

**University Web Advisory Committee Meeting Minutes**  
**Monday August 6<sup>th</sup> 2007**  
**Dumke Board Room, Eccles Broadcast Center**

**Members in Attendance:** Ann Marie Breznay, Jill Brinton, Judy Kiel, Jennifer Logan, Jennifer Loudiana, Matt McLaren, Dan McMillan, Kim Miller, Paula Millington, Chris Pfeiffer, Caprice Post, Terri Winkler, Mark Woodland

**1. Welcome / Approval of the minutes of the last committee meeting:**

The minutes of June 4<sup>th</sup> were approved with no changes.

**2. Webmaster news and updates:**

Chris provided a brief summary of home page visitor traffic for July. Dan requested a clarification of the current WebTrends process, and informed the committee of a plan being considered by the Hospital to purchase Omniture Web Analytics, and asked the committee for feedback. Paula summarized previous evaluations of Omniture, and advised Dan to discourage the Hospital from implementing it.

Paula presented a request from Commuter Services to use the Featuring section of the home page to provide information about changes to UTA bus routes. Mark clarified that they would be satisfied with a button placed at the bottom of the Featuring section which would link to the information. The committee approved the request.

Jill presented a request from Stephen Warner, Assoc. V.P. for Health Sciences Development, to include a "Give to the U" button on the home page. Mark suggested, and the committee agreed, that future requests for additions to the home page must include justification and supporting data as to why the requested change to the home page should be made.

Paula presented a request from Colleen Casto, Community Outreach for Diversity, to add a "Diversity" category to the home page. The committee discussed and approved the request. *Chris will create a mockup for review.*

Chris presented a request from Jeff West, Assoc. V.P. for Financial and Business Services, to add a link to Accounting/Finances under in the Business Services section. The committee first agreed that a maximum of seven links would be allowed for each category, six links plus one "more" link. The committee decided that the current Business Services links are correct as is, and that no changes would be made at this time.

Jill and Chris provided a brief update on the Webmaster Forum summer seminars.

**3. University Web Branding Initiative:**

Mark announced that the President has funded a half-time student web designer to assist departments with migrating their content into the branding initiative templates.

Paula asked the committee to take a formal vote on whether or not to endorse the President's branding initiative. Mark briefly summarized the revised requirements and guidelines of the initiative which are: 1) use of approved headers and footers, and 2) use of the university color palette. The committee voted in favor of officially endorsing the initiative as presented by Mark Woodland. The committee also recommended that University Marketing & Communications assume sole administration of the template resource pages. *Jill will coordinate turning over the template materials to Mark's team.*

**4. Content Management / Portal project updates:**

Jill provided updates of the content management and portal projects. The home page should be ready for performance testing in a week, but won't be deployed to production until after the semester begins. The Marriott Library is still in the content entry phase.

**5. FY08 Budget, Initiatives in the IT Strategic Plan:**

Item postponed until the September meeting.

**6. SaaS – Software as a Service:**

Paula summarized OIT's current thinking regarding third party software service providers, such as Microsoft and Google.

**7. Committee Charter (Content Management, Portals):**

Item postponed until the September meeting.

**8. News, Developments, Suggestions:**

Jennifer Logan reported that the collaboration system is fully installed, and thanked Caprice for the hard work of her team at OIT Systems, and of Paula's team as well.