

IOC  
July 25, 2012

## IOC Attendance Matrix

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

Bo Bodenhammer	P	Susan Hensley	A
Chris Burnett	P	Emily Janke (Kristen Medlin)	P
Jaysen Buterin	P	Eileen Kohlenberg (Dan Schipman)	P
Lyda Adams Carpen	P	Matt Libera	P
Sean Farrell	P	Kevin McClain	A
Jason Fleck	P	Jap-Jaan Van Duin	P
Tim George	A	Todd Sutton	A
<b>GUESTS</b>		<b>GUESTS</b>	

## General IOC Update

Lyda: Helen Hebert presented to the Chancellor and executive staff. The presentation included the work that IOC has been doing and next steps, update on header & footer and the August 30th deadline.

Lyda would like to conclude discussion of the two top-tier website recommendations on the agenda today if possible. University Relations has created an RFP to hire a partner to help with IMSC homepage design and top-tier page design. It will go out soon.

Q - (Jap Jaan) Are the final IOC recommendations going to be based on each individual person's recommendations or will IOC have a chance to review them?

Lyda: We work with the individual recommendations, but there will be time later for IOC to address any issues during the process. The proposed schedule is very aggressive.

Q - (Jap Jaan) when does UNCG want to hire this agency

Lyda: The RFP is being released by Purchasing this week, it is up for two weeks,

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and we will hire as soon as we have completed this process.

Sean Farrell introduced. he will be replacing Shannon Clegg who had to step down.

## Top-tier webpage recommendations

**COMMUNITY & FRIENDS:** (Kristen Medlin filling in for Emily Janke)

Kristen shared a demo of the Community Engagement website that is being developed by the Office of Research & Economic Development. The site is not live yet. It is conceived as a portal for the university and the community to interface. The structure and links have been informed by a survey of the Nonprofit Consortium and Greensboro Chamber of Commerce. The OREC needed a central area for a database of university-community partnerships across campus.

Lyda has been working with Kristen & Emily as a consultant.

Lots of research involved. The site encourages engagement. There is interest in possibly commercializing it later on because it is the only tool available right now that allows non-university constituents to login and participate.

Recommendation is that the "Community & Friends" link directly to the Community Engagement site. The Continuing Education & Outreach link may also be able to be sent to the Community Engagement site, but to the "Clinics, Camps & Services" page.

Q - Has there been community feedback on the Community Engagement website design?

A - Yes, it has been vetted by 40 community members and 3 focus groups.

Discussion about the need for the "Continuing Education" link on the homepage. Continuing Ed. is not replicated anywhere else on the site. Discussion of current Continuing Ed. page.

Q - (Jason Fleck) Would the "Community & Friends" link be changed to "Community Engagement"?

No, it is an audience tab and cannot be changed, but the Community Engagement page would need to be renamed if the recommendation is

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accepted.

Continuing Education may still need to be somewhere on the homepage. Need to define Continuing Ed. DCL is the hub of most Continuing Ed.

Lyda - We may need to have a followup conversation about the need for a continuing Education page. It is not one of the top-tier pages addressed in the RFP, so it can be decided later.

**FACULTY & STAFF:** (Chris Burnett and Sean Farrell)

An information page for faculty & staff - it is a jumping-off point to get to something else. Looking at the current page, some links are dead, some are repeated, some seem unnecessary.

C & S - Recommend grouping links differently so they don't separate faculty and staff. Recommend some kind of destination content for the right-hand column - maybe listing current cultural events or other useful information to faculty/staff.

Jason Fleck - Not sure about having cultural events on the fac/staff page since there is also an Arts page.

Lyda - Maybe there could be a Campus Weekly feed there? Current stories or the events feed that Mike Harris puts together each week for CW. Campus Weekly would be a great content resources to leverage for this page.

Jap Jaan - Need to be careful about the headings - make sure they are informative.

Jason - Maybe the headings should be in alphabetical order. The quick links section could go in the right-hand column.

**CURRENT STUDENTS:**

Lyda - Kevin McClain is working on recommendations for this page and will present at the August IOC meeting.

**Next Steps:**

IOC has been chewing through a lot of work lately and is getting a lot of attention. Lyda will share what she is working on regarding the recommendations and will post to Google Docs so IOC members can comment before the August meeting.

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### **Next Meeting**

Next Meeting: August 22, 2012