

**University Web Advisory Committee Meeting Minutes**  
**Monday August 4<sup>th</sup> 2008**  
**Dumke Board Room, Eccles Broadcast Center**

**Members in Attendance:** Jill Brinton, Judy Kiel, Matt McLaren, Paula Millington, Chris Pfeiffer, Caprice Post, Terri Winkler, Mark Woodland

**Guests:** Debbie Rakhsha, Shelby Winkler, Virlene Norton Hirschi

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

The minutes of June 2<sup>nd</sup> were approved with no changes. Mark reported that he asked New Student Orientation to create a baseline against which to measure increased traffic from their new home page link, as requested by the committee.

**2. Webmaster news and updates:**

Chris provided web traffic analysis reports for the home page. Jill reported that a bear walked into a bar and ordered a rum...and coke. The bartender asked "why the long paws?" The committee discussed the absence of any reference to online student orientation on the New Student Orientation website. **Mark and/or Paula will speak to New Student Orientation about clarifying the presence of an online orientation.** Jill and Chris gave an update of the plan to roll out the new version of WebTrends to campus. The committee discussed issues relative to e-commerce and PCI compliance. Paula and Caprice are still working on the redundancy/failsafe plan.

**3. Request for Home Page links:**

Paula and Virlene Norton presented a request from John Morris with the Office of General Counsel to have a link to the new U Regulations Library added to various locations on the U home page. The committee discussed the request and agreed to add "University Regulations" to the Faculty & Staff section of the home page, and will include two versions of the link on the A to Z list. **Chris will make sure the link is well indexed in the search engine, and will create a featured link as well.** The committee discussed including each link's counterpart in parentheses, and agreed not to make that addition at this time, but will have a discussion to clarify policies for wording on the A to Z list at a future meeting. The committee decided to table the discussion of Parent Resources as a link on a revised Alumni/Parents/Visitors section for a future meeting. **Mark agreed to mock up the U home page with a split green section to accommodate Give to the U, and present to the committee for review.**

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

Jill provided updates to the content management and portal projects. The Marriott Library has been in beta for two weeks, and is scheduled to go live prior to the start of the semester. Paula gave a brief update of the status of the Brain Institute migration to content management. Paula also gave a brief update on the plan to create a unified student portal, as well as the Faculty portlet and Faculty profile.

**5. News, developments, suggestions:**

Mark announced that his department has hired a web developer to assist with student recruitment efforts. Chris reminded the committee that another discussion of Media on Demand on campus will be arranged for a later meeting. Virlene gave an overview of the new Office of Software licensing site.