WOC meeting minutes
February 20, 2008

Present: Todd Sutton, Mike Byers, Miriam Barkley, Richard Cox, Kevin McClain, Bruce Michaels, Michele Soler, Richard Stewart, Jason Fleck (for Ellen Robbins), John Cocking (for John Eatman)

Recorder: Sherri MacCheyne

Kevin McClain is joining the WOC as the chair of the Web Accessibility Committee.

Web4 – Miriam Barkley
This is being presented as Miriam's own thoughts at this stage. Miriam indicated that Helen Hebert has not seen this document yet and needs to before we proceed further.

Miriam would like the WOC to assist in writing the project statement. The goal is to prepare for the work before development begins.

If we acknowledge the home page is for an external audience, can we consider a link to bring current faculty/staff to a different page designed specifically for them. This way, the current faculty/staff can bookmark this "inside page" as their home page.

Miriam shared a screen shot of how this works at Tufts University (tufts.edu).

If we do this, is this a top tier page, which would fall under UR? If not, we would have to think about content management as well as who would maintain the framework of the pages.

Several WOC members like the "inside page."

Bruce Michaels expressed his concern about the Project Statement (A): By acknowledging that the home page is for an external audience, we are putting "the UNCG community" as secondary. We need to make communicating to an internal audience just as important to an external audience. We need to market to our staff and students.

The comment was made that most home pages are geared toward external audiences. Internal audiences have a different "home page."

How do we organize information so we can affectively reach the audiences in a manner they would prefer, but not segregate them to the point where they feel disconnected?

How do we impress off-campus people vs. how do we impress internal audiences?

Can we craft an experience though one mechanism that will adequately meet the needs of all of our audiences?

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Part of the marketing is the product itself – example –
> A student may need to see a syllabus of an online course. Thus the syllabus becomes a marketing piece as well.

In addition to the marketing – it is a fact the home page is the primary page to start navigation. Students go to the home page to click the e-Spartan button instead of just going to *espartan.uncg.edu*.

A suggestion was made to obtain some mission statements from other university web sites. We didn't start with a mission statement for our latest web site, but we would like to make sure we have one for the next version.

Miriam stated that it is not necessary to redesign the entire site. We don't want to start over with forcing units who have already complied with our UWSR. The design parameters would be the same. The purpose of Web4 is to enhance what we have and add functionality to the home page(s).

Todd stated that his goal is to get to a point where UR would have the flexibility to change parts without it affecting other pages layers down.

Miriam will send a notice to everyone about a "user-centered design tests" webinar.

Miriam would like to find out what the users of the web site want/need before going to administrators.

We (UR/ITS) should analyze data from the "Comments" button on the home page.

A suggestion was made to do our Fact-Finding before writing the project statement. The WOC agreed unanimously.

This work wouldn't start until after July.

It would be interesting to see what NC State's audiences have to say about their new website.

University Addresses – Miriam Barkley
All of our campus buildings have street addresses now. If you don't know your street address, you can go the Business Services web site. This is helpful for GPS searches, Mapquest, 911 response, etc.

The zip code for our street addresses is 27412. However, Athletics has a different zip code – 26168, and the Bryan School has their own as well.

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We should ask people to use the street address and the mailing address in the footer of their web pages.

> **Action:** Richard Cox will take this information to the Web3 Project Team.

Student E-mail
The university is officially outsourcing student email to Google. All Fall 2008 students will be using Gmail.

Google Searches
Funding has been approved for a Google Search appliance with added indexing.

Web3 Update
No report

Web Accessibility Update
Bo Bodenhamer will now represent Academic Affairs on the Web Accessibility Committee.

Chancellor Search Web Site
The link to this web site will be placed under "Latest Headlines" on the home page for now, but a better solution for this short-term link is in design.

Next Meeting - March 19, 3:30 pm – EUC Azalea Room.