

WOC Meeting Minutes  
12/16/2009

**Present:** Adam Arney, Shannon Clegg, John Eatman, Jason Fleck, Helen Hebert, Kevin McClain, Bruce Michaels

**Absent with notice:** Richard Cox, Susan Hensley, Dick Stewart

**Absent without notice:** John Wolf

**Recording Secretary:** Sherri MacCheyne

## Web-Based Calendars

Kevin McClain

Kevin has started to build an agency directory of google calendars. If you have the URL, it's not that difficult to put it on the page and to allow people to combine calendars. Kevin and Cameron worked on an app and showed it to Paige. Paige is working on the visual presentation of this.

Go to <http://web-d.uncg.edu/saf/calendaragggregator> to see a sample.

The user can pick what calendars what they want. If you log in, you can save the combined view.

## Social Media Guidelines

Adam Arney

A draft social media guideline document has been completed. It has been geared mostly to marketing or departmental uses. Individual usage is covered under the Acceptable Computer Use Policy. Legal has blessed the legal language in the document.

We are working on the web accessibility issues for Twitter and YouTube.

There are suggestions in the document to give people guidance to what should or shouldn't be included, what the backgrounds are, etc.

Visuals will be added to the document.

Todd and the group are working with the service desk create a facebook page using this document.

Adam Arney will look at the Chancellor's twitter page and provide UR with improvement guidance.

The link to the Chancellor's twitter page is [www.twitter.com/uncgchancellor](http://www.twitter.com/uncgchancellor).

It might be a good idea to create a URL "shortener" for the university.

\*\*Todd will talk to Skip about accessibility issues and statement for twitter page

\*\*Adam will share the document with all.

\*\*\*Does Facebook allow you to choose which ads to display on the UNCG page?

## **Integrated Marketing and Strategic Communications**

Helen Hebert

We are working hard. We are in the research phase – 3 different areas. These are:

1. Research across the UNCG campus
2. Message Audit committee – requested five pieces of materials from each dept. across campus.
3. Competitive analysis – we are looking at 10 different schools. Recruitment materials review, reviewing websites, key statements, branding, logos, etc.

We will do a survey in the spring to get faculty/staff perceptions.

It will be mandated that all communications regarding key messages will be guided by the plan.

One of the strong recommendations will be to overhaul the website.

## **Updated WOC Charge Document**

Todd Sutton

### **Item 3**

Bruce Michaels – Should WOC be responsible for the University Calendar? UA needs to have someone to turn to for guidance and direction. We need to change the perception that UA owns the calendar to the WOC is the owner.

Helen Hebert – the University Calendar is considered a top tier page.

Kevin McClain – we need to define what the Top-tier unit is.

\*\*\*Helen will flush out this statement and run it by Kevin.

### **Item 4**

John Eatman - There has been no follow-up on this when it was implemented. We need a timeframe for the person to certify and report on the follow-up on compliance. We need to have a web form that goes to a database so we don't have to worry about storage, etc.

Shannon Clegg – there is a great piece out there called 'student affiliation' that Kevin managed. Something like that would be good for this use.

WOC will work on a procedure for this.

## Item 5

Bruce Michaels - please clarify which staff.

Kevin – this should apply to **all** staff – ITS **is** included in this.

## Web 3

Todd Sutton

How do we fix W3. We could create small working groups to work on projects that match their skill-sets.

John Eatman – we need a virtual server or something available to WOC to use as a testing environment.

\*\*\*Todd will work on assigning WOC as a client to the C-panel environment.

Bruce Michaels – how do we keep a list of the experts for various projects?

John Eatman – The volunteers in these groups need to be recognized.

Todd envisions WOC asking supervisors for their employee's time to work on a WOC project.

Adam Arney – everyone knows the W3 brand. We should keep the group name and fix it within.

Kevin McClain – the people on this committee are very task oriented.

Helen Hebert – who should be on this committee?

John Eatman – we need to formalize this.

Todd Sutton – if we put together groups under the WOCs directions, wouldn't this be formal enough?

W3 has always been a technical working group of WOC.

John Eatman – there needs to be formal feedback.

Shannon Clegg – can we keep the w3 and only call them when needed.

Bruce Michaels – go to the individual members to get a sense of what each member feels. We can change the leadership and assign tasks as needed.

## Next Meeting

January 20, 2010 at 3:30pm in EUC Azalea

- Continue W3 discussion
- Continue Membership discussion