

**University of Utah**  
**Web Advisory Committee Meeting Minutes**  
**February 2, 2009 / 12:00 PM – 1:30 PM**  
**EBC Dumke Board Room**

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

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**Agenda/Discussion Items**

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**Action/Assignments**

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**I. Welcome/Approval of Minutes (P. Millington)**

- The group reviewed the December meeting minutes.
- A welcome was extended to new committee members C. Lake and J. Moeller.
- A letter highlighting the objectives of the Web Advisory Committee was noted (attached).

The December 1, 2009 minutes were approved with no changes.

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**II. Webmaster News/Updates (J. Brinton)**

- C. Pfeiffer distributed the Website Analysis Home Page and My.utah.edu Web traffic report for the month of January 2009 (attached). This report highlights trends and statistics in relation to the visitor summary/views, browsers, platforms, clickthrough rates, search queries, pages, referring site information, etc. Various other reports exist and C. Pfeiffer is available to provide refresher training to anyone interested. Statistics dated after August 2008 are complete; we will be able to run an annual snapshot soon.
- It was noted that UofU employment site visits/views moved from the top ten to number sixteen.
- The onsite ad clickthrough rate is the number of clickthroughs divided by the amount of times it was served up.
- Features and banners are listed together in this report. Statistics for the analysis report should be run based on the banner rotation schedule.
- Banner guidelines are available from Marketing. The right side of the home page is strictly for sales/revenue generating items.
- The DigitLab map is a concern and needs to be revised to be more consistent with the Google maps standard. Historically, this has been a graduate student project at a price of \$8,000 per year. A subcommittee should evaluate alternative mapping software options and organize requirements as appropriate
- Report trends were consistent with new semester activities.
- The MAC platform will not export pdf reports from WebTrends (which is something that has occurred following the upgrade to version 7).
- The University of Utah has received the national Interactive Media Award. We scored very high in all areas related to content, information architecture, etc.
- Vignette featured the University of Utah in the "News in a Box" section on Vignette.com. The Vignette portal will be upgraded to version 7.5. We will be in receipt of free consulting over spring break; the schedule will be announced ASAP.

**Group:** If interested, please contact C. Pfeiffer at [cpfeiffer@media.utah.edu](mailto:cpfeiffer@media.utah.edu) to schedule additional WebTrends training.

**S. Eide & C. Pfeiffer:** Investigate the MAC platform export issue(s) and "events" stats.

**A. Breznay, J. Brinton, J. Kiel, C. Lake, M. Mclaron, P. Millington and C. Pfeiffer:** Reevaluate map software and organize requirements for a revised system. C. Pfeiffer or A. Breznay to chair?

**M. Woodland:** Distribute the annual banner schedule to C. Pfeiffer.

### III. Web Policy Issues (*P. Millington*)

- K. Taylor will spearhead the new policy development project.
- In the past we have been trying to police and ensure compliancy with 1.43 FTEs.
- The Office of IT has now created a Compliance Office that will monitor and enforce web policy. The group discussed violation and legal issues.
- Accessibility compliance issues should not be addressed by the Compliance Office until the University sets an outlined policy on the matter. The current standard/best practice is contained in sections 504 and 50. The University does have an Accessibility Committee that spends \$50K/year and they have allocated funds to review web accessibility in 2009.
- It was noted that there is a new disabilities program in the Interdisciplinary Studies Department that might provide additional resources in relation to web accessibility.

**Group:** Forward all known web compliance infractions to the OIT Compliance Office by Monday, February 9<sup>th</sup>.

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### IV. Content Management / Portal Projects Update (*J. Brinton*)

- The Facilities Management site has been released. OIT has now developed standard reusable components for architecting future topically driven web sites. All of these components contain content with logic behind the menu. Contact information is all dynamic based on channels. The most difficult part of the process is obtaining/defining content.
- Space Planning has a new building database (this is a consideration with the map project).
- The Faculty Activity Report (FAR) has been introduced and this project is rolling out University-wide. The Colleges of Law, Pharmacy, Engineering, Education and Nursing are the first to participate. The College of Fine Arts will begin discussing the FAR this week.
- Preloaded data includes things such as faculty appointments, courses, evaluation scores, research, proposals, patents, disclosures from TCO, etc. but does require clean-up of truncation, co-PI and title issues. The system will accommodate dual appointments. All submittals go directly to the Dean.
- Faculty have the option for public or private display of information.
- The FAR information will filter into a personal web page for each faculty member. A web page component under consideration would be to link articles to the institutional repository (assuming copyright clearance policy and other requirements are met).
- There will be a search tool developed that will both serve as a reference and assist with media exposure.

**Group:** Please send FAR feedback (positive and negative) to J. Brinton and P. Millington.

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### V. News/Developments/Suggestions (*All*)

- The legislature is looking more at the governor's plan and, in terms of budget, we will wait to see the outcome.
- P. Millington will share the results of the IT Services study that was conducted by fall marketing classes in the David Eccles School of Business.
- The Utah State Board of Regents directed a security audit/phishing scam across the University. This will be an agenda item covered at the upcoming IT Manager's meeting on Wednesday, February 4, 2009.
- Media Solutions is working on a homepage banner project that will facilitate the display of a unique banner depending on the source url routing each viewer. The group discussed ski.utah.edu (a site targeting the Northeastern US) and noted that they have had three responses from this site. It would only take three

**P. Millington:** Report the IT Service study results to the committee.

**P. Millington:** Invite representatives to discuss results of the Board of Regents' audit/phishing scam.

enrollments to break-even. The Vermont Sports site also contains an ad directing students to the University of Utah.

- The "experience.utah.edu" page has been revised.
- The Compliance Office audit will need to take IT criteria into account.
- New e-cards are available for Valentine's Day, finals, graduation and thanks for the date and can be viewed at [www.ecardsfromu.utah.edu](http://www.ecardsfromu.utah.edu).

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**VI. Next Meeting**

- The next meeting is scheduled for Monday, March 2, 2009.

**C. Wilde:** Send out meeting appointments.

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