

WOC Meeting
3/16/11

Present: Jaysen Buterin, Lyda Carpen, John Eatman, Jason Fleck, Kevin McClain, John Nuefeld

Absent: Bo Bodenhammer, Jaap-Jan Van Duin, Susan Hensley, Shannon Clegg

Integrated Marketing

Lyda

We presented the web plan to the group last week. Generally speaking, the presentation went well and the group asked a lot of questions. They didn't surprise us with anything.

We were requested by one of the co-chairs to send out to the larger group to ensure everyone is informed due to spring break absences.

Those in attendance were suggesting that there are stronger consequences for those who are not compliant. We talked about divisional representatives reviewing sites and sitting on WOC.

John Eatman - is this specified in the WOC Charge?

Todd - We met with Jim Clotfelter today regarding our charge. We will be bringing a re-write to the Executive Staff next week. We are focusing on all UNCG external online sites including social media, mobile apps, etc. The web is a channel for getting data, but there are also other data channels.

Lyda - it will be summer before IM makes their formal recommendation to the chancellor. Having that charge in place will help facilitate those recommendations.

Todd - we will be integrating somewhat with the security team.

Lyda - we gave them a schedule for implementation with the understanding that rolling the new header and footer out is going to be kind of messy. We will have assets and templates to provide to the units by the summer.

The next thing to do is to call our other working group together to work on the top tier pages.

Integrated Marketing is going to have some kind of launch in the fall around the timeframe of the state of the campus address.

The units will be given until 2012 to comply. Given the range of circumstances around campus, we feel this is fair.

Kevin - if the assets are available prior to the launch, a unit could implement before the top tier pages. Are you ok with that?

Lyda - we are conflicted about this.

John Eatman - the sooner we can begin to work on these pages, the easier it will be for us. Some units have 1,000's of pages to redo.

John N - the meeting before last we were talking about the header and footer and how far down they were going to be required. However, now it sounds like it is.

John E - the current standard (7 years ago) - on any page in which specific information is presented as official had to comply with the UWSR. Faculty members can do what they want on their personal pages (legally).

John N - how far down are the design standards going to be imposed?

Todd - Personal faculty pages and course instructional pages do not have to follow the requirements.

John E - A faculty member in the library built a course using an external host - the faculty member couldn't do it because the university has no control, however, they could keep the design because it was a course page.

Todd - a good example of application is 6-tech online. We don't have the ability to "skin it" because of the application limitations.

John N - one of the issues in our department is maintaining contact with graduate students. It is difficult to do this without having to add a layer of approval.

Todd - we'll publish guidelines for social media. If there is a report of misuse it will come to this group. Beyond that, we aren't going to stand in the way of connecting to others.

Lyda - David Rivera is working on the header and footer for us for the "wrapper". He should have something for us tomorrow. In an ideal world, we would like to coordinate when the websites are changed. However, we don't have the authority to tell folks they can't use the new assets until we are ready. Our preference is that folks will wait until the home pages are completed.

Kevin - the future of the wrapper system is going to make the migration to the new system. If we had a date, it would help a lot of people.

Todd - I'm not certain of the future of the wrapper. I'm going to lean on my staff to tell me what is the best way to go.

John E - will we have a CMS?

Todd - if you count WordPress as a CMS, then yes, we are providing templates for WordPress.

The usefulness of the wrapper system is not as widely used as we thought it would be.

Kevin - Eleven out of 12 student affairs units is using the wrapper. I don't think those that are loyal should be penalized.

Todd - We are looking at the easiest system to roll for everyone. I would prefer not to change wrapper system knowing we are going to deactivate.

Top Tier Pages

Todd - what is the definition of top -tier pageare page links from the home page but not to department pages. This group is responsible top-tier pages.

John E - School of Business and all pages under it are NOT top tier pages.

Kevin - top tier page is typically a page that facilitates navigation.

John N - I thought a top tier was a page that took less than two clicks away.

Kevin - it is linked directly to the home page AND it is used for navigation.

Todd - what if we thought about it in terms of what the site is associated with? For example, Prospective Students page is the property of UNCG. It is not taking you to a division or unit.

John N - what does it matter if a page is a top tier or not?

Lyda - one example, who gets to use the gold bar with the navigation and who doesn't. The gold bar can not be modified. We have to determine who is not allowed to have the gold navigation.

John N - there is a difference between probably wouldn't and prohibited.

Lyda - our original idea was to let the unit choose. However, it was a consensus of the group who revised the UWSR that we are not going to give the units a choice.

John N - why not develop a list of top-tier pages?

John E - who has the authority to declare a page a "top-tier" page?

Lyda - I prefer to have a working definition so we can change the list.

John N - there can be a guideline or a working definition.

Kevin McClain - WOC should deem a page a top-tier page. Requests for a top-tier pages would go through WOC. This takes the authority of a top-tier pages from units and pushes it to the WOC (or University Relations).

Todd - good idea.

Lyda - We're saying that a working definition might mean that it is a page that defines navigation and here is a list of current top-tier pages.

SCHEDULE

Once the university home page is live, the other sites can go live.

John E - once word press is in place, units could start developing their sites which will then be ready to go "live" when the homepage is live.

John N - when the templates become local will people able to change it?

Todd - Yes

John N - if you have a system where templates can not be changed, then this wouldn't be an issue.

Todd - We are not there yet. Our goal is to achieve some sense of control.

Next Meeting

April 20.