

WOC Meeting
2/17/2010

Present: Lyda Carpen, Jason Fleck, Helen Hebert, Kevin McClain, Bruce Michaels, Louis Whiteheart for John Eatman, Ransome Coleman for Adam Arney.

Absent with notice: Shannon Burkes, Richard Cox, Susan Hensley, Dick Stewart

Absent without notice: John Wolf

Co-Chair Update

Steve Gilliam is retiring at the end of February and some of his duties are moving to Helen. Lyda has taken on the role of supervising the web staff in University Relations. For the above reasons, Helen has asked Lyda to take on the role of co-chair of WOC.

Housekeeping

We will change the room location of all future meetings to Forney 205.

Adam is out for 4-6 weeks due to medical reasons.

Social Media

No further updates, however, there are guidelines from state government. The links will be forwarded to WOC.

There are google docs regarding social media. Todd will share that with WOC. Ransom will check with Adam to see if the document is in process of revision.

WOC Charge

Some changes were made to the charge document and reviewed by WOC.

Todd is reviewing the current Oversight for UNCG Web Presence. Due to this review, we can delete number 4 from the WOC charge document.

Bruce's concern was to have something in there that states this body was supporting/backing decisions UR is making. Number 3 does this well.

Number 5 - This should be updated to "University Unit online content." This will encompass social media sites as well as university websites.

Number 1 and 2 has also been changed to reflect "online presence." With Twitter and other social media technologies, our online presence is not limited to websites.

Once the social media document is approved, we can add a specific bullet point to the WOC charge.

Todd and Lyda will take the revised document to Dr. Clotfelter for approval.

Web3

Todd has proposed that we change the group from a bi-weekly meeting group to a as needed group. We need to ensure we have a list of specific people and their specialty areas.

Perhaps we need to look at the UWDG group again and work socially through that group to share ideas. This will give us a larger pool of people to pull together for special projects. When we have special project we need to go to the individual's supervisor to ask for their time part time.

A smaller group can get together to talk about the UWDG and what we can do to share leadership for this group.

Todd will contact a couple of WOC members to brainstorm this idea.

The WOC is going to modify Web3 and move towards a targeted approach.

Website Copyright Disclaimers

John Eatman brought up the issue of website copyright information in an email to Todd Sutton for discussion.

Should we put this in our footer of the wrapper? Legal doesn't have strong opinions either way because everything falls under the university's explicit copyright.

What do we gain by adding it, and what do we lose? We gain the fact that visitors are aware the information is copyright. It would be more of a "transparency" effort than a legal one.

There is a big difference of the work involved if the information is changed in the top tier level pages vs all university pages.

Todd will forward Skip Capone's response to Todd's question about copyright.

USWR

A memo will be put together regarding the necessity/benefit of the SOM following the UWSR. Once this memo is written, it will be forwarded to this group for approval before forwarding to the Provost/Chancellor.

IMASC Update

No update as of yet. The three subcommittees are presenting their reports over the next couple of weeks. Once this is done, comparisons for overlap will be completed. The final results will be compared to the Strategic Plan to determine what will be next steps.

Once this is completed, we'll start working on our plan for changes and implementation.

There will be an education component. Part of the education component will include Web Standards.

Accessibility

Bruce Michaels brought to our attention that both videos the Chancellor has done were not accessible. How do we get some control over these to be sure that whoever is creating the videos makes them accessible? The first video, Kevin McClain transcribed and manually implemented the closed captioning. Kevin used JWplayer. The second one now has a pdf version of the video.

The legal bar we have set is synchronized closed captioning.

The Chancellor's office needs to contact UR each time she is going to do a video so we can contact the producer to ensure ADA compliance. The movie has to be delivered through a medium that can handle synchronized text.

We also need to communicate to those who are producing the videos on campus need to plan for and produce the closed captions. They need to realize there is more to a video than just the video.

Future Discussion

Accessibility Information Suggestions – see footer of www.indiana.edu.

Next Meeting

March 17, 2010 3:30pm – Forney 2005

- How do we control the ability of getting domain names and creating a website that looks legitimately like UNCG's.
 - How do we legitimize what really is legitimate.
 - What rights do we have around the brand