IOC meeting
5/18/2011

Present

Bo Bodenhammer, Lyda Adams Carpen, Jaysen Buterin, Jason Fleck, Andrew Marker, Kevin McCLain, Todd Sutton, Jaap-Jan Van Duin

Top Tier Page Definition

The definition created was discussed. Changes were made to the definition directly in the google doc.

Web assets update

Andrew -we started looking at them and we will be making some changes. We are working with David Rivera. We will be cleaning up some of the java files to make downloading faster.

Andrew needs the nav assets from Paige.

Lyda indicated that they are pretty much done, she just needs to know how you want it.

Andrew indicated they will be reducing the amount of code.

We are working with systems and networks to place these assets in a central place so every department will have access to the same assets.

Content for top tier pages

Jason fleck tried to have a meeting. Few people came. We looked at the pages we are responsible for and made recommendations.

Jaap-Jan is interested in analytics before submitting the proposal. They want to understand how the pages fill in. He shared the notes from the meeting.

Todd - IOC would like you as a group to come up with what you want on the pages. I would caution against making complicated pages because we don't know who will maintain them. There may or may not be someone assigned to do this. We as a group need to look at this possibility.

Lyda - at this point we would like the kinds of content and the links you wish to include.

Jason - is there some conceptual ideas for the top tier pages?

Lyda - we would like to hear what types of info you want so we can figure out what "frames" work best.

Please send Todd and Lyda requests for analysis info on pages.

Community and friends and content education and outreach pages.
Office of research and development are looking at creating a website to house the outreach and continuing education.

Integrated marketing

Lyda gave an update for integrated marketing. There is a live blog now. The agency we hired is coming back tomorrow to give examples of how the big idea can be turned into messaging and creative.