the need.

Kevin – he has specific applications that are giving him grief. He is agreeable to bringing this list to the December meeting.

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Review of University procedures regarding mass e-mail.

John Eatman – are there people who are using other programs other than Mach5?
Miriam – the Music school might be.

The practice has been we use mass email for:

- Emergency
- “death”
- Chancellor email

Kevin put together an email survey and received 13% return. The respondents to the survey said that “yes” they will look at email. This was their preferred way to receiving campus information.

John - Almost all students use Blackboard. The Bryan school students are told they must check their email. It is the standard of communication through blackboard. Students have been trained to check their email. We send students an email to fill out course evaluations. The response rate ranged from 10-90%. The folks who had an incentive were in the higher percentage.

Miriam – this policy will be put forth to the Chancellor next week. We need to tighten this up prior to that time.

John – we need clarification on point number 4.

Bruce – we need to use a different word other than newsletters.

John - Item 5 - There is a discomfort with using social networking sites.

Todd – Item 5 – we will need to create policies and recommendations.

John – per conversation with Legal, we shouldn’t require people to use a social networking site we do not have a contract with.

Bruce Michaels – Item 6 is about events for students and not academic.

Miriam – should we use the language in Item 7 “Explore the possibilities”.

WOC – Yes.

Todd - The question we all have is the availability of resources. We don’t need to answer that question in this document. The Executive staff will probably review the document and then ask us for implementation recommendations.

Would it be acceptable for us to add a statement about resources?

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Bruce Michaels – we need to be careful about what we consider Student Affairs responsibility. Athletics and other departments also interact with students.

Miriam – where would the responsibility lie for email and calendar?

Bruce Michaels – Should UR handle it because it is marketing?

John – we need to wait for the chancellor to make changes.

Todd – this will most likely be a centralized responsibility.

Bruce/Miriam will work on the resource statement and edits and send to Todd by end of day 11/20/2008.

Review options for University Calendars

Todd had a meeting with Google a couple of weeks ago. Google stated that we have the ability via their Calendar API set up an interface for the calendar where we could add searchable meta data.

Andrew Marker and Todd will have a teleconference with Google within the next couple of weeks.

Next meeting – December 17.

Topics:

- Kevin McCain's URS change
- University Video
- University Calendar