



 THE UNIVERSITY OF UTAH®



Enterprise Web Advisory Council
August 25, 2017
Eccles Broadcast Center, Dumke room

Agenda

1. Vote on Enterprise Web Advisory Council charter
2. Google Search Appliance update
3. Utah.edu homepage purpose and update
4. Integrated Student Team and intersection with web/mobile
5. Community of practice framework discussion
6. How to approach review of Policy 4-003, World Wide Web
7. Open floor
8. Adjourn

1. Vote on EWAC charter

University Enterprise Web Advisory Council Charter

Purpose and authority

The University Enterprise Web Advisory Council (EWAC) is entrusted with raising, hearing and discussing issues that affect University web properties, its online ecosystem and web visitors. The EWAC is expected to make recommendations to the President’s Executive Leadership Team (ELT) in the best interests of the University of Utah as a whole, based on consensus of the major campus web property service providers: marketing and communication leaders for academic and administrative units partnered with technologists. The EWAC will coordinate recommendations as needed with other oversight committees, such as the Senate Advisory Committee on IT, Strategic IT Committee, Architecture and New Technology Committee, etc.

Mission, scope and key goals

The EWAC considers the holistic view of the web visitors’ experience, addressing issues raised by University stakeholders and visitors related to the ecosystem underlying the web experience, such as content, presentation, infrastructure, policies, funding, tools and technologies. University Home Page Suite, templates and enterprise tools will also be considered. The EWAC has a fiduciary responsibility to identify solutions that align with the University’s strategic goals and represent what is best for the University at large.

Scope

EWAC considers programs, policy and initiatives surrounding all University web properties and the ecosystem, such as:

- University home page suite interactions, content, infrastructure, tools and template support to campus units
- Information architecture and common elements to provide a high-quality experience and seamless navigation for visitors
- Campus-wide Web policies and best practices
- Website accessibility, security and privacy
- Recommendations for funding and strategic purchases benefiting web property owners or presentation of our content and image
- Strategic, enterprise programs affecting University web presence
- Online and face-to-face communities of practice for sharing information and resources
- Holistic Web strategic planning such as:
 - Coordination of UIT, ITS, UMC strategic initiatives with local campus units
 - UIT UMC Strategic Plans
 - Special enterprise project planning
 - Accessibility, security plans and issues

Out of scope issues include, but are not limited to:

- Web applications
- Functional group priorities and projects (student, finance, HR, colleges and other campus-wide applications)
- Content on individual administrative and academic web properties
- Scheduling and managing UIT or UMC resources and operational decisions
- Functional and technical specifications for specific projects (applications)

Goals

- Analyze, vet and obtain consensus on recommendations for the president’s executive leadership team (ELT)
- Manage, approve, and recommend campus Web properties support services and university architecture (content, tools, data, infrastructure, process, accessibility)
- Obtain campus-wide input using task force groups to explore and propose solutions
- Develop, approve and update the Holistic Web strategic plan
- Analyze and make recommendations regarding overall spending on web properties
- Identify risks and take appropriate action
- Develop unified plans among web property managers on campus
- Update web policy
- Develop and administer the community of practice for web/content managers and web property owners

Membership and voting structure

The Chief Information Officer (CIO) and Chief Marketing Communication Officer (CMCO) will invite members to serve on the committee, representing the various functional and system perspectives, such as content, marketing, public relations, communications, tools, infrastructure, architecture, web managers, cyber security, Web accessibility, visitors and consumers of Web content (students, faculty, staff), etc. Representatives will be the associate dean or senior director with strategic responsibilities for the unit’s web site suites, funding and marketing and communication strategies. The council will also include a member from the Senate Advisory Committee on IT and the Communication Council.

A council chair and executive committee will be appointed by the CIO and CMCO to serve at least two years. After the original appointment, the executive committee will elect a chair every two years and recommend individuals to fill empty positions on the council as needed.

All council members will have full voting rights for matters on council meeting agendas.

Responsibilities, roles and duties

Council members are expected to review governance documents and participate in the evaluation and recommendation phases of the process. Council members are also asked to act as the first line of communication regarding campus web governance to other marketing and communication, academic or administrative units. Representatives will contact functional experts and other knowledgeable stakeholders to gather input for making the best decisions for the university. Voting members are expected to attend all EWAC meetings and vet issues in their communities (marketing, public relations, communications, technology) to help make the best decisions for the university. Members also may be asked to serve on ad hoc committees or to find suitable stakeholders to serve on ad hoc committees.

Tenure/duration

Representatives serve on the EWAC at the discretion of his or her dean or vice president. Members of the executive team will serve a minimum of two years; there is no specified minimum requirement or maximum term limit for council members.

Agenda and meetings

The EWAC agenda is gathered and prepared by a governance liaison (Deputy CIO and CMCO) and approved by the council chair. The council meets once a quarter, but may meet more frequently or hold virtual meetings and votes if necessary. The executive committee may meet more frequently in preparation for the quarterly meetings. The EWAC council meetings are open and welcome all stakeholders, but physical meeting space may limit the number of attendees.

Reporting

Written agendas and meeting minutes are prepared by a governance liaison within University Information Technology and posted publicly.

Further detail

Additional information related to ongoing governance council operations can be found in the operating guidelines.

Modifications

Changes to this charter must be approved by the Executive Committee and the President’s Executive Leadership Team.

Enterprise Web Advisory Council Operating Guidelines

Introduction

The University Enterprise Web Advisory Council (EWAC) is a body of representatives from across the University of Utah who help set the direction of University web properties serving our web visitors. The EWAC is expected to make recommendations to the President’s Executive Leadership Team based on a consensus opinion of the majority of the major campus academic and administrative units, and in the best interests of the University of Utah as a whole. The EWAC will coordinate recommendations with other oversight committees, such as the Senate Advisory Committee on IT, Strategic IT Committee, Architecture and New Technology Committee, etc.

Purpose

The EWAC members will consider provided materials and information to help further discussion and form recommendations regarding a variety of web topics and projects. The council is intended to include the viewpoints from across the University and to determine the most effective and appropriate path forward for web projects and services. The EWAC is not expected to be concerned with the individual academic or administrative units’ strategic plans or technology implementations unless those efforts affect the University’s overall technology services or delivery or otherwise meet the thresholds established by governance. The EWAC will coordinate recommendations with other oversight committees, such as the Senate Advisory Committee on IT, Strategic IT Committee, Architecture and New Technology Committee, etc.

Membership

The Deputy Chief Information Officer (DCIO) and Chief Marketing Communication Officer (CMCO) will invite members to serve on the council, representing the various functional and system perspectives, such as content, marketing, public relations, communications, tools, infrastructure, architecture, web managers, cyber security, Web accessibility, visitors and consumers of Web content (students, faculty, staff), etc. Representatives will be the associate dean or senior director with strategic responsibilities for the unit’s web sites, funding and marketing and communication strategies. The council will also include a member from the Senate Advisory Committee on IT and the Communication Council.

All members will be expected to consult with other colleges and departments to represent a

broad view of their perspectives in council discussions and decisions. There is no minimum or maximum term limit. In the event a representative does not fulfill the duties as expected, the EWAC chair may ask the sponsors to consider a replacement representative.

A council chair and executive committee will be appointed by the CIO and CMCO to serve at least two years. After the original appointment, the executive committee will elect a chair every two years and recommend individuals to fill empty positions on the council as needed.

Role of members

All members will receive information and materials related to current or future agenda items. Members are expected to review the materials and make an informed decision based upon his or her knowledge of the subject, input from relevant members of his or her area, and the best interests of the University of Utah as a whole. Individuals who have an interest but are not council members may attend meetings in person, and may speak to the broader group at the discretion of the chair. The time commitment for each member will vary based on the issues at hand, and also whether that member is asked to join additional ad hoc committees. Members are asked to help spread information about governance discussions and recommendations amongst their colleagues, and to be an active and engaged participant in the IT governance process.

Role of chair

The chair will fulfill not only the same role as other members, but also will work with other IT governance bodies to ensure the holistic IT governance process is meeting the needs of the University. The chair will approve the meeting agenda at least one week prior to each meeting, and will approve meeting minutes no later than one week after each meeting so that they may be publicly posted. The decision to allow guest speakers or presenters at SITC meetings rests fully with the council chair. The chair also will call for a vote for recommendations, and will approve the recommendation summaries shared with other IT governance bodies.

Role of the executive committee

The executive committee will meet monthly to consider agendas items and ensure appropriate background and materials are ready for council review. They will elect a chair, make recommendations for member appointments and help prioritize the work of the council. The executive committee will ensure that other relevant committees are included as needed to make recommendations for the good of the University.

Meetings

Meetings are held in a campus location. Representatives and guests are provided with meeting materials and agendas in advance and are expected to come ready to discuss the topics. There may be guest speakers or presenters, approved by the chair, to offer additional insight or information. Members may ask questions or offer input freely. Meetings are considered open; however, attendance may be limited by available space.

Voting, decisions and appeals

When the chair calls for a vote, members are to vote representing his or her constituency or

function. Recommendations require a favorable majority to be approved and passed on to another governance body. Requestors whose requests are denied may ask the chair for reconsideration at a later date. Reconsideration of both approvals and denials also may be requested by the President's Executive Leadership Team. The council also may opt to request further information before making a decision, or may create an ad hoc committee to explore the topic.

Ad hoc committees

The EWAC may create an ad hoc committee to investigate a specific issue, technology, or solution at its discretion. Ad hoc committees may comprise any number or type of University stakeholders and are not considered standing committees. Ad hoc committees should count at least one representative of a standing governance council among the members. The ad hoc committee may provide information to the EWAC in the form of a presentation or written report, as requested by the EWAC.

Information management and support

University Information Technology will provide support personnel and resources for the governance committee and process, including agenda and minutes documentation, secure document access, meeting coordination, printing or other information display needs, and other tasks as requested by the chair. UIT's support liaison will work with the executive committee and those requesting agenda items to ensure an adequate amount of information is available to the representatives before discussion of the item. This may include a business case, proposed project timeline, internal or external reviews, applicable research, or well-documented needs or problems for which a solution is sought. The liaison will also share information among committees as necessary.

Communications and reporting

Agendas and minutes are posted on the Chief Information Officer's website. Feedback and requests for agenda items also can be handled there.

2. Google Search Appliance update

Ken Pink will discuss a proposal to extend the Google Search Appliance contract while the search for a replacement is underway. [The proposal can be found here.](#)

3. Utah.edu homepage purpose and update

Scott Troxel will discuss the upcoming Utah.edu homepage redesign. [You can see screenshots of the new look here.](#)

4. IST and intersection with web/mobile

Cory Stokes, co-chair of the Integrated Student Team, will discuss the IST's priorities — especially how they relate to the web and mobile delivery. For some background on the Integrated Student Team, [visit the IST's Spark page](#).

5. Community of practice framework discussion

Paula Millington will talk about frameworks for creating a community of practice for webmasters. [One such framework can be found here.](#)

6. How to approach review of Policy 4-003 on WWW

Lori McDonald will lead a discussion about [Policy 4-003, the World Wide Web Resources Policy](#), which has not been updated since 2001. The committee will talk about a process to review the policy for potential updates.

7. Open floor

Any issues that need to be discussed here publicly before we next meet?