WOC meeting minutes
May 20 2009

Present: Adam Arney, Shannon Clegg for Mike Byers, John Eatman, Jason Fleck, Kevin McClain, Bruce Michaels, Todd Sutton

Guest: Skip Cappone, Steve Gilliam, Dan Nonte, Debbie Schallock, Lanita Goins

Absent with Notice: Dick Stewart

Absent without Notice: Susan Hensley, John Wolf

Recorder: Sherri MacCheyne

Social Networking Sites

Skip Cappone is joining us today to talk more about Social Networking Sites.

Todd spoke with the person at Ohio State to determine what they have published regarding these sites. There is no document. They are taking the stance that the users of these sites must adhere to the site's use policy. Ohio State was mandated to not impede any student's freedom of speech on these sites. There doesn't seem to be any higher education institution that has a specific policy. UCLA may be the farthest along.

Skip – Why do people in this university want to use these services for official university business (such as classes)? If the sites are not handicap accessible, then we are in violation.

Todd – In most cases these services are being used for marketing and information and not classes.

Kevin – Isn't it the equivalent of renting a billboard? (see Iowa State University)

Todd – Yes.

Paige – If this isn't the only way a person receives the information, would we be in compliance?

Skip – Yes.

Steve – These are concerns that other campus have, correct?

Skip – I hope so.

Skip – Under FERPA, unless you have specific release form signed by the student, there is risk for violation. Would the DOE accept the implied consent given when using the services?

Steve – If the university is responsible for the site, are we responsible?

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Skip – Yes. It becomes an education record. The term education includes anything the student does while enrolled at the University. The DOE doesn't recognize the implied consent unless we are using it to defend the students.

Adam – If we don't take the risk, we aren't going to get the best students, athletes, etc.

Skip – FERPA does not apply to prospective students or alum. We can lesson our risk and strengthen our defense if we have a disclaimer on the page.

Lanita – Perhaps it could go in the "about me" section of Facebook or other public site on the "home page" of the site.

John Eatman – If a faculty member has a class assignment that requires the student post it on youtube, is that a violation?

Skip – Yes, unless you get the consent form signed.

Todd – Could we do something in the computer accounts agreement?

Skip – We cannot force students to give up their FERPA rights.

Adam – We broadcast student assignments already in the traditional way via press releases, pictures are in newspapers, etc.

Skip – They should be obtaining releases. My philosophy – ethically I cannot provide any administrator permission to violate the law. Ultimately though, I don't run the university and it is up to Administration.

Todd will work with Skip to write a disclaimer for social network sites.

Todd – What about the issue of employees entering agreements with Facebook or other social media sites?

Skip – short of saying no – as long as people have tried and understand what the risk is, then we will do our best to defend them. If you go to our website and click the "click-wrap" you will see how to go about documenting the good faith effort.

Todd – do you want every person who is going to enter into these agreements to work with your office?

Skip – Yes.

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Calendar Update

Todd reviewed the critical events ITS calendar. It requires authentication to access it. The link is criticalevents.uncg.edu. Anyone within the UNCG domain space can subscribe to this calendar.

Todd has created an academic calendar as a proof of concept.

At the very top of the calendar lists the "all day" events. With Google Calendars we have a system that can be accessed several ways and we are able to display in many different formats – web, text, etc.

The work now is going to be to determine the guidelines around units that want to put up a Google calendar and how to get them into a central place.

Kevin – Are they associated with groups or individuals?

Todd – They are associated with groups. Todd can unsubscribe and transfer the ownership to other people. Google can assign ownership to groups.

Paige has some concerns from a user standpoint coming from outside to view our website. They are not going to know our hierarchy. Google recognizes this is an issue. They are looking at ways to modify the structure to add the filters.

Adam – Could you create categorical calendars?

Todd – The issue becomes who are the owners?

Paige – We have started that conversation within University Relations. It may be that we look at these categories and assign someone from the University that can help manage it.

Todd – The nice thing about having calendars associated with the unit, the unit has a structure in place to manage the calendars.

Kevin – Going this route means that individuals will have to make decisions as to what is worthy to be put on the calendar.

Todd – The work now is presentation and guidelines.

Adam – If you have a Google events calendar that has athletics, student affairs, theatre, etc. – I won't be able to read the calendar. It is going to have to be separated out so it can be functional.

Dan Nonte – UR deals with information for public, but other departments may deal with internal.

Paige – There is a subset of our users who want to see all that information.

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Adam – It is easier with Google because you can turn on or off calendars at any time.

Todd – It is a matter of getting it right with regard to the structure.

Paige – Who else needs to be involved with our discussion.

Kevin – Can we search events?

Todd – Yes. Who should be involved in the discussion of structure.

Paige - Need to figure out a way for people who don't have access to the calendars submit entries.

Kevin – Should this go to Web3?

Todd – Yes, but first we need to flush out some of the details because University Relations will ultimately have responsibility for a majority of this.

Paige – How do we find out who the owner of a calendar is when we have weather or other conditions that require cancellation of event(s). This person needs to update the calendar.

Todd – When events are all day event, it appears in the list view first. Multiple all day events are listed alphabetically. There would have to be some guidelines regarding how to place items so they appear first.

Paige – The more people we get in the mix, the more possibility for error.

Todd – This is why we need to come up with processes and guidelines. Should we have a meeting with W3?

Kevin – We should have a meeting with W3 first then determine if it needs to go to the subcommittee.

John Eatman - When is the pilot of fac/staff for Google?

Todd – we are hoping to open up the pilot to several departments over the summer.

Next meeting – July 15, 2009, EUC Benbow Room