IOC
November 28, 2012

IOC Attendance Matrix

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

Bo Bodenhammer	P	Emily Janke	P
Chris Burnett	P	Eileen Kohlenberg (Dan Shipman)	
Jaysen Buterin	P	Matt Libera	P
Lyda Adams Carpén	P	Andrew Marker	P
Sean Farrell	P	Kevin McClain	P
Jason Fleck	P	Kevin Shoffner	P
Tim George		Jan-Jap Van Duin	P
GUESTS		**GUESTS**	

Google Analytics

Andrew hopes to resume work on this next week.

Mitre Website Review

Lyda Adams Carpén

We have wireframes for the top tier pages from Mitre. Today we will review one as a group. Then folks will take the wireframes for the top tier pages to review and return to Lyda with notes.

We are working on the Art top tier page. I chose this one because we are linking or pulling in content from around campus and it needs the most input.

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Image at top of page

Should the image be consistent with the other top tier pages.

Kevin McClain and Jaysen Buterin suggested something more dynamic than a black & white image.

Bo - the images could change monthly.

Jaysen - reuse the poster used for an event?

Kevin M. - the question is - do we want this image to be **the** campaign or **compliment** it.

Lyda - I don't really want it to be static, but our office has to maintain it.

Bo - I would like the image to change as events happen. Doesn't have to be monthly. It does need to be part of our standards.

Lyda - how important is it to have the images consistent across the top tier pages need to be.

Chris - that depends on page. I don't think we can say that all pages should be the same.

Andrew - It should relate to the dept the page represents.

Lyda - my hope is that we can come up with a plan that doesn't involve complex schedules.

Kevin - is changing it once a month achievable, or 4 times a year?

Lyda - I can come up with a plan for that if IOC decides if the pages should be consistent.

Matt - if we went to every 6 months, it seems that we could do art

stories behind it.

Jaysen - the main visual target area - it may be in color, it may be black & white. The rest of it will have the other consistencies to fall underneath that. It's not 100%.

Bo - the homepage has stories but the rest of the pages do not.

Emily - how often are you going to the top tier pages? Most people go directly to the pages they wish. It would look like it is updated.

Lyda - if you want to have quarterly, we can do that.

Jaysen - do we want adequate or acceptable?

Emily - would we allow pictures of people who are not UNCG - speaker visiting, etc.

Lyda - the images could be pulled from the news and features website.

Left Hand Navigation

Lyda - Matt had originally recommended two art links - visual and performing. We can take Box office out of the side navigation bar as there is a big button on the page. We will add literary as a category.

Matt - performing arts should come first.

Lyda - we could defer to alphabetical. Literary, Performing and Visual.

Lyda- should we put a sub "English Department" link in the Creative Writing section?

Lyda - Performing arts has two big buttons on the page. Literary arts has only two links.

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Department of Media Studies - one of the pages has their film school under performing arts, another page has it under visual arts.

Matt - Media studies is not considered Performing Arts in the higher ed community.

Kevin - it should go under visual.

Jason - are we making the decision to alphabetize the side navigation bars on all top tier pages?

Lyda - let's get back to that.

Kevin - we can acknowledge that in some instances we can prioritize the list instead of alphabetizing the lists.

Andrew - the audience is not always the deciding factor.

Lyda - we could use analytics to determine this in the future.

Matt - the art page has so few links that it may not matter that much. That said, considering the "buckets," we may want to rethink this.

Kevin - I don't think we need to make the bottom sections of the page alphabetical just because the side nav bar above is.

Bo - will the side bar navigation link to the bottom of the page?

Lyda - not necessarily.

Jaysen - there are so few links that it isn't necessary.

Matt - we may want to swap around the elements for performing arts vs. visual arts. There just aren't enough images for performing arts. Visual arts can include the Weatherspoon events.

Andrew - currently the Weatherspoon is maintaining an iCal and a

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google calendar. At this point, images are not associated with events. We will have to build something out to do this.

Lyda - are they maintaining two calendars now?

Andrew - yes. But we don't get images from them.

Emily - if you have to have an image for every event, that could be a challenge.

Lyda - It is true that if we are talking about the Weatherspoon, they will have an image in the future.

Kevin - instead of building some huge system, we could just queue up some images.

Andrew - someone is going to have deal with prioritizing and swapping out the images. Rather than having it driven by the calendar, we have to create a schedule. Someone will have to do this manually.

Emily - does the image go away after an event? Does the image get archived or does it go away? People will want to see past events/images. Looking toward the future - I might want to see something in the future - need to click somewhere to see what is coming up.

Lyda - if you go to public calendar - there is a calendar for exhibitions.

Sean - the media studies calendar is listed under the performing arts section and not visual. This could be confusing.

Matt - switching gears - we could make this page a zero maintenance. Could we use these to link to the unit level calendars for that discipline. We could have "Upcoming Events for..." etc.

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Emily - if we go with this we are using this page as a directory.

Lyda - The nice thing about having a dynamic calendar is to keep the excitement going about what is going on that day.

Kevin - we can still do that just have a link that says "here's what is going on today.."

Matt showed us the University of Rochester's page. Particularly the video spotlight.

Kevin - what are the expectation of the Executive Staff on this page? Do they expect they will go to this page and see directions to go to other pages.

Lyda - given what we have right now, we can exceed their expectations very easily.

Matt - we want people to come to our site. We want people to come over to the calendar and link to it.

Sean - if you have just enough out there you can draw people there.

Kevin - this will get people on your site that you want to be on the site.

Andrew - the boxes could be used for news items and pulled from multiple sources. We could pull their top five RSS feeds. We can get around this by looking at this site a different way and not using the calendar.

Lyda - interesting idea.

Matt - this seems much more sustainable.

Andrew - you still have the visit the calendar link.

Sean - we could randomize it, or have a field where they can put in a

number or marker to determine which feeds appear.

Matt - this is a good idea. We wouldn't have to worry about reproducing the calendars.

Emily - which calendar would you point them to.

Matt - I would advocate to go to the specific unit calendar. At this point, the chances are good that the user will want to see the only the arts calendars.

We could have the blocks blocked by content and not units.

Decision for Art top tier page side navigation bar

- Media Studies under Visual arts
- Alphabetize side navigation bar
- Remove box office from bar
- Prioritize what falls below
- Use boxes for visual arts for rss feeds, etc.
- Provide link to unit calendar

Lyda - I believe we have gone through a lot. I will have Mitre look at the idea of the RSS feeds and calendar links.

Emily - what of our discussion applies to this unique page or the way we want to think about all of the pages?

Lyda - take into consideration today's conversation about the arts pages when reviewing your specific top tier page designs.

Community and Friends is going to go to the Community Engagement site.

Lyda - please get these back to me soon. If we can make this happen quickly so we can get Mitre going on this.

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Next Meeting

January 23, 2012