

IOC

June 27, 2012

IOC Attendance Matrix

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

Bo Bodenhammer	P	Susan Hensley	W
Chris Burnett	A	Emily Janke	P
Jaysen Buterin	P	Eileen Kohlenberg	W
Lyda Adams Carpen	P	Matt Libera	P
Shannon Clegg	A	Kevin McClain	A
Jason Fleck	P	Jaap-Jan Van Duin	P
Tim George	A		
GUESTS		GUESTS	

Top-tier webpage recommendations

Lyda - Overview of next steps: recommendations will be compiled and an RFP will be crafted that includes the top-tier page recommendations and the Integrated Marketing brand strategy. Looking to hire an outside firm to put together some design ideas. This will also include integrating the new branding on the homepage.

The Chancellor and executive staff are very interested in knowing the schedule for this.

Header/Footer compliance discussion:

Lyda - The deadline for compliance with the new header/footer for all UNCG webpages is August 30. ITS has been helping those who don't have internal resources to accomplish the update themselves.

Jaysen - Some people he has talked with have expressed anxiety about the deadline. What is the process and are there consequences if they don't comply?

Can ITS send out a reminder e-mail that has some of this information?

Top-tier webpage discussions:

FACULTY & STAFF:

Chris Burnett couldn't be at the IOC meeting today, but he met with Lyda on Tuesday.

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Lyda - Chris has completed an audit of all the information and links that currently appear on the page and identified repetition.

He thinks that the list of links should be able to be reduced.

Chris plans to meet with Undergraduate Studies to discuss their Faculty Commons concept as there may be many links for faculty included on that page/site.

He has not completed his recommendations, but has made good progress.

ACADEMICS:

Jaysen Buterin created a test page to illustrate his recommendations:

<http://provost-d.uncg.edu/test/>

He researched other institutions' academics pages and found that many had either way too much information or way too little.

He created areas on his test page for the schools, academic departments, and "programs of distinction" - a place to highlight programs like UNCG in 3 that don't fit anywhere else.

Top navigation also contains drop-down lists with links to colleges, departments and programs of distinction, as well as "majors & concentrations" (a page on the Admissions site) and the Graduate School site.

Right side-bar contains links to academic resources, picture links (to majors and to the grad school) and an area for embedded videos and other interactive content like the "Programs of Distinction" video and the virtual tour (created by admissions?).

Lyda - This page needs to be comprehensive as it is one of the main pages that prospective students will look at.

Jaap-Jan - Is the list of academic resources too long? How long should it be?

Lyda - Academics is a top-tier page, so it will have the wide yellow bar on top which will have links to Research for example. This may eliminate the need for some of the links listed in academic resources on Jaysen's mock-up.

Jaap-Jan - Will people know that "Majors & Concentrations" is for undergraduate?

Lyda - We may want to move the schools and departments lists farther up on the page.

Jason Fleck - Expressed concern about department names and organization changing under Academic Program Review.

Lyda - All the top-tier pages will be coordinated with the new homepage design. We may be able to pull some of the homepage story-telling content onto the top-tier pages when

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appropriate.

More discussion of the Academic Resources links:

Jaap-Jan - May be too many links there.

Lyda - The list of academic resources could be moved lower on the page.

Jason Fleck - Are any of these links available on the Current Students page?

Lyda will take the html page that Jaysen create and convert the ideas into a text document.

ARTS:

Matt Libera - Looked at the page as it is now and at the Google Analytics. The analytics are a bit weird, but it seems that people are leaving that page quickly. He also looked at the Performing Arts page and the Arts & Entertainment top-tier page is driving a lot of the traffic to the performing arts page. Arts & Entertainment seems to currently be a jumping page.

Some options:

Links to calendars

Possibly highlighting "marquee" events

Matt did a review of other institutions' arts pages. The group looked at three examples:

University of Minnesota:

http://www1.umn.edu/twincities/arts-culture/index.html?utm_campaign=tc-home&utm_source=home-topnav&utm_medium=default-view

UM Arts & Culture page - has links to performance venues, galleries and museums, dialogs & workshops. Has some factual information in the center.

Links to performance venues could help those already planning to come to campus quickly find where they need to go.

Indiana University Bloomington: <http://iub.edu/arts/index.shtml>

Arts & Culture page has a short list of "categories" on the left. Short and simple.

University of Rochester: <http://rochester.edu/arts/>

The best arts site that Matt found. Has clear links on the left, factual information in the center, and call-outs with pictures to marquee event on the right. These marquee events are "on now" or "coming soon."

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Rochester divides categories into visual arts or performing arts.

Lyda - Wondering where UNCG's creative writing fits in with the category model?

We don't currently have any descriptive copy of UNCG's arts programs on the Arts page.

Matt - Don't know who would be maintaining the events. Who would decide which events are "marquee" events?

General top-tier page discussion:

Bo - Who is going to manage dynamic content on the top-tier pages? We need to have more dynamic content.

Lyda - University Relations will also be working to combine the current IC and News sites (to integrate IMSC) and this will give us an opportunity to design these pages to pull in story content from this site to the top-tier pages. This will help keep the content fresh without manual updates.

Lyda - Having marquee events may be an opportunity to get units on campus more engaged in keeping their content updated, like having them use the Google calendars. We can also pull this kind of content into top-tier pages.

Todd - We need to identify stakeholders on campus that can take ownership of specific top-tier pages and manage the content.

Emily - UNCG needs a position to manage this process - someone whose job is Integrated Marketing and web compliance, a conductor. This seems like it would be a full-time job. A website is a living, breathing thing that needs to be fed.

Lyda - The top-tier pages need to be designed in such a way that the content doesn't have to be updated continually. Dynamic content would be pulled from other places. We have talked about having a review cycle for top-tier page navigation and static content.

Next step is to talk about this process and make recommendations. What are the tasks required and what resources would be needed?

CURRENT STUDENTS:

Lyda - We need to talk with Kevin McClain (not present) to find out the status of his recommendations.

COMMUNITY & FRIENDS:

Ran out of time to discuss Emily's findings.

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Next Meeting

Next Meeting: 06-25-2012