

WOC meeting minutes February 18, 2009

Present: Miriam Barkley, Adam Arney, John Eatman, Jason Fleck, Helen Hebert, Kevin McClain, Bruce Michaels, Scott Millman for Mike Byers, Todd Sutton

Absent with Notice: Dick Stewart

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

Recorder: Sherri MacCheyne

New Member

Adam Arney, DCL Director of Communications, is our newest member of WOC. Introductions were made.

Inspirechange.uncg.edu

Debbie Schallock demonstrated the inspirechange website. The site doesn't replace the homepage. The site is a communications repository. The story site has five stories – a feature story with sub-features. The “Spotlite” is events driven. “Through the lens” showcases our photography. We hope to update the photography on a weekly basis. All stories will have a photo, teaser-text, quotes and links. As we develop resources and capabilities, we will have audio and video embedded in the page.

Archives – contains past stories.

Tags – words we are associating with stories. The primary audience of this is external. The tags that are most often clicked are displayed in a larger font.

Connection to the homepage. A flash piece replaces the static feature stories.

External Promotions – banner ad campaign – yahoo.com and wxii.com starts on Monday, February 23. We will move to billboard and update our commercial spot.

Measurement - We are using google analytics which is reviewed week. This will continue throughout the semester. The banner ads will generate weekly reports.

Questions:

Scott – are we incorporating the five marketing messages.

Yes. We are using the five leadership areas and key messages.

Bruce Michaels – Can you address the issues surrounding the initial site launch?

Some faculty members were concerned that the site didn't include a complete representation of the university. We are meeting with the inclusive task force to explain how University Relations selects photos and stories. We will also share the appropriate feedback mechanisms.

WOC meeting minutes

February 18, 2009

Calendar Update

There is progress on the calendar system. We have put together a list of questions for Google to address. An exchange is currently underway with Google.

ITS is looking at a Proof of Concept for the calendar and will share it with Web3.

Video-Streaming

Todd and Helen met with Jim Clotfelter and Patti Stewart regarding video streaming. Chancellor Brady; along with Athletics would like to have video.

There is a perception that the campus doesn't have video capabilities. We actually do have a Flash and Real Media Server on campus. Most people are using the Flash server.

Video is a three-step – capturing, editing, and publishing. ITS handles the third step. We don't have a place on campus to capture and edit the video. TLC will capture and edit for academic departments. They are limited to one staff member.

John – there are some issues – with the flash server dependability. Michael (TCL) has taken some short videos and taken to TLC for editing. TLC doesn't have the capacity to produce long videos. You can rent the equipment and do it yourself if you know how. We've had to do some ourselves because we wanted them done after hours. We have been preparing the flash and giving to ITS for publishing. Outside contractors take longer to return completed products.

Kevin – we need to know what the costs are and who is going to do it.

John – if we look at it as a university-wide feature – there is no way to determine how much will be needed. It will get very expensive if we go outside the University to have this work done.

Bruce – do we have a particular charge?

Helen – we need to estimate who the users are, what the costs are and what the uses would be.

Adam – we close-caption our video for accessibility. We pay temps about \$10-11/hour to do this. One person transcribes the video, another puts the caption in video.

Todd- there is a general sense the Chancellor will want the ability to more video for communication purposes. It is still a very broad charge. They recognize there is a large demand without resources.

Kevin – it would be helpful if we could grab a broad number. Ex: we know that five minutes of video will cost x amount.

Adam can give us estimates on various five minute types – game, talking head, etc.

WOC meeting minutes

February 18, 2009

Scott – once we offer this service, our demand will increase.

John – how do we pay for this?

Kevin – It will be up to the Chancellor or individual units/requestors to fund the work.

Adam – if the solution is not a central media team, then each school and marketing needs their own media term. Students expect video and audio.

Helen – the Chancellor will need to determine what the priorities are.

Todd – it will be better received if WOC can recommend first steps along with the numbers.

Adam will provide estimates of what it costs for the various types of video production.

Other

Blogs

Miriam – what is the status of blogging and Word Press.

Helen – the Chancellor hasn't decided which form of blogging she wants to use. We are waiting for further direction from her.

Google Apps

Faculty/Staff users – 5-7 ITS to Google Apps next week. Our plan is to open the service as an opt-in for all faculty/staff sometime in Fall of 2009. In Spring 2010, ITS will offer assisted conversion to Google Apps.

Confluence

ITS is starting a project to install Confluence for use as a WIKI tool internal to ITS. ITS hopes to eventually provide Confluence as a service to the campus. Todd will conduct a demo to this group once it is up and running.

Facebook

Adam – there needs to be a university policy for Facebook. Some universities are recreating the sense of class through Facebook. Social Media is shaping up to be a proven way to increase retention.

***Todd will ask Skip Capone to attend our next meeting to discuss the legalities surrounding UNCG using social networking sites.

WOC meeting minutes
February 18, 2009

Next meeting – March 18, 2009

Video streaming update

Social networks

Accessibility update