Web Services Advisory Committee
Chair's Notes
October 11, 2012

Members Attending: Visiting:
Dan Williams, *chair*   Florida Bridgewater-Alford
Anne Allen   John Donaldson for Dan McCoy
Jeanna Mastrodicasa
Ken Osfield
TJ Summerford
Fedro Zazueta

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

Chairman Dan Williams followed the agenda as presented.

A.   Subcommittee Reports – Dan Williams

Using the preliminary report findings from the Homepage Content Subcommittee chaired by Jeanna Mastrodicasa, Dan suggested that the WSAC divide its focus between the content for the current site, including how best to handle requests from units that want front page content; and content for the final version.

The committee offered thoughts on the suggestion.

Fedro Zazueta responded that due to the president's search and the introduction of a new president, the website will serve as the footprint for the new leadership.

Anne Allen remarks focused on the committee's overall responsibility. She suggested that the committee review the needs of the external audiences and the number of participants who will need to be included to participate on the research project before changes are made to ufl.edu.

She added that the committee as an advisory group would put forth those recommendations to the UREL AVP and UF CIO. The committee will help determine verifiable and good methodology for gaining those ufl.edu suggestions.

Dan agreed to continue the work of Jeanna's subcommittee, but expand the research to a broader population. By following that procedure, the committee is ensured that all audiences are targeted and there is a reliable random sample.

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→ **ACTION:** The committee will receive the previously published list of ufl.edu audiences (publics) by email, and make any adjustments to the list.

Fedro included two aspects to the research:
1. Serving the needs of the user who is visiting the website for information
2. Defining the necessary information to share with the publics from the university's perspective

Balancing those two aspects will be critical, added Fedro.

Dan reminded the committee to keep everything audience centric.

*Strategy for ufl.edu (Anne Allen)
Anne presented proposed language for the Web Services Advisory Committee to delay pursuit of the UF Homepage Redesign until the next UF president is seated (please see addendum), opting for a process of continual or incremental improvement in light of current budget constraints.

The committee reviewed the proposal and approved it for presentation to the IT Policy Committee.

*Mobile Sandbox - Anne Allen (chair, **Mobile App subcommittee**) reported on the Intellectual Property (IP) question that was previously raised to the WSAC regarding mobile app creations.

Anne confirmed that the IP Policy for UF is applicable to the Mobile Policy overall. She suggested that there should be guidelines or adaptations created so that the IPP is understandable for those who want to apply it to mobile apps.

Anne will continue with the work group (Barbara Wingo, Paul Stern, David Day, and Wendy Zimbone) to compose IPP guidelines for app developers.

There were elements added to the policy:
Who would vet the app?
Quality control – who is going to ensure the app is robust?
Who would vet the branding?
Determine if the app generates income or not?
If the app generates income, for example, it assumes technology licensing rules

The committee began discussion about the potential occurrence of an UF app that is poorly designed. How is the app managed when it has the potential to compromise the reputation and image of the University? Dan suggested that any science-based app would be peer reviewed.

Anne confirmed that the IPP work group is making progress and moving along smoothly.

*External communications touch points (Dan Williams)

Dan reported an update on a University Relations project which is researching the initial contact points for visitors to the University of Florida campus – such as the Welcome Center video and the virtual tour. There are hundreds of these touch points that can act as the first contact one has with the University of Florida. As the research continues, there is limited consistency across touch points. Some of the peer universities with UF have succeeded of bringing continuity into that experience. The University Relations creative team is assisting with a strategy.

The committee also suggested that a customer-relationship management approach, ie. Salesforce, Joey Spooner, is a credible contact.

→ **ACTION:** Dan said that he will follow up with Joey.

B. Policy on the policy discussion/recommendation (Dan Williams)

Dan agreed from the previous meeting to discuss policy enforcement with Vice President Jane Adams.

The decision was made to not pursue the matter further.

C. Release/Posting of WCM Task Force report

→ **ACTION:** Due to several requests for the release of the Content Management recommendation document, Dan and Fedro will compose an executive summary (guidelines and document) and propose to Elias Elydarie for his future direction. The theme of the recommendation will include suggestions for units to proceed with site updates and adopt the new template, which was released in 2011.

→ **ACTION:** Anne suggested that the training sessions which were for administrators and unit technical teams, can be scheduled again. Both sessions were successful and held at the UF Levin College of Law. Dan will promote those opportunities, once Anne schedules the sessions for another round.

D. Domain Name Request (Dan Williams)

Human Resources requested that the healthplan.ufl.edu receive a new url of Gatorcare.ufl.edu. Anne Allen confirmed that a url with "Gator" in the domain name is against the UF Web policy (the use of the word "Gator" and it does not rate a third-level domain because there is a site previously created with UFhealthplan). Dan suggested that he will speak with HR regarding the web policy.

*Announcements

The committee reviewed Boise State University Mobile Learning Webinar being offered that may be pertinent to the work the committee is currently focused regarding mobile concerns and mobile learning.

→ **ACTION:** The document will be placed on the connect site for committee use.

Meeting adjourned at 4:22p.m.

Next meeting: November 8, 2012 at 3 p.m.

Respectfully Submitted,

Florida Bridgewater-Alford, APR
Campus Communications Outreach Director