

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

Presiding: Paula Millington, Director
Members Present: Ann Marie Breznay (Marriott Library), Jill Brinton (OIT), Brian Gresh (HS Public Affairs), Judy Kiel (Continuing Ed), Matt McLaren (UofU Medical Group), Jennifer Logan (Human Genetics), Dan McMillan (Web Resource Center), Kim Miller (Student Affairs), Paula Millington (Media Solutions), Chris Pfeiffer (OIT), Mark Woodland (Marketing & Communications)
Guest: Kevin Taylor (OIT)
Excused: Paul Gore (Educational Psychology/OBIA), Lori McDonald (Associate Dean), Terri Winkler (Alumni Association)

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 November 3rd meeting minutes. J. Logan is with Human Genetics and K. Miller's email was noted.▪ C. Pfeiffer received a plaque in recognition of his service and outstanding participation on the Web Advisory Committee.▪ A welcome was extended to K.Taylor.	<p>The minutes of November 3rd were approved with noted changes.</p>
<p>II. Webmaster News/Updates (<i>C. Pfeiffer, J. Brinton</i>)</p> <ul style="list-style-type: none">▪ As follow-up on WebTrends the group discussed how to capture home page log-on statistics separately from those visitors who open the home page for the sole purpose of logging on to utah.edu (using IP address information and other advanced WebTrends functionality profile reports that track unique visitor information). This is not top priority at this time, but is something we can explore in the future. Committee members should all have access to WebTrends.▪ C. Pfeiffer distributed the Website Analysis report for the month of November 2008. This report allows users to compare date ranges going back as far as February of 2007 on my.utah.edu. Various reports exist and C. Pfeiffer will cover this during the refresher training.▪ Home page and student portal traffic statistics (including hits, visits, page views, average length of visit, etc.) were reviewed at the Presidential retreat. Trends are consistent with what we expect to see. Visits to the home page have increase by 25% over the past four years.▪ The November 10th webmaster orientation went well. At least thirty people attended (representing areas such as the library, marketing and compliance office). Privacy matters were discussed. It was noted that it is difficult to cover all of the information in two hours. The group discussed facilitating an online webmaster orientation.▪ The University of Utah has received the Integrated Media Award for Outstanding Interactivity. We have also been nominated for a "Webby" award and are waiting to hear the results.	<p>C.Pfeiffer: Prepare an informal WebTrends refresher training for the next meeting.</p> <p>P. Millington: Distribute student portal traffic statistics to the group.</p>
<p>III. Marketing & Communications Requests (<i>M. Woodland</i>)</p> <ul style="list-style-type: none">▪ Due to logon misuse issues, there was an outstanding request to take down the University branding template with the logon box and logic from the UMC page. This two-part issue included (1) removal of the logon box templates and (2) restricted access to the University IT space.	

IV. Web Policy Issues (*J. Brinton*)

- The current policy (Circa 2000) is outdated. A recap of current issues underscored the need for reviewing various elements of the policy (such as the disclaimer, privacy policy, contact information and logo usage, institutional vs. non-institutional pages, e-commerce, privacy, COPPA, ADA, free/commercial speech and other University and federal requirements. Viral marketing/stealth sites and blogs could potentially put the University at legal risk.
- Possible infraction examples included entities such as ARUP, UEN and Community for Caring (who are not linking back to the University or HSC home pages or do not use the U's disclaimer or adhere to our privacy policy). Organizations want to be viewed as affiliates of the University but are currently not meeting our policy criteria. Interim pop-up "leaving the University website" notices were recommended and will be taken into consideration.
- The information technology field changes rapidly. In terms of policy, K. Taylor noted that it is best to develop static high-level principles. Rules, procedures and guidelines that support the principles can then be linked/revised as appropriate. Policy is usually set at the VP level.
- Ownership vs. service provider issues were discussed. Defining commercial speech is not an IT decision. Marketing controls the content at HSC but main campus does not have that kind of authority. It was noted that consistency should be the goal of any framework. The University home page faces the complexity of providing both access to services and PR content.
- The deadline for policy revision is December 2008. K. Taylor will facilitate the revision of current web policy and call on us as needed.
- At a minimum, the policy should be changed to accommodate the removal of e-commerce (which is now covered in a separate policy).

B. Gresh: Look into ARUP disclaimer requirement.

Group: Do some research and find out what is being done around the country.

P. Millington: Contact Michael Holmes.

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

- November 11, 2008 marked the one-year anniversary of the University home page web content management project. Facilities Management is in progress and will be in beta in December. Go-live is expected in January 2009. The Marriott Library project is moving along.
- Steve Hess met with all University deans to determine their interest in participating in a University-wide initiative for FAR. All colleges expressed interest except Medicine (MBM works best for them) and Humanities (they prefer to migrate later when all the content management pieces are in place). The annual faculty activity report (private) should be ready by the end of January 2009.

VI. News/Developments/Suggestions (*P. Millington*)

- The Park City continuing education site is closing at the end of this month. Classes will still be held there, just not in the current location (which is going back to the city).

VII. Next Meeting (*All*)

- The next meeting is scheduled for Monday, February 2nd (unless there is a need to hold this meeting in January).

C. Wilde: Send out meeting appointments.

Group: Inform C. Wilde if you would like to convene in January.
