

University of Utah
Web Advisory Committee Meeting Minutes
November 3, 2008 / 12:00 PM – 1:30 PM
EBC Dumke Board Room

Presiding: Paula Millington, Director
Members Present: Anne Marie Breznay (Marriott Library), Jill Brinton (OIT), Paul Gore (Educational Psychology/OBIA), Judy Kiel (Continuing Ed), Matt McLaren (UofU Medical Group), Lori McDonald (Associate Dean), Kim Miller (Student Services), Paula Millington (Media Solutions), Chris Pfeiffer (OIT), and Mark Woodland (Marketing & Communications)
Guest: Shelby Winkler (ASUU)
Excused: Jennifer Logan (Human Genetics), Dan McMillan (Web Resource Center)

Agenda/Discussion Items	Action/Assignments
<p>I. Welcome/Approval of Minutes (<i>P. Millington</i>)</p> <ul style="list-style-type: none"> ▪ The group reviewed the October 6th meeting minutes (attached). ▪ A welcome was extended to Carmelle Wilde, the new Media Solutions Administrative Services and Support Coordinator. 	<p>The minutes of October 6th were approved with no changes.</p>
<p>II. Webmaster News/Updates (<i>C. Pfeiffer, J. Brinton</i>)</p> <ul style="list-style-type: none"> ▪ The group reviewed the October 2008 University website analysis report (attached) addressing the University home page and my.utah.edu. Trend, path and profile analysis capacities were discussed. ▪ My.utah.edu is still seeing over 15,000 average unique visits per day (about half of the traffic on the portal). Visits for the week of fall break averaged 7,500/day (1.49 visits/visitor). ▪ The new webmaster orientation is scheduled for November 10th, 2008. Chris Kidd will be available to discuss web security. 	<p>C. Pfeiffer: Create a WebTrends profile that excludes the logons to my.utah.edu to see how non-my.utah.edu visitors are using the homepage.</p> <p>C. Pfeiffer: Follow-up with M. Woodland on best way to view international visits.</p> <p>Group: Spread the word on new webmaster orientation for Nov. 10.</p>
<p>III. Marketing & Communications Requests (<i>M. Woodland</i>)</p> <ul style="list-style-type: none"> ▪ The University's capital campaign is beginning the public phase and will continue for the next five years. Institutional and orientation information will remain at the top of the page. However, the feature section will be split to include one box with a highlight and link back to the "together we reach" campaign site. The additional box will be an advertising section. Rotating banners will not be used. Text must be brief and photos need to be reduced in size. ▪ Mind mapping capabilities (www.visualthesaurus.com) are being developed and will provide an interdisciplinary tool for various disciplines. The beta version will be available in March 2009. 	<p>Group: Endorsed the additional feature section changes that Mark proposed, with the caveats that the images and text be resized to appear above the fold (or the cue that there is more below the fold). Text will be very limited and coordinated by UMC.</p> <p>M. Woodland: Update feature panels and communicate as appropriate with Development.</p> <p>P. Millington/M. Woodland: Discuss faculty profile capabilities with mind mapping.</p>
<p>IV. Web Policy Issues (<i>J. Brinton</i>)</p> <ul style="list-style-type: none"> ▪ The existing web policy is strict about the following elements, which include the disclaimer, privacy policy, contact information and the university logo. ▪ The group discussed the importance of outlining and defining institutional vs. non-institutional pages in relation to data mining, FTC privacy guidelines, PCI compliance issues, COPPA, free speech, and University policy requirements. Currently there are viral marketing sites and blogs that violate University policy. The group discussed sample sites and student web recruitment methods and considerations. 	<p>Group: Revisit and revise web policies for compliance and branding purposes.</p> <p>P. Millington/C. Wilde: Involve security (C. Kidd), compliance, legal counsel and marketing department representatives in future web policy, procedure and guideline discussions. Coordinate next meeting with Michele Ballantyne from legal and Kevin Taylor from</p>

V. Content Management/Portal Project Updates (*P. Millington, J. Brinton*)

- Facilities management will be up and running for December 2008.
- The University Homepage will have been in content management for one year on November 11, 2008.
- Marriott Library is coming up on three months.
- The faculty activity report (private) and profile report (public) will display useful content management information and should be available around January or February 2009. Steve is in the process of contacting various Deans and VPs

J. Brinton/P. Millington: Follow-up with Student Affairs for content management scheduling.

VI. 2009 Web Advisory Committee Meeting Schedule (*P. Millington*)

- 2009 Web Advisory Committee Meetings will continue to be held on the first Monday of each month from 12:00PM – 1:30PM.

C. Wilde: Send out meeting appointments.

VII. News/Development/Suggestions (*All*)

- The Marketing Department created a website (www.ecards4u.utah.edu) that will allow you to email some clever e-cards to friends.

Group: Inform M. Woodland as to the response rate to assist in assessing the speed of return messages.
