

Web Services Advisory Committee
Chair's Notes
November 14, 2013

Members Attending:

Dan Williams, *chair*
Anne Allen
TJ Summerford
Carlos Morales
Debra Amirin
James Ayres
Kathy Fleming
Jeff Stevens
Allen Wysocki

Visiting:

Robyn May
Valeen Arena for Jeanna Mastrodicasa

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

Chairman Dan Williams followed the agenda as presented.

A. Updates

***Mobile App. Subcommittee – Anne Allen** (chair, **Mobile App. Subcommittee**) stated that there would no longer be a fishbowl space reconfigured for the MADE, Mobile App. Development Environment group. She is reviewing the possibility of incorporating MADE in the Marston Science Library renovation.

B. Homepage Redesign Update

Dan Williams said the two branding committees have reviewed the branding campaign concepts, and the agency has responded with a final plan incorporating committee feedback. The schedule for campaign rollout to campus is to be determined. The decision has been made to launch the brand Fall 2014 because that is when the university has the greatest media exposure.

Last time the committee met, the agency had estimated eight months of work prior to launch of the homepage design. Since that meeting, the agency has been approved to begin work on the homepage redesign. The goal is to have the redesign completed in time for the branding campaign launch in Fall 2014.

C. Review of Homepage Comments

With the homepage redesign, the Web Services Advisory Committee will be contributing to content and target audiences. Dan mentioned he received a lot of great feedback via email from committee members regarding target audiences. See “Summary of Comments regarding UF Homepage content” document. Dan asked if there was any further discussion needed on the chosen target audiences. He mentioned the website redesign is an eight month process, so the committee will not have to hand off something that is absolute. Dan would like to hand off definitive directions related to content and navigation.

Deb Amirin mentioned adding an upcoming major events section featuring major events only. Major events listed could be determined by a checklist including minimum number of attendees, event must be open to the public and other criteria.

ACTION ITEM → Deb to share her checklist criteria at the next WSAC meeting.

Carlos Morales said the new content management system may allow us to link events with Google Calendar or another calendaring system.

The group agreed that major events should be listed on the main calendar.

Dan stated he believes the categories “Giving,” “Outreach,” and “News” are important enough to have their own navigation links on the home page.

Anne Allen suggested that the mission statement be considered as a source for categories on the homepage.

Dan said the homepage should reflect the university’s mission statement and vision statement both verbally and visually.

Dan mentioned the concept of an internal and external site. Having an internal site would remove the clutter from the external site making it easier to navigate, cleaner, and much more graphically pleasing. When reviewing the top users on the current homepage, the number one users are students going to WebMail.

Carlos Morales discussed an internal communication-based intranet and cited UF Health as an example. If a dedicated intranet is created, you could remove some of your internal audiences from the public-facing site. He stated he believes the university it in need of an internal communication site.

Dan asked the committee if the terms “Campus Life,” “Research,” and “Outreach” are recognizable by the target audiences. The committee agreed that they should be launching points for 160over90 as they redesign the home page.

ACTION ITEM → Anne Allen to share site analytics at the next meeting.

Dan continued and asked the committee if “Community” and “Media Partners” should be additional or separate roles.

Deb Amirin responded that “Community” should be in a separate category.

Dan said he has received requests from Community Relations for “Community” to have more of a presence on the homepage.

ACTION ITEM → Dan to meet with Fedro and the agency to discuss prioritizing site template development.

Add final branding concept to shared site?

D. Institutes and Centers

Dan mentioned he received a comment stating there is site for centers and institutes and the information that is listed on the homepage is not consistent with that. He believes there are a dozen of parallel sites that contain content that is inconsistent or in conflict. While we are in the process of redeveloping the homepage, the committee needs to determine a way to solve that issue.

Deb responded she believes it comes down to staff function and the committee cannot do the research and move forward in a consistent manner. The committee may be able recommend some sort of policy.

E. Discussion

Fedro presented the IT Strategic Plan to the committee.

Meeting adjourned at 4:30 p.m.

Next meeting: January 9th, 2014 at 3 p.m.

Respectfully Submitted,

Robyn May, Senior Secretary