

IOC  
October 23, 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)	P
Jaysen Buterin	P	Kevin McClain	P
Lyda Adams Carpén	P	Kevin Shoffner	P
Sean Farrell	P	Todd Sutton	A
Jason Fleck	P	Chris Waters	P
Tim George	P	Jan-Jap Van Duin	A
<b>GUESTS</b>		<b>GUESTS</b>	

## New Membership

Kevin Shoffner is a new member of the IOC.

## Mitre Website Concept Review

Lyda Adams Carpén

Mitre has been working on the top tier page designs. We reviewed the IOC recommendations.

There are three concepts to look at. Each concept has three pages included. We would like to get it down to two concepts before the Executive Staff. We are planning to show them our top tow October 29, 2012.

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## **Concept 1**

We have a very long scrolling page. All of the content is not contained in the top window. We have told them that prospective students are the priority. The scrolling is very natural for smart-phone scrolling.

Rotating stories are below the gold bar. The “blue” bar has some of the key information currently found on the home page.

Below the blue bar is an area for other “newsy” items.

The section below is a video gallery.

The footer is the same as the current home page.

Comments:

Chris: If you do sticky navigation on a mobile device, you are going to be taking away the main part. That being said, some people may be after this. Is there a way to do the sticky navigation from a computer but not from a mobile device?

Andrew: It’s not so much it is a full box. It could be something that could be pencil thin that could be clicked to expand. There is a way on a mobile device to have the hover feature, but it’s not intuitive and most people don’t know how to do this.

## **Prospective Student Page**

Different content based on needs for prospective students.

## **Academics**

Same type of design, however, there is more information in the blue bar as well as below. There is special treatment on these pages to list important info.

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Comments:

Kevin McClain votes for Concept 1.

Jaysen Buterin concurs.

Kevin: This concept is very airy. This concept would be easier to work with than the other.

Kristin: I don't think you are going to alienate other audiences all that much. This first concept speaks to the entire audience.

Matt: Scrolling a lot on a web page is not the negative as it once was.

Chris: I can visualize what the different pages will look like with this design.

Lyda: Changes are easily made with this concept. You can change one thing without changing everything.

General agreement: Concept 1 to be brought to Executive Staff

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## **Concept 2**

Main change is less scrolling.

## **Home Page**

Different concept with less scrolling. Condensed design with.

## **Prospective Students**

Easy to “templatize.”

## **Academics**

## **Comments**

Jaysen: This has enough of a consistency to all three pages. Where number 3 is all over the place.

Andrew: There are some pages that have links that look like they go off the site, and others that navigate to an anchor.

Jaysen: Were these viewed on a mobile device?

Lyda: No as we are waiting for concepts to be complete.

Andrew: There is a lot of use of san-serif fonts at the top of the pages which is not our print style .

Lyda: That is true. We didn't have trade when we put the guide out there. That will be new for everyone.

## **Concept 3**

Less scrolling

## **Home Page**

Dynamic content under the story.

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## **Prospective Students**

Secondary color palette is used. More information, feels more “dense.”

Additional scrolling.

## **Comments**

Chris Burnett: It seems like this concept is actually three concepts in one. There doesn't seem to be (design continuity) throughout. I don't have a vision of what the other pages would look like going through.

Lyda: We have said all along this would not be cookie cutter as it depends on the information, audience and elements needed for each page.

Jaysen: The prospective student page is too busy.

## ***Miscellaneous Questions***

Jaap-Jan: As there is focus on admissions. Can you pull up the current design and compare?

Lyda : We will be meeting with admissions to talk about how to transfer their information to this new look. That conversation has started.

Kristen: Will the other top tier pages be designed the same?

Lyda: Yes.

Chris: Can you share this through Google docs?

Lyda: If we do this, it is imperative that it is not shared as we haven't shared with the executive staff.

Jason F: It seems like they put the bulk of their effort on concept 1 and less time on 2 & 3.

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Kevin: Concept three seems to limit the images.

### ***Wrap up discussion***

All three concepts were put side by side so the committee could compare them. A lengthy discussion ensued about swapping different pages between concepts.

Concept 1 is good as it is.

We would like to merge concept 2 and 3. Lyda will pass the information on to Mitre and see what they come up with.

### **Next Meeting**

November 28, 2012