

University of Utah
Web Advisory Committee Meeting Minutes
April 6, 2009 / 12:00 PM – 1:30 PM
EBC Dumke Board Room

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

Agenda/Discussion Items

Action/Assignments

I. Welcome/Approval of Minutes (J. Brinton)

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| <ul style="list-style-type: none">▪ The group reviewed the February meeting minutes.▪ Caprice Post was recognized for her participation on the committee with a plaque and gift certificate. Chad Lake will now represent OIT systems. | <p>The February 2, 2009 minutes were approved with no changes.</p> |
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II. Webmaster News/Updates (J. Brinton, M. Woodland)

- Home page & my.utah.edu Web Traffic Report

J. Brinton distributed the Website Analysis Home Page and the My.utah.edu Web traffic report for the month of March 2009 (attached). This report highlighted trends and statistics in relation to the visitor summary/views, browsers, platforms, click through rates, search queries, etc.

The group discussed WebCT (a very highly accessed site) and the McMurrin Lecture (this should be change that to say “Event Calendar” – the system just brings up the last publicized event).

J. Brinton: Fix Event Calendar inquiry.

On the WebTrend report, browser is not broken down by version. IE7 is the top IE browser. IE6 has decreased to 13%. However, as we work with various departments on campus, we find a high volume of departments still using IE6.

The iPhone ranked #7 on platforms. Many colleges are writing applications for the iphone (like Stanford); we plan to do a trend report on this in the near future.

J. Brinton: Recommend search improvement plan.

The search queries provide useful information for site improvement. WebTrends can provide a customized search for your department queries. Search engine function issues need to be resolved, and it should be noted that this is not a technology issue so much as what people are putting on their pages and webmaster turnover.

Members were unclear how to be added to the A-Z list. After ensuring compliance, sites can be published by following instructions located under “website registration” on the webmaster resources link (<http://web.utah.edu/uwebresources/registration/index.html>). It was also noted that in most cases, the A-Z directory lists the actual department name.

- Proposed Changes to Colleges and Divisions page on utah.edu
The Division of Public Health made a request to be linked to the utah.edu homepage.

J. Brinton: Send out regulations so that committee members understand the criteria. Discussions can take

The group discussed the “Colleges and Department” link, noting that it is a bit misleading to combine colleges and divisions. However, The University of Utah Health Sciences (healthsciences.utah.edu) also lists divisions under departments and at times will also include programs, institutes and centers.

The recommendation was made to keep this a functional list, taking into account University structure and how each department operates. Current listings will be left as-is until the Committee can review regulations, categorize things as appropriate, improve the comprehensiveness of the A-Z and “Colleges and Departments” page, and categorize listings in the most appropriate manner.

- UGive /Together We Reach

The UGive/Together We Reach button will be placed at the top of the far right feature section on the homepage (www.utah.edu). Architectural changes will be made after OIT receives the design from Marketing & Communications.

- UMap

UMap was initially developed by DigitLab (as a graduate student project) before the functionality available in Google Maps arrived on the scene. Technology has changed radically and there is a need for updating the software/application ASAP.

Facilities Management hired a GIS programmer who has progressive upgrade/enhancement ideas (for tracking rooms, evacuation information tied to enrollment data, etc.).

DigitLab does have the expertise to continue housing the map application, but does not have a GIS programmer. Project funding, server support, redesign, infrastructure, and staffing issues must be addressed in order to move forward.

Google Maps might be another option to consider. However, Google Maps has not listed out the University building numbers, etc., but are interested in doing so.

place via e-mail.

C. Wilde: *Add this as a future agenda item to be discussed at the next meeting.*

M. Woodland: *Provide the design for the UGive and/or Together we Reach to J. Brinton.*

J. Brinton: *Update the grid to include the new UGive/Together We Reach button.*

J. Brinton: *Invite Facilities Management/GIS programmers to conduct a map demo/presentation.*

Group: *Create a map subcommittee and determine the requirements and funding resources. Subcommittee should include M. Woodland.*

III. Web Policy Issues (*J. Brinton*)

- Compliance Issues/New Policy Development

Kevin Taylor is spearheading this project; there is no update on the new policy at this time. Outstanding issues should continue to be forwarded to the University IT Compliance Office.

The Equal Opportunity/Affirmative Action Office (Thomas Loveridge) has established a committee that is addressing campus accessibility compliance issues. We should receive a report on this within the next couple of months. The current recommendation is to use Section 508 as the guideline standard at this time. Universities nationwide have various schools of thought on accessibility.

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

- Faculty Portlet/Faculty Profile

The Faculty Activity Report (FAR) has been released and is in use by five colleges (Pharmacy, Engineering, Education and Nursing). The College of Fine Arts will be moving on this month. End users have provided very positive usability feedback.

Institutional data issues still need to be addressed, but we have made some progress.

Next up is using information gathered from the institution and the FAR and the faculty profile to publish a faculty profile web page. Find-a-Researcher by research interest, international activities, etc is also under development.

▪ Virtual Gateway Project

Kay Harward (AVP, Student Affairs) and John Francis (Sr. VP, Academic Affairs) are the executive sponsors behind the initiative of creating a virtual gateway/portal vision for the University of Utah.

A governance committee is being formed and will address various considerations such as current portals (CIS/My.utah.edu), content improvement, applications, integration/content management, security, reuse of information and the overall experience/process as a student moves through the University.

A preliminary committee meeting will be held on April 9, 2009. Paula Millington and Mark Woodland will keep us informed as the project moves forward.

V. News/Developments/Suggestions (All)

- Student Affairs is in line for content management. Facilities Management has been released. The Brain Institute is in-process. The Nano Institute, The College of Mines and Earth Sciences and The Dept. of Atmospheric Sciences are looking into this as well.

C. Wilde: Follow-up with on status of Student Affairs.

VI. Next Meeting

- The next meeting is scheduled for Monday, May 4, 2009.

C. Wilde: Send out meeting minutes and appointments.
