UF UNIVERSITY of FLORIDA

University Relations

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Web Services Advisory Committee
Chair's Notes
January 9, 2014

Members Attending: Visiting:
Dan Williams, *chair*   Robyn May
Anne Allen
TJ Summerford
Carlos Morales
Debra Amirin
James Ayres
Jeff Stevens
Allen Wysocki
John Donaldson
Jeanna Mastrodicasa
Ken Osfield

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

Chairman Dan Williams followed the agenda as presented.

A.   Updates – TERMINALFOUR, Homepage, Subcommittees

Dan Williams said it was confirmed that the TERMINALFOUR contract had not yet been signed at the time of the meeting. Because of the delay, the 160over90 templates will be completed on time to be utilized with the new web content management system.

The homepage design is still projected to be completed in August 2014 in time for the overall branding campaign roll-out.

*Web Policy Subcommittee – Deb Amirin (chair, **Web Policy Subcommittee**) mentioned there is a need for a cohesive statement for student use of social media associated with the university.

Anne Allen stated that she has reserved the Accessibility.ufl.edu domain name. Anne will be working with Ken Osfield on the content for all accessibility matters at the University of Florida.

The Foundation for The Gator Nation

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B.   Web Accessibility Policy and General Web Policy

*Web Policy Subcommittee - James Ayres said the Web Accessibility policy is closer to completion versus the General Web policy.

Debra Amirin thanked Anne Allen and Jeanna Mastrodicasa for all of their hard work on the Web Accessibility policy.

James Ayres provided a quick summary of the Web Accessibility policy. The subcommittee took a wide-ranging survey of other institutions mostly referencing MIT and Penn State which may be found in the references section. The subcommittee ensured there was a section related to undue burden which states you have to conform to W3C conformance levels which are outlined on the web. There is a process outlined for making a request which is directed to the webmaster of the site. Each web page should have a contact listed for the webmaster. There is a process for obtaining compliance if you are not able to adequately see the information and there is a defense mechanism for the webmaster if there is something outrageous that would cause them not to comply. This process would go through the compliance office.

Dan Williams said it would be great to have some of the web policies ready for review in the next IT Policy committee meeting. Dan asked James to make a few revisions to the Accessibility Policy. After the changes are complete, Dan will share the policy with the IT Policy Council.

ACTION ITEM → James to forward Robyn May the Web Accessibility policy.

Debra Amirin said she wants to be sure the web templates created for the new home page are fully compliant and adhere to the highest level of accessibility possible.

Dan Williams mentioned 160over90 will be holding Brand Workshops, and these would be a great opportunity to bring up the compliant templates. The agency will discuss what the brand is and how it can benefit specific target audiences and objectives. He is also planning a Town Hall meeting at the Phillips Center that will include a presentation of the overall branding campaign for campus.

Anne Allen said the Accessibility.ufl.edu site is striving to be a comprehensive place for accessibility at the University of Florida.

C.   Checklist Criteria for including major events – Deb Amirin

Debra Amirin discussed the checklist criteria she utilizes for listing major events on the Levin College of Law website. If you wanted your event listed on their site, you would have to review the qualifications. A policy might be developed if you were deciding what events will be featured on the UF website.

Jeanna Mastrodicasa said the SERU (Student Experience in Research University) survey results are now available. She discussed the results to the survey question "Where do students receive their news?"

ACTION ITEM → Dan to review Advertising Policy.

D.   Site Analytics – Anne Allen

Anne Allen presented the site analytics spreadsheet pulled from December 2012. She discussed the obvious decrease in UF web usage and said she never received a definitive reason for the decrease. Increased mobile usage was cited as a possible reason for the decline.

James Ayres said the reason for the decline may be that people are using the internet differently. More people are using Google to search for items, even internal items that can be found on UF sites. The user can go through less clicks using Google to find what you want.

Carlos Morales said the analytics indicate a steady decline among internal UF, external UF, and UF visitors.

Anne Allen continued saying the unique visits have changed only perceptively; it is the page views that have declined not the visitors.

Dan Williams noted the students seem to be the largest user considering WebMail, e-Learning, and ISIS are the primary usage points for the home page. In the last WSAC meeting, the committee had discussed the idea of having a separate internal website that would pull internal traffic away from the main UF home page. This may still be worth considering. He said we need to complete general research on what is going on in web and also speak with peer universities to understand if they are experiencing similar declines in visits. If the site is primarily working as an internal website, we need to refocus our mission so it retains the attention of an external audience.

Dan said he would like to better understand the analytics so the committee can take action. The items that require further explanation are: Google analytics of web usage and pull up all of the pages that were being tracked before. It was noted that when a template is used, this does not mean that the code for analytics is added. If the code is not placed, then the page cannot be tracked and this in turn invalidates the results.

ACTION ITEM → Anne to confirm some of the committee's questions related to the analytics shared.

E.   New Mobile App

Dan mentioned there is new mobile app called TapShield that provides GPS location for a person in an emergency situation. When a button on their mobile device is clicked, campus police are automatically notified and receive the person's GPS coordinates. Dan is working with the app developer to determine the third-level or fourth-level domain name. The link will redirect to the app's website where the app can be downloaded.

Meeting adjourned at 4:30 p.m.

Next meeting: March 13th, 2014 at 3 p.m.

Respectfully Submitted,

Robyn May, Senior Secretary