WOC meeting minutes
March 18, 2009

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

Guest: Skip Cappone, Debbie Schallock, Lanita Goins

Absent with Notice: Richard Cox, Helen Hebert

Absent without Notice: Susan Hensley, John Wolf

Recorder: Sherri MacCheyne

Social Networking Sites

There is currently not a University Policy.
Skip – if we are going to official University business, then the university policies have to apply. If faculty are using this for classroom work, FERPA becomes a real issue. Anything a student puts on Facebook could potentially become part of FERPA. It is doubtful that the sites would enter an agreement with us regarding confidentiality. How can we regulate student speech in this context. It is a very dangerous

If a student is posting something on a site that expresses an intent to harm another student, what rights do we have to do something about it. If a student disrupts a class by making outrageous content, what authority do we have for that? These are the kind of issues we have to try to address.

Todd- How do we proceed?

Skip – I don't know what the charge of this group is. My assumption is that you have authority over the web. Do you have the authority to suggest or write policies for these private websites?

Todd – we need to look at our specific charges. It was over the University web. Now that departments want to use these sites, we have assumed that charge.

Kevin – if someone requires hosting off campus – our policy dictates what that website can or cannot look like.

Skip – our legal position is that it is our word-mark and trademark there. How do we tell someone they can't conduct business on external system would mean they can't use hotmail either without our permission.

John – Are you implying that if a faculty member assigns a student that determines there grade such as a you-tube video, would that be a violation of FERPA?

Skip – not exactly. FERPA pertains to anything that becomes the property of the university. What could happen is that the student submits the assignment to the faculty member and the

faculty member shares this with other people without the students consent – this *would* be a violation.

Adam – If a department creates a group and a student *chooses* to become a member, what are our rights?

Skip – this is where cyberspace has outstripped the law. There is not a crystal clear law on this. If a student sues us, would the courts find us in violation?

Adam – would establishing a facebook account for a student to comment on. Would this be a potential risk.

Skip – If we are asking the students to comment on something – then we are.

Adam – can we put a disclaimer on the site?

Skip – We have done something to that affect in BB, but I don't recall that is. If there is a way to do this that could potentially protect us.

Todd – If we are setting up an account with the sites, are we entering the University into the agreement?

Skip – it depends on if there are agreements or not. If someone did so officially, then yes, this would be the same problem that we have with click-wraps.

John – there is no approval process to use a particular name.

Todd – The other issue is that although you have a personal page, you can become "members" of other pages.

Adam – The university needs a coherent policy. It is being done, but we need to have something.

John – There are some universities that do have policies.

Skip – I suspect this is to regulate content. What I am referencing is a policy that would specify what the departments are allowed to do.

John – Our policy has always been that down to their personal page, they have to adhere to the business school. When they get to their personal page, they can do what they want. Is this going to be a similar issue with the use of these Social Networking sites? There is one person that has suggested an online classroom discussion outside of class on the social networking sites. The fact that it is required probably means that it is something we shouldn't do. I am concerned about this. Should we let this person do this?

Skip – This is problematic. He is a university employee conducting university business. The university will hold that person liable.

John – When we have a network confidential disclosure – the policy of the university that the head of the unit employing the person was also responsible for disciplining the employee.

Skip – That was the policy. A person is liable.

Lanita Goins – are there policies regarding external communications to alum or non students.

Skip – If it is the University Logo or Wordmark, yes. If not, then no there isn't a policy.

John – is there a difference between moderation or non-moderation.

Skip – There is a concern around moderation. If the public puts something on the site, it's ok. If a student does, then it can fall under FERPA. Any information the university receives on currently enrolled students falls under FERPA.

1) What do we want the departments to do? We can look to see what other policies are.
2) Address the FERPA issue.
3) Contractual issues – this may be the toughest of the three concerns.

John – Regarding the online programs we are implementing – we will have students that never come to the university. What do we need to advise these students relative to university policies?

Skip – my assumption is that we are already doing that upon enrollment.

John – it is not clear if we are. A student coming to the university has an orientation. I don't know if the online person is.

Adam – the online students need to agree to the code of conduct to be admitted. They go through the same admissions process.

John – the students are not told everything they need to know. It is fragmented now. We don't have a standard orientation program for online students.

Skip – that is problematic. Issues such as sexual harassment is the same as other forms.

Todd – I have sent Sherri the links to forward to the group regarding University policies.

John – Would like Skip's paper on student conduct.

<u>Further discussion with WOC only</u>

Todd – I think the biggest issue will be the contractual issue.

*Sheri will send the link to the group.

Accessibility Update

The web content accessibility guidelines have been updated to 2.0. The guidelines aren't any kind of new radical way of doing things. This is more of a guideline. It is designed to be open-ended knowing there are more technologies coming out all the time.

The big changes are web page semantics, user input devices (forms) and multimedia.

*Sherri – obtain electronic copy of guidelines to send to those who missed the meeting.

Video-Streaming

Adam put together some information regarding Video Streaming.

Costs

- This doesn't include experts costs (such as professor). In the talking head video
- These costs represent EPA personnel. These costs would be dramatically higher to outsource – up to 300% higher.
- The big numbers are the per minute costs. For example a talking head video has a per minute charge of $130.09. A documentary is $88.75 per minute.

John – There is no facility costs listed.

Adam – we use the university mostly as our facility. We have not had to pay for the rooms. I don't have any idea how much it would be. If you wanted to do a consumer level HD video, it would be over $100,000 plus facility cost. I think that every college needs to have their own multimedia team.

*Sherri to ask Adam for electronic copy for members not present.

Calendar Update

Todd – Andrew is talking to the project managers at Google regarding the calendar. The first concept that I am working on is the proof of concept for the academic concept. I hope to have further information by the next meeting.

If administrative rights have been assigned to multiple people, then if someone unsubscribed, the other administrator(s) have ownership of the calendar.

I want to create "buckets" for students, one for staff, one for departments, etc.