

IOC
12/02/2011

Present: Bo Bodenhammer, Chris Burnett, Lyda Adams Carpén, Shannon Clegg, Jason Fleck, Phillip Garrison (for Kevin McClain), Tim George, Emily Janke, Matt Libera, Dan Shipman (for Eileen Kohlenberg), Jaap-Jan Van Duin

New Members

Todd: We have several new members. Dr. Clotfelter sent an email to Executive Staff to make sure they felt they were appropriately represented, and a few new members were assigned.

New Members: Chris Burnett – representing Business Affairs, Emily Janke – representing Research and Economic Development, Eileen Kohlenberg representing the Academic Technology Coordinating Committee, and Matt Libera – representing the Academic Computing Committee.

Content Area of New Pages

Lyda: Several months ago we started looking at top tier pages. I want to revisit that. Athletics didn't have a page. Cherry Calahan had some concerns with creating a new page that included Campus Rec, so we maintained the old link to Spartans.com.

Jason & Jaap Jan have a document regarding prospective students that I have in front of me now.

The group reviewed the Top Tier page assignment spreadsheet. This document has been shared with the IOC committee. It looks like we are not going to be able to fast track like we wanted to.

Bo: The employment page needs to include the EPA link.

Chris: It's included in the sidebar of the employment page.

Bo: There is a committee that is looking at adding EPA to jobsearch. The recommendation going to Deans Council is to upgrade to PeopleAdmin 7.

Lyda: Are we saying as a group that we can eliminate the middle "employment page"
<http://www.uncg.edu/employment/>.

Bo: We may need to discuss with HR.

Shannon Clegg: You are getting to the same place regardless.

Todd: It could be added to the left nav on the jobsearch.uncg.edu

Tim: I'm part of the "Spartans Rising" committee. One thing we've talked about is a "Traditions" page. Who do I need to talk to about this? When new people come into campus, they have no idea what the traditions are.

Lyda: Who would build and own that page?

Tim: I think the next step would be to talk to UR.

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Lyda: Alumni affairs is in the process of overhauling their site – that would be a great place to house this page (site).

Emily: There has been a recommendation with the Provost about how we present UNCG through HR. We could change “Thank you for your interest” to something like “How to become a part of an Engaged community?” or something like that. Traditions would work with this.

Lyda: What we want to try to do today is talk about the process for tackling the top tier pages. The brand site will be launched in February.

Dan Schipman– what is the brand website?

Lyda: It will include information about new branding, tools, rules, color palette, messaging, etc.

Checklist

First Steps

- Pull together Stakeholders
- Review Available Data
- Review UNCG Strategic Plan or appropriate unit G&O’s for guidance.

Emily: Do we have google analytics on the pages?

Todd: Yes. It is using a code that was in place previous to the new UWSR before all sites could use the code so data is severely limited beyond the top tier pages.

Lyda: In the USWR there is a link to a Google form requesting analytics.

All of the top tier pages have different stakeholders. The “Current students” page is a big checklist in itself. It includes student health services, financial aid, etc.

Jaap-Jan: I would like to see a date and wire-framing before we start the content.

Todd: Can you explain what you have in mind about the wire-framing?

Jaap-Jan: – We don’t know how the pages are connected. We need to see the bigger picture.

Lyda – we should add a step that gets the group together and determine the current wire frame and what the new wireframe will be?

Jaap-Jan: – Yes.

Emily: There are a couple of pages where the yellow bar goes away. Can you explain why?

Todd: Review of ioc.uncg.edu/uswr/

Todd: For example, technology links from the homepage. However, the ITS home page is not considered a top-tier page.

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Lyda: - Research goes directly to ORED. There is not an interim page between the homepage and the ORED page.

Todd: It can be unclear why the gold bar goes away, but the unit pages are specific to the unit.

Todd: What do we think a good date would be?

Jaap-Jan: This would be purely framework – no content. This is what we should present back to the committee. I know that some are more complicated than others. Whoever is working on it needs to simplify the pages.

Phillip Garrison: Kevin had proposed some boiled down links for the student page.

Lyda: He did share it but it was more of him organizing it. Did he pull anyone else into that conversation?

I hate to impose a deadline when Kevin is not at this meeting.

Jaap-Jan: – Perhaps we can have a deadline for less complicated pages, then a different. You already have our recommendations.

Todd: Perhaps we can do this in January. It might be a good exercise to go through what Jaap-Jan and Jason have done already.

Emily: Is the Registrar a part of the students pages?

Page objectives

- Be user/audience centered
- Move users to desired information quickly and intuitively
- Applying new branding guidelines(Feb)

Recommendations

- Outline primary audiences
- Recommend priorities (hierarchy of information)
- Propose specific links and landing pages

Top Tier Pages

Discussion ensued regarding assignments of the top tier pages.

The Academics page is not yet assigned. The committee decided to create a subcommittee to tackle these pages at a later meeting.

Emily: One way to think about the academics page is to have a landing page to direct folks to appropriate information.

Lyda: The Continuing Education & Outreach pages and the Community & Friends pages are very similar. Perhaps we can eliminate the CE&O pages.

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Jaap-Jan: - I would like to be on the committee that decides this.

Emily & Lyda will work on this page together. Jaap-Jan will also be in this group.

Other

Todd: we had a conversation about making a small change in the USWR. Are the changes shown on the screen in bold acceptable (adding “separated by vertical “pipes” and “and visual representation.”).

“As the UNCG header is the primary form of site identification, it is required on all pages. It needs to be aligned to the top of the browser window and the blue background color extend the full width of the browser window. The header must contain the primary university logo, links to the university's enterprise services, university search and audience channels **separated by vertical "pipes."**The positioning **and visual representation** of these elements must conform to the image below. These images are intended for visual reference only. Please see the templates and other assets for detailed information.”

Next Meeting January 25 at 3pm in Forney 205

AGENDA:

Initial framework using Prospective Students as an example.

Discuss which top tier pages we should work on next.