

WOC Meeting  
10/20/2010

**Present:** Bo Bodenhamer, Lyda Adams Carpén, Shannon Clegg, John Eatman, Jason Fleck, Kevin McClain, Todd Sutton, Japp Van Duin,

**Absent with notice:** Susan Hensley

**Absent without notice:** John Wolf

## Website Content

Todd Sutton

Chapel Hill and other sister institutions were receiving audit findings for not having an acceptable website content policy. We decided to be proactive and create one. This one has been through legal and will be published.

Jason Fleck: There several websites across campus that uses forms to obtain information from students and others. If they want to sign up for open house, or tutoring, etc. It can be personally identifiable information. These forms use webmail which isn't secure.

Todd: There was a paragraph in this document addressing this situation; however, we were encouraged to take it out as it is addressed in the Acceptable Use of Computing Resources policy.

John: There may be something that needs to be published regarding use of forms – what is acceptable and not acceptable.

Todd will have a conversation with Joel Dunn about the paragraph directing folks to the ASSC for the definition of "Restricted Data."

## Social Media Guidelines

Todd Sutton

Todd sent the Social Media guidelines to legal for approval. Steve sent it back with changes to the format. Steve's intent was to reduce redundancy of information. Lyda Carpén and Debbie Schallock are in communication with Steve regarding this document.

## HomePage Design/Wrapper Discussion

Lyda Adams Carpén

We looked at how the wrapper design will word on unit pages across the site. We made examples of unit website pages by capturing screenshots of current websites and dropping them in to the wrapper layouts. We looked at a cross section of different kinds of layouts, from blog-style to liquid layouts, for example. We included a number of the schools and administrative departments.

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The samples were reviewed by the committee. A large discussion ensued regarding the gold bar. Is it really needed? Is it used by our visitors?

The chancellor feels very strongly about consistency through the websites.

The WOC didn't have any concerns about the ability to build the wrapper to fit the examples shown.

Todd indicated that are implementing a new environment which will allow departments to use word-press for websites which could help standardize the campus-wide look and feel.

## **Integrated Marketing**

Lyda Adams Carpen

A discussion ensued regarding Integrated Marketing and the Web. Some WOC members were not aware that IM would impact their work.

WOC has requested an IM presentation.

## **Next Meeting**

November 17, 2010