UF UNIVERSITY of FLORIDA

Information Technology

MINUTES
Web Services Advisory Committee
October 27, 2011

Committee Members Present: **Visiting:**
Anne Allen   Florida Bridgewater-Alford
Debra Amirin   Bruce Floyd
Christina Bonarrigo
Margaret Fields
Andy Fletcher, Chair
Kris Kirmse
Carlos Morales
Ken Osfield
Melanie Ross
Jeffrey Stevens
Fedro Zazueta

The meeting was called to order at 3:05pm.

To open the meeting, Andy Fletcher introduced student committee member Christina Bonarrigo, who is attending her first meeting.

Anne Allen briefed the committee on the progress of UF Web Services' work on the UFL Redesign project. The load testing done by Enterprise Systems and CNS was extremely successful. We are ready to go live with the new UF homepage on Wednesday, November 2.

The next deliverable after the new homepage goes live is to develop templates for campus use. Templates must be made in both WordPress and HTML formats for campus. Anne said that both templates will be ready and available to campus in January, 2012.

Jeffrey Stevens shared his concern that any communications sent about templates should have clear language that it isn't mandatory to go to the new design. He is concerned about the many Web shops on campus that are, "an army of one."

In Dan McCoy's absence, Carlos Morales presented an update on recommended navigational changes.

Andy said that the online feature most often asked about by constituents is the calendars. Fedro Zazueta confirmed that the calendar features and functionality will be addressed in the next phase – the 18-month re-implementation project.

The committee reviewed and discussed the www.bestedsites.com site. Fedro noted that going forward, we should make better use of analytics (sentiment analysis). Andy commented that all efforts related to analytics must be followed up with a change in our behavior.

WEB POLICY SUBCOMMITTEE REPORT: Debra Amirin provided a report from the sub-committee on Web policy, and presented two updated policies for the chair's approval: *Advertising on University and Unit Web Space* and *Recognizing Supporters on the University and Unit Web Space (policy and standard)*. Debra noted that Associate Vice President & Deputy General Counsel Barbara Wingo had carefully read, reviewed and signed

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off on the content for both of these updated policies. Additionally, Ms. Wingo offered to host these and future Web-based university policies on the General Counsel's Web site.

→ ACTION: Andy will review the policies and standard, and determine whether going forward all Web policies will be housed on the General Counsel's Web site. Andy will also review Debra's email text related to General Counsel hosting the policies for clarity. He will let the committee know if it is approved.

Continuing the discussion on updated Web policies, Kris Kirmse wanted to make it clear that the sub-committee took the existing polices and refreshed them—the sub-committee did not rewrite them. While reviewing the documents discussed by Debra and Kris, the committee found some minor adjustments needed in the text.

→ ACTION: Kris will take care of these revisions and resend both polices out to the committee.

UFL.EDU REDESIGNED WEBSITE: The committee further discussed the rollout of the new UF homepage. It was decided that, since the DDD didn't go out earlier, it was important to have it go out now as the initial communication's launch piece. To inform and prepare campus about the new UF homepage, the committee identified 10 communications channels to utilize during the week of October 31-November 4:

DDD, myUFL, InfoGator, ISIS, Gator Times, Social Media, Campus Marquees, Inside UF/Local Media, the Provost's e-Newsletter to faculty, and the Student Government, UCFN, IT, and APA List-Servs.

→ ACTIONS:
1. DDD Memo, Facebook, Twitter, Campus Marquees – To be handled by University Relations
2. myUFL, InfoGator, ISIS, Gator Times, Inside UF/Local Media, Provost's e-Newsletter, Student Government, UFCN, IT, and APA List-Servs – To be handled by Academic Technology

Melanie Ross voiced concern that the DDD may confuse the audiences at the Health Science Center.

→ ACTION: Andy will share a draft of the DDD with Melanie so she can ensure the message won't confuse HSC audiences.

MOBILE APP REPORT: Bruce Floyd provided information on potential opportunities to include students in the online app environment, and integrate student-developed mobile applications into m.ufl.edu. Bruce will further update the committee after upcoming meetings with the College of Business and the Innovation project staff.

Meeting adjourned at 4:25pm.

Respectfully,

Tracy Gale

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