University Relations

Web Services Advisory Committee
Chair's Notes
May 8, 2014

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

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

Chairman Dan Williams followed the agenda as presented.

A.   **Subcommittee Updates**

*Web Policy Subcommittee – Debra Amirin announced that James Ayres would be the new Chair of the Web Policy Subcommittee and that she would remain on that subcommittee as a member.

Dan Williams thanked Debra for her leadership as Chair.

James Ayres, Chair presented the Web Accessibility Policy to the committee. The policy states that UF web sites must comply with the ADA as defined by the World Wide Web Consortium (WC3) Standards. The policy's strict language states that compliance must be at 100%. The policy also discusses the means by which a non-compliant site is able to negotiate not being compliant. The templates the university is currently using are typically compliant. There are still some legacy sites that are non-compliant, and this is why the undue burden standard is applied here.

Anne Allen said that the Web Policy subcommittee recommended a third level domain be created for accessibility so that it applies to campus: accessibility.ufl.edu. Ken Allen and Jim are working on the content for this. The site will list all of the resources you should need.

ACTION ITEM → Dan to take the Web Accessibility Policy to the next IT Policy Council meeting and recommend it for approval.

Anne has been in contact with Barbara Wingo in the General Counsel's office for creation of a web site that lists all web policies. Barbara has been going through numerous rounds of approvals in order to have one centralized site for policy regulation, and she has said she has made progress. Anne said that Web Services will assist with the site creation, and she will work with General Counsel's office to confirm the content is appropriate. The team will also create associated search terms for the policies so they are easily searchable on the UF home page.

James said the General Web Policy is in a good place. Through working on this policy, the Web Accessibility Policy was created. Now the subcommittee is working on a blanket disclaimer that will go on the web site in coordination with Barbara Wingo. Also, the subcommittee will re-review the Privacy Policy to be sure it is compliant with current standards.

Dan noted he may charge the Office of University Relations with creating awareness for some of the policies and maintaining regular updates and reminders to people.

*Mobile Subcommittee - Anne Allen announced that MADE@UF officially has 800 square feet in the Marston Science Library renovation on the first floor. They are trying to have the space completed in time for the grand opening in August. Three focus groups have been formed to ensure that MADE@UF is on track with the most appropriate hardware and software specifications. This will be a learning and testing environment for students. Focus groups consist of UF employees, students, and the Innovation Hub and local businesses who are involved in the business of selling mobile applications.

B.   **Internal and External-Facing Websites/UF Homepage Content Organization**

Dan said there has been a good deal of discussion related to separating the UF home page into and internal and external-facing sites. He mentioned a benefit is that the external-facing site would have a more pleasant and easier-to-navigate experience when users arrive, which is consistent with the UF brand.

Jeanna Mastrodicasa mentioned the current categories for students (Prospective, Current, Graduate and International) on the home page are confusing. The "Prospective Students" category would be moved to the externally-facing site, while the "Current Students" category would be housed on the internally-facing site.

James said instead of thinking about the information in the form of pages, the group should focus on the form of content.

Dan noted his goal is to hand off a document to 160over90 that defines the content as tightly as possible. It will be the committee's responsibility to pull together the information architecture to a point. Informing the agency about which audiences the content is targeting is essential.

James suggested that web staff across campus come together for a day in separate groups to make suggestions for the home page information architecture.

Dan voiced this was a great suggestion by James and asked him to take the lead on the project and find someone on campus who has the skillset and can work closely with him. Dan advised to shoot

for late June for a definitive report back to the WSAC. He said at that very least it would be helpful to provide the groups with objectives and target audiences.

Dan said it would be best to speak with the agency straight away and understand what they need in terms of information from the committee. At our June meeting, this can be discussed in more detail.

James will hold off on creating focus groups.

ACTION ITEM → Dan to speak with the agency 160over90 regarding information they need from the committee.

ACTION ITEM → Robyn to invite the agency to the June WSAC meeting.

C.   **Branding Campaign Update**

Dan described the difference between UF Rising and the overall branding campaign. The UF Rising campaign serves to remind campus that we all have a role in pushing towards the Top Ten and to also remember we are already a preeminent university. This campaign will eventually take on the look and feel of the branding campaign.

Meeting adjourned at 4:10 p.m.

Next meeting: June 12th, 2014 at 3 p.m.

Respectfully Submitted,

Robyn May, Senior Secretary