

University Web Advisory Committee Meeting Minutes
Monday June 2nd 2008
Dumke Board Room, Eccles Broadcast Center

Members in Attendance: Ann Marie Breznay, Jill Brinton, Brian Gresh, Judy Kiel, Jennifer Logan, Lori McDonald, Matt McLaren, Dan McMillan, Kim Miller, Paula Millington, Chris Pfeiffer, Terri Winkler, Mark Woodland

Guests: Jessica Stokes, Shelby Winkler

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

Paula welcomed Brian Gresh as a new member of the Web Advisory Committee representing University Health Care Public Affairs. The minutes of April 7th were approved with no changes.

2. Webmaster news and updates:

Chris provided web traffic analysis reports for the home page, including a brief overview of the new GeoTrends module. Jill and Chris gave an update of the plan to roll out the new version of WebTrends to campus. Paula and Caprice are still working on the redundancy/failsafe plan.

3. Request for Home Page links:

Paula presented a request from New Student Orientation to have links placed on the Future Students list on the U home page, which would also require combining the "Admissions Office" and "Apply Online" links into a single "Admissions" link. The committee discussed the request and agreed to combine the two Admissions links into a single link and add "New Student Orientation" to the Future Students list, conditional on the Admissions Office being willing to make access to the online application more prominent on their site. **Chris will create a featured link for Admissions in the search engine. Mark will work with New Student Orientation to obtain their baseline and goals for measuring and demonstrating improved traffic. Chris will verify that a WebTrends profile exists and will report on web traffic at a later meeting.** The committee voted to postpone discussion of the second link request to add "Parent Resources" to the Alumni & Visitors list until the next meeting. Paula and Mark reminded the committee that there is still an outstanding request from the Development Office to increase visibility of the "Give to the U" link.

4. Content Management/Portal project updates:

Paula gave a brief update of the various content management and portal projects. Paula also outlined the roadmap for content management at the U.

5. Pain points discussion:

Paula invited the committee to resume discussing the difficulties that different audiences may be experiencing with various campus information systems, and will open up the reactivate the Web Committee's Unite folder as a shared community discussion space.

6. University Web Branding Initiative updates:

Mark gave his final monthly update of campus compliance with the President's integrated branding initiative. The President has given each member of his cabinet a list of their compliant and non-compliant sites. V.P. Pershing extended funding of Marketing & Communication's half time designer to continue providing assistance.

7. News, developments, suggestions:

Terri announced that the Alumni Association and Development office are abandoning their online web community module and are evaluating other options. Nate requested that another Media on Demand discussion be scheduled for a future meeting.

8. Web Committee meeting schedule:

The committee agreed to move the monthly meeting to 1:00 PM, with lunch at 12:30 PM.