

**University Web Advisory Committee Meeting Minutes**  
**Monday April 7<sup>th</sup> 2008**  
**Dumke Board Room, Eccles Broadcast Center**

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

**Guests:** Debbie Rakhsha, Ryan Hines, Kevin Taylor, Claudia Snow

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

The minutes of March 3<sup>rd</sup> were approved with no changes. Paula commented on outstanding pain points from the strategy meeting. Paula introduced Kevin Taylor, Ryan Hines, Debbie Rakhsha, and Shelby Winkler, the new Technology Advisor for ASUU who is attending for Lori McDonald.

**2. Webmaster news and updates:**

Chris provided web traffic analysis reports for the home page and gave an overview of the new WebTrends interface. Chris also gave detailed information about the new onsite ad click-through reports.

Paula is still working with Caprice to develop a failsafe plan for utah.edu.

**3. WebTrends:**

Jill and Chris updated the status of the WebTrends alpha testing and campus rollout plan.

**4. Usability Lab Field Trip Report:**

Ryan Hines with OIT and Debbie Rakhsha from Marriott Library reported on their trip to visit the usability lab at BYU. The committee agreed to endorse a proposal from Debbie and Ryan to help create a similar facility at the Marriott Library.

**5. Media On Demand Committee updates:**

Kevin Taylor, Director of Policy and Planning for OIT, gave an overview of the Media on Demand Committee and outlined its projects and governance. The committee discussed issues related to the funding and staffing of serving digital media on campus, and agreed to support and encourage funding for digital media acquisition, workflow, compliance, delivery and archiving.

**6. University Web Branding Initiative updates:**

Mark gave a brief update on compliance with the web branding initiative. Mark outlined the process and requirements to request a banner or feature on the home page. The guidelines will be posted on the UComm website.

**7. Content Management / Portal Project updates:**

The Vignette software will shortly be upgraded to version 7.4 which will fix some usability issues and provide an enhanced interface.