UNIVERSITY of FLORIDA

University Relations

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Web Services Advisory Committee
Chair's Notes
September 13, 2012

Members Attending:	Visiting:
Dan Williams, *chair*	Florida Bridgewater-Alford
Anne Allen	John Donaldson for Dan McCoy
Debra Amirin	
Margaret Fields	
Jeanna Mastrodicasa	
Jeff Stevens	
TJ Summerford	

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

Chairman Dan Williams followed the agenda as presented.

A. Subcommittee Reports – Dan Williams

   *Jeanna Mastrodicasa (chair, **Homepage Content Subcommittee**) reported on the work of her
   subcommittee regarding a review of the UF homepage (ufl.edu) from the perspective of external
   audiences. Kim Pace (Provost), Sarah Tanner (Dean of Students), Dana McPherson (Career
   Resource Center), and Paul Matell (Student Affairs) are members of the subcommittee.

   The subcommittee report is attached. The report's summary included results from interviews and
   focus groups on: content sought by external audiences; content recommendations; format and
   additional comments.

   Jeanna reviewed websites from Florida and Texas universities, and offered comparisons and
   contrasts of each homepage.

   Jeanna reviewed several pages of the ufl.edu website and offered evaluation from the external
   audiences. The committee responded that the next step should address who is accountable for
   the content for all of the pages associated with ufl.edu. A committee member suggested a chart
   be created that would identify who is responsible for each page within the website.

   Additional comments focused on the committee's discussion on the future design and navigation
   of the ufl.edu. Debbie Amirin suggested that the committee will need to decide philosophically
   which approach to adopt when creating the new ufl.edu – either to go for a more simplistic
   "search button" approach or adopt a design that includes every link. Deciding the approach will

determine the more efficient and more systematic method of responding when there is a request for additional information to be posted on the ufl.edu front page.

Dan added that, due to the overall budget shortage, bringing the current critical path sites in under the new template is the primary objective.
One suggestion is to segment Jeanna's report into actions that can be taken with the current site and actions that the committee would like to ensure are on the final site. By following that process, if the university uses an external firm for the website, a foundation of content will be established.

Overall, study of a needs analysis of the ufl.edu site's different audiences in a complete way is required.

Jeanna added that the review is ongoing.

> → The committee agreed to table the discussion of next steps in response to the report for the October meeting.

*Debbie Amirin (chair, **Policy subcommittee**) reported on the progress of a draft memo to the General Counsel's office regarding creating a central repository of links.

Assoc. General Counsel Barbara Wingo reported back from Jamie Keith who affirms that UF should have a repository site of policies off the General Counsel's site. The discussion was also introduced to the Provost, who agreed that it should occur. After further discussion between all parties, it was suggested that a committee to discuss how to implement such a site is the best way to move forward. Barbara Wingo agreed to consider forming a committee for further action.

*Anne Allen (chair, **Mobile App subcommittee**) reported on its progress. The committee is moving along quite well. The committee has added James Oliverio, director of the Digital Worlds Institute.

The subcommittee will hear from two Apple engineers in September. They are specialists of integration in higher education.

In parallel with the UF Mobile subcommittee, Ann reported a workgroup is examining applicable existing policy, particularly the Intellectual Property Policy (IPP). This workgroup included participants from the General Counsel's, Innovation Hub, and OTL. The goal is to write a summary of the IPP more easily applied by users that focuses on issues associated with mobile app development. The IPP workgroup - Barbara Wingo, Paul Stern, David Day, Wendy Zimbone and Anne Allen have plans to move forward on an updated adaptation of the IPP.

The committee is working toward creating and refining a chart of mobile app routing and procedures at UF at the October meeting. This is the documentation of a new process that is currently being created and documented for the first time. The process will determine which offices are involved when attempting to create a mobile app with UF and the committee will document this process.

B. **Margaret Fields** (action item from August meeting regarding Policy enforcement) reported on the considerations for recommending a new policy or change in policy.

Margaret presented the one-page report and added that when creating policy the committee should follow a procedure that covers 360 degrees. The report outlines considerations as appropriate as the committee considers policy.

The considerations are divided into four categories: Creation; Implementation; Enforcement and Evaluation.

After much discussion, Dan agreed to discuss with Jane Adams to recommend for a general decision among the President's cabinet.

Anne Allen presented the UF&Shands and IFAS logo placement on ufl.edu suggestion. The committee offered positive feedback. Anne presented the UF Mobile Theme Update. The committee offered positive feedback. Dan informed the committee that discussions will begin soon on improving the welcome experience at the University of Florida.

Dan ended the meeting with a reminder that the October discussion will focus on the committee implementing those ideas and suggestions that make an impact or move the needle for the University of Florida.

Meeting adjourned at 4:30p.m.

Next meeting: October 11, 2012 at 3 p.m.

Respectfully Submitted,

Florida Bridgewater-Alford, APR
Campus Communications Outreach Director