

WOC 06/16/2010

Present: Todd Sutton, Lyda Carpen, Louis Whiteheart (for John Eatman), Bruce Michaels, Bo Bodenhamer, Jason Fleck

Absent With Notice: Kevin McClain, Susan Clegg

Absent without notice: Adam Arney, Robert Brown, Richard Cox, John Wolf

Recorder: Becky Kates (for Sherri MacCheyne)

Social Media Guidelines

Draft document has been created, UR has it but it still needs work

Work will be contracted out (Helen found some funds) – will be made ready to publish and brought to WOC for approval

A vendor is in the works (vendor in mind has experience with SEO & social media.)

Google calendar Mash-up

Google Calendar Mash-up website is almost ready to go

Danielle Baldwin (University relations) is working on FAQs

Training to date – 66 people attended the four training sessions – mixed reaction (some were very excited, but others didn't seem to understand what they were looking at.)
Calendar training was included with iSpartan Gmail training.

May need to continue training in the fall – which groups should be targeted? Staff Senate, Athletics (will be training immediately due to the complicated needs – 36 or more calendars for different sports, etc.), Music Theatre & Dance, Alumni (Paige Ellis is currently working with Scott Jones of Alumni Relations.)

Mash-up site is not currently live – Database issues in moving the site from SAF to URE – Danielle is working with Kevin McClain and Andrew Marker? to resolve the issues. (Kevin & Andrew may need to work directly to solve the problems.)

Mash-up will be linked off the Public UNCG Calendar site.

People have asked if the calendar link can be more prominent on the UNCG homepage. It is the last link under “site tools”

“Public Calendar” could be changed to “Events Calendar” or just “Calendar” (This still puts the link down in the “site tools area below the Athletics logo.)

Can it go in the “campus links”?

A calendar icon could go in the “Stay Connected” area beside the Twitter, Facebook & RSS icons.

Upper Level UNCG web-pages

Current homepage was designed for much smaller computer screens than we have now – the gray bar “the fold” used to be the cut off of what was visible on most monitors.

May need to employ incremental changes – not a total re-design

A wider page would give more space to the links both vertically & horizontally

Result still needs to have a similar look and feel to the current upper level pages – an extensive re-design isn’t going to happen for awhile due to budget.

Integrated marketing will provide guidance & recommendations in the fall – per branding, standards and resources. Will be presented to the Chancellor & then given to WOC. WOC can then run with it.

Should we start talking about a timeline for what can be done now?

RFP – could hire a firm to come up with several design options. Need to come up with a wish list – will need to justify spending money when UNCG also has tech and design resources.

What would happen with the wrapper? – currently there are multiple wrapper versions.

Should WOC proceed with some incremental changes or wait for Integrated Marketing guidelines?

How we proceed will depend on funding.

Can WOC come up with a list of temporary measures that could be done soon to present to the Chancellor? Only outstanding issue would be widening the pages. Other issues such as non-compliant sites – hoping Integrated Marketing will provide guidance to address this.

What is the return on investment if a total re-design will be needed later?

Lyda is comfortable looking at design of the homepage (not familiar with the technical aspects of the wrapper.)

May need to focus on the homepage & upper level pages and worry about the rest later. Liquid layouts are not used by any other university for a homepage – too much complex information & images – cannot control the display.

By August, WOC members will come up with some ideas for “cosmetic” changes to update the look of the UNCG homepage & upper level pages.

No major re-design will happen before the IM guidelines are established. Content management will also be an issue.

Google Sites

Replacement for personal sites and student groups – maybe for classes (interactive area)

Todd is concerned that departments may start to request to use Google sites for UNCG sites. Need to create guidelines to cut this off before it is requested. Where is the line of delineation between a personal or student group site and a university public site? Gray areas will come up.

No requests have come in yet - want to get out in front before it becomes an issue.

It is not possible to set up a Google site that is compliant.

Questions about current unit website requirements – is just the unit homepage required to be compliant? May need to be more specific about unit website requirements.

Todd will put preliminary guidelines together about Google sites for the next meeting.

Next meeting will be Wednesday, August 21st at 3:30pm in Forney 205.