Web Services Advisory Committee
Meeting Minutes
March 10, 2016

Members Attending:

Azfar Mian, *Committee Chair*

Debra Amirin

Amanda Brown, (for Anthony DeSantis)

Margaret Fields

Brande Smith

Renato Squindo

Jeff Stevens

TJ Summerford

Invited Attendees:

Fedro Zazueta

Anne Allen

The meeting was called to order at 3:00 PM

A motion was made to approve the minutes. The motion was seconded and approved.

Agenda Topics

I.   Review of Subcommittees:
   a.   Web Policy, (WP), which includes accessibility:
      i.   Brande Smith was elected as the new chair. The committee chair made a motion in support of this change, which was seconded and approved.
      ii. The committee chair then asked for additional suggestions for subcommittee members. A detailed discussion ensued. It was decided that additional subcommittee members would come from diverse areas/disciplines and not be solely limited to current IT WSAC committee members. Suggestions included the following offices: Disability Resources, Human Resources, General Counsel, Student Affairs, College of Journalism and IFAS' Health Science Center, (strategic level). Faculty/other names were suggested, which were recorded by the subcommittee chair. As a result of the number of suggested names, it was decided that there would be two levels to this subcommittee:
         1. The Core Subcommittee
         2. The Review Subcommittee, (participation via email)

       iii.   It was further discussed and decided that this subcommittee's meeting schedule would be fluid, not static, based on need.

  b. Content Strategy Training: (see attached). The attached document, (which was distributed at the meeting), was developed as a result of the subcommittee's discussions; was written and presented here by Jeff Stevens. Jeff gave an overview for the committee, emphasizing the subcommittees purpose, which is to:

       i.   Provide content strategy.
       ii.   Assist with site construction.
       iii.   Assist with managing the site and its goals.

The target audience for these efforts would the non-communications professionals, those not familiar with style-guides, with the UF writing style guide. Q: Is content strategy training built-in to T4? A: T4 is purely technical, focused solely on skills. If the committee were to recommend establishing such a connection, IT will look into it and report back to the committee.

Comment: Resources and the ability to create a resource guide to include writing style, brand and identity.

Comment: Moving beyond content strategy to web training?

Comment: Outside IT developers with no knowledge of UF or of the UF brand; without training, are hired by colleges to work on their websites. Comment: Consistency. Un-trained UF vendors. UF employees must take training, yet vendors can come in without training and have open, free access to UF servers. Comment: Create policy, then slowly move to training. Comment: Training required for access to servers.

Comment: Branding and identity as training, [should this be a requirement of] outside vendors? Official UF Policy? Q: Is this a policy recommendation?

Comment: Misconceptions about T4: Student Affairs is looking at planning and moving to standards. Comment: The subcommittee's efforts are to focus on smaller offices/units/departments. If training and guideline standards are available, they can be offered as assistance, offered as help. Comment: Concerted communications approach to UF websites. Comment: Enforcement versus the 'wild west'. Comment: Bare minimum training is a good place to start.

  c. The committee chair initiated a discussion on the structure of the sub-committee. Names for members of this subcommittee were suggested and discussed.

*Action Item:

     1. Brande Smith will contact the persons suggested by the committee during this afternoon's discussion to ask if they would be interested in participating on the subcommittee. Once the subcommittee is established, the subcommittee will move forward with scheduling the first meeting of the subcommittee.

Meeting adjourned at 3:55 PM

Next meeting: April 14, 2016 at 3:00 PM