

WOC Meeting
4/21/2010

Present: Shannon Clegg, John Eatman Jason Fleck, Helen Hebert, Kevin McClain, Bruce Michaels, Rob Owens John Eatman, Ransome Coleman for Adam Arney.

Absent with notice: Lyda Adams Carpén

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.

Calendar System

Cameron Wilkin(sp?) –

Paige Ellis, Go-Live date of May 21

Two types of training

1. Internal – creating a Google calendar (IT – Judy Guard)
2. How to use the “mash-up” program

Creating Google Calendar

John Eatman – When will training be?

Helen – before we start building the calendar for next year, we are going to broadcast in Campus Weekly.

John Eatman – The readership of Campus Weekly in the Bryan School has dropped to about 1/3. They just don't read the email.

Helen – that is our primary way of notifying faculty and staff.

John – it would be a good idea to get the folks who will be entering information in a meeting or a session of about 15 people for a training session.

Shannon – HR Liaison's might be a good way to notify folks.

John Eatman – people ignore the Liaison email unless it pertains specifically to them.

Bruce Michaels – Is the Dean's Council a good way the information?

John Eatman - Some of the schools are very difficult to get information disseminated.

Kevin – if there is a way to get people started prior to the go-live date, we may get greater buy in.

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Todd – there are probably a few places on campus that we would want go to directly with the responsibility party.

Kevin – the sooner we can get training started, the better.

Todd – we are pretty strapped now with training for migration, but will check with Judy Guard. We may need to complete one-on-one training.

Bruce Michaels – University Calendar, you can choose to participate or not.

Helen – WOC can let key people know it's coming and they need to send appropriate folks for training.

Paige to send Todd an email regarding training.

Helen will draft an email for Dave Perrin.

Training for Mash-Up Program

Paige – UR will create video clips for online training for this program.

Social Media

Todd – Lots of changes have been happening – the governor posted guidelines for state employees, Adam has been out due to an accident. UR has been given the document to clean up. We need to decide if we want to leave the guidelines as is and do a summary, or do we rewrite? Additionally, the governor's document has put a lot of responsibility on the Public Information Officer (PIO).

Kevin – the PIO should make the decision to which social media outlets to use, and, manage a list of user accounts for the social media sites.

Todd – this is an effort to have one place to go for account information in case employees leave.

Kevin – the PIO is also charged with making sure the account is used properly. We largely picked off the major social media players and wrote best practices from those players. The state's cultural resources agency has started to create mechanisms to harvest backups from social media sites. The PIO will notify this agency when they are approved accounts/page for archiving purposes.

Todd – the governor's document also states that the PIO will receive and approve requests for social media sites.

John – if it is not an easy process, they aren't going to do it.

Kevin – there is definitely going to be some grandfathering.

Bruce – how do you document what is out there already?

Rob – instead of getting the users passwords, it would be smart to create an additional administrator account for these fan pages.

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Kevin – in reality, we don't know someone is violating a policy until someone brings it to our attention.

Bruce – the difference is that what we created for websites is under another directive.

Shannon – perhaps we could pass this to the internal auditors to check these for compliance.

Bruce – every year we have to document that we have done the mailing list process. If this is a directive from the government, we can't ignore it. We should at least have a process in place. You have all identified social networking. If the next best thing comes along tomorrow, how do we incorporate those requests? Perhaps the requests should come to WOC instead.

Helen – what is the scope, does this include a professor who has a blog?

John – we had an example of this already and the professor was told he had to bring it back into blackboard.

Rob – Blackboard is going to be adding a public blog feature.

Todd – if the blog is for “official university business,” then it would fall under the governor's directive.

Helen – will query GA to see if they had any other university's questioning this. Andrea Spencer, our copyrighter in our area took a stab at editing the document. We feel no one would read it and see if we can condense it into a summary.

John – we need to make sure the IT people in departments see it.

Todd – this will also be shared with Christine.

WOC Charge

Todd and Helen met with Dr. Clotfelter regarding the changes to the WOC charge. He signed off on the changes. Lyda Adams Carpen is now the official co-chair of WOC.

Helen/Todd – will send WOC Charge to WOC members.

Revamp of Website Project

Helen – through the integrated marketing committee, the web site is seen as either the problem or the solution. We need to start planning for a redesign.

What resources will it take internally and externally? It will depend on what we are looking for. If it is a content management system, it will be very expensive if we don't use open source.

This will apply to top tier pages and then trickle down to the departments.

Kevin – it would be better from a marketing perspective to change everything.

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Todd – the problem is it drives the cost up.

Todd – Dr. Clotfelter stated there would be a lot of weight behind the Integrated Marketing proposal. If we wait another year to start the process, we will have lost a fiscal year. We are already 7 years out from the last design.

Kevin – worried about spending a lot of money and then regretting it and wishing we had waited for the full recommendations.

Helen – Dr. Clotfelter is asking for research on what it will cost, will content management be included.

Todd – how are we going to get started? Ultimately it needs to come from Dr. Brady.

Bruce – if we only address top tier, we really aren't solving anything. If we don't, we will continue to have outdated information.

Todd – if we feel like the top tier needs a makeover, we need to limit the scope of what we are looking at. We may not want to look at a CMS right now. Maybe phase 1 is a cosmetic change to the top tier pages.

Helen – Dr. Brady is primarily concerned that there is no consistency with the departmental pages.

John – if you can't enforce the UWSR, then there is no reason to redo anything. We have to have enforcement in order to obtain a consistent look.

Bruce – the mandate has to come from the Provost and the Chancellor.

Shannon – you have to allow some flexibility, but we still need some consistency.

Bruce – what timeframe are we talking about? The answer is important to setting expectations.

Todd – the work is around procedure and policy (hopefully)

Todd – does the Chancellor want us to put effort into it now or when we have recommendations from the integrated marketing group?

Kevin – perhaps we could work on a site that is scalable. If the Chancellor values uniformity, then we could build something that works for now, but will also work later when adding pieces. We could also revamp the UWSR.

Bruce – we can't do that until we get the ability to enforce the requirements.

Kevin – there are some sites on campus that are taking an interpretation of the requirements and building some really "cool" sites. So we need to address subjectivity.

Bruce- perhaps we should bring some samples to the Chancellor.

Todd – we need to have the authority to enforce it. This includes the use of outside vendors.

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Shannon – we could use the e-marketplace for vendors who comply with the UWSR.

Next Meeting

May 19, 2010 3:30pm – Forney 2005

- List of websites and/or samples. Kevin will bring the list.