

IOC
4/20/2011

Present: Bo Bodenhammer, Jaysen Buterin, Lyda Adams Carpen, Shannon Clegg, John Eatman, Jason Fleck, Tim George, Kevin McClain, Jap-Jaan Van Duin

Absent with notice: Susan Hensley, Todd Sutton

Absent w/o notice: John Nuefeld

Getting Organized

Lyda

- Are there pages can we eliminate?
- Of the remaining pages, who needs to contribute to updating links and brainstorming new content? (i.e: Arts, Employment, etc.)
- How do we organize the process? Subworking groups?
- Charge for working groups or common criteria for submissions

John Eatman - do we have stats on what is clicked from the homepage?

Lyda - when we break up into smaller groups, perhaps that is a question we can ask. Lyda will ask Todd about getting some analytics for different "clicks".

We need to go through the navigation and decide what needs to be taken away. For example, there is an Admissions page then a redundant admissions page from there.

Jason F - Students are currently very frustrated at how this works. It is confusing. The admissions link is the one we receive the most feedback from.

- Admissions should go directly to admissions

John E and Jap-Jaan - a map of all sites would be better to look through instead of looking at bits and pieces.

Jason - major topics are majors, cost, how do I apply. There is a bucket list for each student year and international students. Could have a link to the Graduate School. We already have an IPC link.

Lyda - whatever we decide to do we can help admissions now as they are completely redesigning their site.

John - What is a top tiered page? At what point does the unit's responsibility take over? From the home page you can get to DCL with one link, but you get to Admissions link to two links. There are broken links on the Outreach page - who is responsible for this page? Nobody know who is responsible for it.

Kevin - list of what top tier pages are and then identify with each of those pages and identify who "owns" what.

Lyda - previously when updates were required, a committee would be pulled together to decide on updates. I would like to start that process again. That is what we need to decide today?

Jap-Jaan - do we know who the pages are?

Lyda - we need to talk about that?

Prospective Students

Prospective Students - we agree we need to get these folks together to decide how this page will be utilized/marketing.

Kevin McClain - I would stay away from IOC micromanaging this page. We need to get those folks together and let them determine the best navigation.

Jap-Jaan - where does the design come from? Is it UR?

Lyda - we would like the group to decide what they would like then IOC comes together and decides on a design for the top tier pages.

Current Students

Student Affairs, Business Affairs (a little bit), Academic (Provost),
Kevin - because there will be an Academic link from the homepage in the gold page, perhaps some of this information can be elevated to that link tree.

Lyda - there needs to be a committee for the academics page as well.

Kevin - can the "current students" page become a marketing tool for Student Affairs.

Lyda - you have support here. We need to retain students.

Assignments

A Google Doc has been shared with the IOC indicating pages and assignments.

Next Meeting

The next meeting is May 18.