

University Web Advisory Committee Meeting Minutes
Monday September 8th 2008
Dumke Board Room, Eccles Broadcast Center

Members in Attendance: Ann Marie Breznay, Jill Brinton, Jennifer Logan, Lori McDonald, Paula Millington, Chris Pfeiffer, Terri Winkler

Guests: Shelby Winkler (ASUU), Brad Ledbetter (UCOMM)

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

The minutes of August 4th were approved contingent on the removal of the Bear joke. Paula requested feedback on possible alternate Web Advisory Committee meeting days and times. The committee agreed to resume meeting at Noon, with lunch at 11:30 AM, for the next two meetings, and will revisit the schedule in November. Paula introduced Brad Ledbetter who was attending for Mark Woodland, and asked Brad to provide a brief update of new projects at Marketing & Communications.

2. Webmaster news and updates:

Paula outlined the web policy implications of "stealth marketing" efforts by some university organizations who wish to market the U without directly identifying with the university. The committee agreed to discuss the issue in more detail at a later meeting when Mark Woodland is able to attend. The committee discussed the privacy policy implications of the "Refer a Student" form hosted by Student Affairs and linked from the Alumni Association website. Chris provided web traffic analysis reports for the home page, and reported very low statistics for click-through rates of the banners and feature. The committee was less concerned with the low traffic numbers than Chris. Jill announced a Webmaster Forum to announce the new WebTrends web statistics service. Jill and Chris are also planning for a New Webmaster Orientation in mid-October.

3. Request for Home Page links:

Paula presented a request from Paul Gore with the Office of Budget and Institutional Analysis to have various links to the VSA College Profile placed on the home page. The committee briefly discussed the issue, but chose to table further discussion and a decision for the next meeting.

4. IT Strategic Planning

Paula summarized the current Office of Information Technology Strategic plan, and outlined the current thinking for organizing IT projects and processes. The committee provided comments and feedback.

5. Content Management/Portal project updates:

Jill gave a brief update of content management and portal. The Marriott Library went live in content management August 18th. The Brain Institute is still in process and Facilities Management is in a content analysis and design phase in anticipation of migration to content management. Jill reported a record number of students logged on to the Student Portal the first day of the semester.