UNIVERSITY of FLORIDA

University Relations

Web Services Advisory Committee
Chair's Notes
December 13, 2012

Members Attending: Visiting:
Dan Williams, *chair*   Florida Bridgewater-Alford
Anne Allen   David Leavitt
Debra Amirin   Dave Gruber
Margaret Fields
Jeanna Mastrodicasa
Carlos Morales
Jeff Stevens
TJ Summerford
Al Wysocki
Fedro Zazueta

The meeting was called to order at 3 p.m.

Chairman Dan Williams followed the agenda as presented.

A. Update on UF mobile app – Dan Williams

After introductions of committee members, Dan provided a brief update on the discussions between the UF mobile app developer (a UF student), attorneys and other UF administrators involved with the objective of the app owner removing the use of the app under the UF trademark.

The owner has offered the following options: UF purchase app for $50,000; license the app to UF on the basis of 10% revenues which begin after app owner has generated $50,000 in income, or the owner will shut down the app.

Dan presented as information only and will share any updates with the committee. There is no action required by the committee.

Fedro commented that the official UF app is more robust and the functionality is much richer than the aforementioned student-created app.

B. Update on UF homepage - Dan Williams and Fedro Zazueta

Fedro said that a recommendation was sent to the IT Policy committee for review and will remain there until an update is provided.

The Foundation for The Gator Nation

An Equal Opportunity Institution

In addition, Dan directed committee members to review a list of websites, which were identified as interesting for aesthetics, content and how the content is managed. The list of websites gave an overview of what other universities are doing as it relates to their sites.

C. Report from Mobile App Specs Group – Dave Gruber (visiting)

Dave reported that the group is working toward mobile applications specifications and standards, yet the group is centered on a mobile self-service portal. The concept is to take the self-service function that faculty, staff and students use and build an integrated mobile environment that will serve up those functions.

Dave and his group recently started (about six weeks ago) on this feasibility process. The group has started in the preliminary planning stages. The group is attempting to discover how the campus is currently engaged and if it is creating a cross-team approach among stakeholders.

> **The group placed the planning in two parts:**
> 1. Review the self-service function that is currently offered.
> 2. Determine a new foundation that will allow deployment of services that become the central location for the user's functions.

Fedro added that Sakai is moving to mobile as well with the appropriate interface.

Dave's report is for information purposes. No action by the committee is needed.

If there are any preferences, advice or people who want or need to be involved as the group continues to expand the process, Dave confirmed that they are interested in receiving that information.

D. Report on Mobile Sandbox – Anne Allen

Anne reported that the committee continues to make steady progress. The committee has designated a release/opening date of April. There is a work group designing a curriculum that will be available encompassing both technical specifications (technically how to build apps) and entrepreneur-based guidelines.

After discussions with the Office of Technology Licensing (OTL), and the Innovation Academy, marketing principles will also be included in the sandbox. The course is designed to be noncredit and available after hours. There is discussion for the course to be available for users external to the university. The course is also available if people wanted to use modules for faculty use.

The course would have a physical location, possibly staffed by electrical engineering graduate students and faculty members who would serve as expert guides.

Concurrently, Anne reported that she is working on a process that will have mobile apps vet through the university. This would apply whether sold or unsold, and whether faculty, student or staff-created.

Lastly, Anne announced that due to the Technology Fee grant, university units (staff or students) are encouraged and eligible to apply for the funds to help support a current or past project. Application information is available online.

→ **ACTION:** Anne will send a summary and blurb to Dan, Jeanna and Kim Pace to ensure that the targeted populations are aware of the tech grant application and possible project funding in their units or classrooms.

Dan will forward to UFCN
Jeanna will forward to Gator Times
Dan will ask Kim Pace to forward to the faculty senate and place in official faculty newsletter.

E. Subcommittee reports
   a. Debra Amirin presented a report from the **UF Web Policy Subcommittee** (please review attached report)
   b. Jeff Stevens reported on the social media subcommittee's tasks. The two are: 1) using social media to promote institutional knowledge within the university system, and 2)making the web-related staff more visible on campus and promoting their expertise.
      i. Bruce Floyd, UF social media specialist, has handled the social media task and will continue.
      ii. Subcommittee is working with University Relations (FBA) on building upon the University of Florida Communicators Network website. Once updated, the website will be a repository of information – not only about the web but about all functionality of UF communications.
      iii. The Higher Education Web Professionals Association will launch a campaign to encourage regional participation and Gainesville is the host of the next regional conference in April 22 and 23, 2013. The keynote speaker, Daniel Ryan, was the front-end developer of the Obama Campaign, and will speak about agile web development. The committee is looking for sponsors.
   c. Anne Allen reported on the **UF Mobile subcommittee**. The group continues work on the app process and is currently working on risk assessment and vetting – asking how that should occur and what should be involved.

F. Discussion re: International Center request

Dean David Sammons of the UF international Center requested that the International Student Services, Exchange Visitor Services, and Program Development added to the ufl.edu/services page.

The committee did not relay any objections for the update to the website pages.

Meeting adjourned at 4:22p.m.

Next meeting: January 10, 2013 at 3 p.m.

Respectfully Submitted,

Florida Bridgewater-Alford, APR
Campus Communications Outreach Director