IOC
April 25, 2012

IOC Attendance Matrix
A=Absent with Notice, P=Present, W=Absent without Notice, G=Guest

<table>
<thead>
<tr>
<th>Name</th>
<th>Status</th>
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<tbody>
<tr>
<td>Bo Bodenhammer</td>
<td>P</td>
<td>Susan Hensley</td>
<td>A</td>
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<tr>
<td>Chris Burnett</td>
<td>P</td>
<td>Emily Janke</td>
<td>P</td>
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<tr>
<td>Jayson Buterin</td>
<td>W</td>
<td>Eileen Kohlenberg (Dan Schipman)</td>
<td>P</td>
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<tr>
<td>Lyda Adams Carpén</td>
<td>P</td>
<td>Matt Libera</td>
<td>P</td>
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<td>Shannon Clegg</td>
<td>A</td>
<td>Kevin McClain</td>
<td>P</td>
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<tr>
<td>Jason Fleck</td>
<td>A</td>
<td>Todd Sutton</td>
<td>P</td>
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<td>Tim George</td>
<td>A</td>
<td>Jap-Jann Van Duin</td>
<td>A</td>
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<tr>
<td>GUESTS</td>
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Top-Tier Pages
Lyda Adams Carpén & Todd Sutton

We need to work on the remaining top tier pages. We have to give the ES a time-frame and make recommendations.

The audience navigation - all those needs to be addressed in some form or fashion. In the yellow bar navigation - we are talking about administration, academics and arts.

There are a couple in the lower navigation that need to be addressed - Continuing Education and Outreach, Employment and Inside UNCG.

Lyda believes the audience navigation is the priority.

Linda Carter has spoken to Lyda regarding the alumni affairs site. Lyda will act as a liaison between Alumni Affairs and IOC.

Process
Todd/Lyda will share the Google Doc outlining the process.
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There are different folks who are not in this room who have a stake in content for some top-tier pages. We need to extend the invitation to the stakeholders. Jason/Japp-Jan tried, but no one responded.

Chris Burnett suggested the invitation come from an Executive.

Lyda reviewed the draft process with the group.

Emily - the scope of this task is to suggest content that should be included and someone else will implement it?

Lyda - yes. Todd and I have discussed this. The suggestions will flow through University Relations, and IT will build the pages.

Todd - in the past, we thought if we assigned owners to top-tier pages, then they would be updated often. However, that is not the case due to staff changes, resources, etc. Therefore, we should give these pages a life-cycle. We shouldn’t saddle any one person with this.

Emily - it makes sense to me. Is there a list of who has ownership of these pages now? Should those that do provide suggestions to IOC?

Jason Fleck discussed how they came up with their process outline for the prospective students top-tier page.

Kevin McClain - the question is how do you keep the information fresh?

Jason - we keep things fresh with promoting our events, etc.

Todd - we need to determine what the cycle of “dynamic and fresh” vs. an individual schedule based by department.

Emily - would a Calendar work?

Jason - No, it needs to be rotating images, advertisements, new majors, etc.
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Lyda - I think every page will be different.

Chris - The business side top-tier pages have different criteria than the academic side.

Emily - We need to ensure that our sites are “selling” UNCG to different audiences - future faculty, staff, students, etc. We would need different images for these types of pages.

Lyda - maybe we should add a bullet to make a life cycle recommendation and by whom.

Todd - how do we keep this current and fresh? Who does this? That’s not IOC.

Jason - when setting up pages, it needs to be clearly defined who is responsible for updating it.

Lyda- we need to start with recommendations from the groups regarding how often these pages are updated.

Emily - with prospective students, you want to make sure they are updated frequently. There are other pages that don’t necessarily need to be updated as often.

Lyda - there may be some things out there we can take advantage of different elements. For example - the arts page could have a combined calendar of events.

Kevin - the top tier pages might get looked at once or twice a year, but perhaps a more dynamic process would be better?

Todd - Do we want these pages to be destinations, or is it just a place for people to go to if they need to find links or information to other pages?

Kevin - aggregation of links is not working. If people really want to find something, they use the search option. If there is any purpose at
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all, it has to be something worth visiting.

Emily - are there any examples of schools that people like? I’ve been using Arizona State as a comparison. Does this group as a whole need to look at peer institutions and brainstorm?

Chris - Search is only as good as the search engine. If I use the search, I can almost never find it. Getting relevant results for search is key. We have to make things easy to find.

Lyda - the reality we are living in - no one is going to put a large amount of money into these sites (such as A&T did).

Todd - if we want to do something different altogether, it’s going to require work and responsibility on folks who don’t currently have this role.

Kevin - historically, we have been very decentralized about top tier pages. If we are going to change that model - then some of the content needs to live in the top tier - then you have to say there needs to be an organization to handle that.

Emily - I’d like to see an example. I’m not clear on how the top-tier pages are not just quick links to other pages?

Kevin - Dynamically, it would be good to have the admissions deadline date on the homepage that changes as items change.

Lyda - there are some very different models out there. However, if we go down that road, we need to tear up the navigation on the top tier pages. This involves resources.

Emily - my thought is to have rotating images based on what we are promoting a specific week or month.

Kevin - in a nutshell - it’s taking links and adding descriptions and occasional images.

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Lyda - over the next few months, UR is going to be overhauling the news and inspire change sites - they need to reflect the new marketing. I don’t know if there is a way to pull that content without obscuring searches.

If we can figure out how to create a system that will allow people to pull the information as they need it.

Dan - can we use the WordPress environment to pull in that kind of information?

Todd - yes. There are programmatic ways to keep us from having to look at these pages so often.

Emily - what happened to the recommended designs by the Republik?

Lyda- We have their suggestions. I’d like to have content recommendations before we decide to implement various elements.

Emily - personal preference - I like lists and categorized.

Lyda - our overall goal is to help people find things quickly and easily.

The Top Tier Page Assignments document has been revised. This google spreadsheet is shared with the group.

The group agreed to have the individual outlines completed by our June 27th meeting. The group updated the spreadsheet that lists who is responsible for each page.

Prospective Student Pages

We have been getting feedback from the Executive Staff (ES)
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regarding prospective students and other top tier pages.

Emily - what was the concern by the ES?

Todd - it was too hard for undergraduate students to find information.

Jason - our numbers are down. We are having an unprecedented amount of emphasis put on enrollment.

Todd - The ES wants to change some links, and, the Graduate school wants to be represented. Do we address this one page ahead of everything else and roll it out on it’s own? Do we leave it as it is? Do we put the old one back?

Kevin - why not add a section that is titled “not an undergraduate” and give various links/information to other admission types. I think to satisfy the other offices is to add the list right above the footer.

Bo - a drop-down hides the information. It should be a list.

Lyda - I believe we recommend to the ES to ask the Admissions department to see how they can address the concern.

Emily - I think you can tell them that 85% of visitors are undergrad and we are saving the majority two clicks.

Next Meeting
Next Meeting is 5/23/2012