

IOC
February 27, 2013

IOC Attendance Matrix

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

| | | | |
|-------------------|---|---------------------------------|---|
| Bo Bodenhammer | W | Emily Janke | A |
| Chris Burnett | P | Eileen Kohlenberg (Dan Shipman) | P |
| Jaysen Buterin | P | Matt Libera | P |
| Lyda Adams Carpén | A | Andrew Marker | P |
| Sean Farrell | A | Kevin McClain | P |
| Jason Fleck | A | Kevin Shoffner | P |
| Tim George | A | Jaap-Jan Van Duin | A |
| GUESTS | | GUESTS | |
| Scott Fulton | | Scott Milman | |
| Richard Cox | | Robert Walker | |

Update on Analytics and Top Tier Pages

Andrew Marker

Analytics

The folks that are using the newer property id can go forward without having to do changes to their code. One of the big motivators for making any changes is that the university home pages are part of David Rivera's properties and not the Universities. It wasn't set up very well.

UR wants one bucket so we can get a sense of all usage on campus so and that each dept can get their information. It would require two id's in there code.

If people want to start using the new code, they can do that. After March, we will actually proactively to go out to the IT maintained

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servers to update the code by global search and replace.

It is better if the individual dept does it themselves as there is nothing to stop the dept individuals from overwriting the code.

Danielle is ready. Scott and Danielle have fixed the ones they needed to fix. Folks will contact Danielle for the id's. She is the point person for analytics related tasks.

Kevin - using the UNCG unit wordpress template - four different subsites. Is there a way to filter out?

Andrew - there is no reason you can't update it yourself. We have no way of knowing if we can filter it out at this point.

Scott - the sites we have moved is working fine.

Kevin McClain - so we need to anticipate a new id in the WP Theme.?

Andrew - not for another month at least.

TOP-TIER-PAGES

Andrew Marker

We are working on page layouts, the javascript to support the enhanced and the php to enable UR to manage the content without having to touch the pages to avoid duplicating code changes.

It has worked in the current website. UR would like to extend that paradigm into second tier pages.

Andrew - can't demo in IE. We are probably going to be pushing IE9 to the campus next week.

This phase is going to be about getting the pages updated. There is

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going to be a second phase to optimize the pages.

We are working on the video section. We are doing a link box for the video. Trade Gothic is being used throughout.

Sean F - Is it possible to hover over the campus alert box and close it?

Andrew - I would strongly discourage this.

Todd - We are determining which types of alert warrant placement here.

The other two pages that are worked out so far is the Admissions and Academic pages.

Andrew - the hover color and the fonts go from a lighter blue to a slightly darker blue. This is hard to differentiate on most monitors at UNCG and for home users. Andrew suggested a lighter blue color. Lyda was accepting of that but would like the color chosen from the colors in the Brand Guide.

University Relations has funded the Trade Gothic font for websites. Today it is setup at the provider's site to allow anyone at uncg.edu to use it. The current page hit count is at 5 million. We may need to increase this later.

For the Chancellor, we are hoping the homepage and the second three pages will be done.

One of the problems we have with the calendars on the student page and the faculty/staff page is there are only 3 events listed. The issue with this is that some events don't show up until 30 minutes before it starts. This is due to limited spaces. We may have to shift the calendar paradigm for these pages.

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UR's hope of having the student calendar(s) hosted by student affairs would take away some of the other calendars such as the Weatherspoon.

University Maps

Scott Milman received a directive to create a list of good directions to campus. They created an app for this. We talked about synergy with Scott's group and Richard Cox's map. Is IOC interested in having them partner to put the map/directions in a single place on the website.

Spartan Directions

Scott Milman

Scott showed up Spartan Directions. It was built with input from the Executive Staff.

Spartan Directions (SD) includes driving *and* walking directions. SD was created with not only the shortest/fastest routes, but also the most scenic.

Robert asked the IOC to test the site and report bugs or issues to him.

Scott indicated that the walking directions were manually entered in.

Robert - We didn't use the google api because it wouldn't allow us to alter the content.

Maps

Richard Cox

maps.uncg.edu is the link. It was designed for folks to find their way

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once they are physically on campus instead of driving to campus.

We are looking at integrating with SD by offering driving directions to the building.

At the end of April, we are looking at including the walking pads around campus. We'll be meeting with SOAR tomorrow to look at including this with social media such as FourSquare.

All of our GEO data locations are from us and not from google maps.

Presenting to the Campus

Todd Sutton

When we are talking about linking this to the campus web pages and presenting it overall, what are your thoughts?

Andrew - is there a way we can integrate the two together?

Scott - one of the issues is that we don't have a single place for visitors to park - we have multiple places. The directions are focused externally.

Andrew - if people want to obtain directions, they are going to go to the homepage.

Scott - couldn't there be directions and a map?

Andrew - people think of map and directions as the same thing. The short term solution is to provide links on each "map/direction" page to the other one.

Kevin - I see a need for both of them. We need to determine the best marketing strategy to which audience. Perhaps a landing page

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with "Explore UNCG," "Find building," etc.

Andrew - would like both to have a search box.

Scott - we have the tool, and we are going to start contacting departments. The members of the Executive Staff are anxious for this to be done.

Todd - just got the first beta build of the UNCG app. This app includes access to the map. I would like to include SD in it. Robert will suggest the links to Todd.

Todd will go back to Lyda to see if University Relations can replace the campus map portal links to the new map and SD.

Next Meeting

March 27, 2013 - Forney 205