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SUMMARY FOR ENTERPRISE WEB ADVISORY COUNCIL
DATE: August 25, 2017
TIME: 9-10:30 a.m.
LOCATION: Dumke Room, Eccles Broadcast Center

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IN ATTENDANCE:

Paul Burrows	Holly Christmas	James Elder	Jodi Emery
Patricia Hanna	Thad Kelling	Mike Martineau	Scott McAward
Lori McDonald	Aretha Minor	Corey Roach	Kim Tanner

COMMITTEE SUPPORT: Scott Sherman, Cassandra Van Buren

UNABLE TO ATTEND:

Matt Gauthier	Barb Iannucci	Dean McGovern	Nathan Tanner
Rebecca Walsh	David White		

ALSO IN ATTENDANCE:

Tim Ebner	Paula Millington	John Pickett	Ken Pink
Cory Stokes	Scott Troxel	Amy Wildermuth	

AGENDA ITEMS DISCUSSED:
- Vote on Enterprise Web Advisory Council charter
- Google Search Appliance update
- Utah.edu homepage purpose and update
- Integrated Student Team and intersection with web/mobile
- How to approach review of Policy 4-003, World Wide Web Resources Policy

Vote on Enterprise Web Advisory Council charter

Lori McDonald asked Deputy CIO Ken Pink to summarize the charter. He talked the group through the recent history of web advisory efforts at the U, mentioning that the Deloitte report recommended a single web strategy for the U. University Information Technology, University Marketing and Communications, and University of Utah Health came together to discuss a plan, and realized they can't adequately represent the depth and breadth of how various U orgs handle web properties, policies, and processes. They asked UIT's Paula Millington to assist, and the idea for the EWAC was born. The small group decided that Marketing and IT should not lead the committee. It should be a representative from the broader campus community.

Pink then provided a high-level overview of charter, which had been provided to the council ahead of the meeting. One goal is to create a seamless web experience for students and others. There is an emphasis on broad representation. The intent for committee membership is to have diverse representation. He acknowledged that while many campus groups have ongoing web projects, large and small, some will be folded into the EWAC, some won't.

Pink showed the IT governance ecosystem diagram, which was in the meeting packet, to help explain how this group fits in with other IT-related governance. It's not an IT committee like the others. There is no formal reporting structure to any one group. Decisions/questions could go up to any of the IT governance committees, depending on the nature of the topic. EWAC proposals will go to Steve Hess and Bill Warren first, as EWAC sponsors, and on to governance committees as needed, or Institutional Policy Committee, etc.

There may be proposals and decisions that go to the Integrated Student Team, or come from IST. Because the EWAC won't know where good ideas will come from, they don't want ideas to have any barriers. Fluid communication is key. Some IST decisions go to the Academic Senate, or Executive Leadership Team, and it's anticipated that some web-related proposals will as well.

The council approved the charter.

Google Search Appliance update

UIT's Barb Iannucci is leading a task force investigating a replacement for the Google Search Appliance, a hardware-based web search used by university websites to return U-specific search results. Google is decommissioning the GSA on Dec. 31, 2018. The university's current agreement ends May 31 but can extend support until the shutoff. The U needs to decide whether to pay for extended support, and what organizations should fund the support agreement. HSC, UIT, and UMC originally agreed to split the cost. UMC doesn't have this extension as an expense in its budget, and neither does UIT. Should a web search tool/service be paid by a centrally funded resource, since it's a central resource?
If it's not funded, each org will be on its own to find/implement a search tool. Using a free solution isn't viable as a U-wide solution; in addition, although a tool may be free, the labor to implement/integrate is not free for the U.

The task force has only met once and is not in a position to suggest a permanent replacement at this time. Additionally, there was a significant push to get the Google Search Appliance when it was implemented, and it will take time to vet a replacement and gather support. The most viable path for the U is to take time to make a good procurement solution. The task force is doing surveys, engaging security and infrastructure, etc. with a strong sense of urgency.

A motion was made and approved that the U extend the contract to Dec. 31, 2018, with funds to come from Central Administration, and that the task force should continue its work. Amy Wildermuth will ask Cathy Anderson about funding. Paula Millington says maybe the question of funding a search tool should go to Common Good Committee at some point.

Utah.edu homepage purpose and update

Scott Troxel, director of digital strategy for University Marketing and Communications (UMC), presented mockups of a new U homepage. The current design has been in place for four years. With the current site, users can't scroll, it's just a giant billboard. Many users don't realize the features available, like the News at the U button.

Troxel said other university sites are admissions-driven vs. news-driven. He said the mockups focus more on admissions and development, while still having frequently used links in a side navigation menu. The new site will include social media integration and fast facts about the U. Our social media is some of the most actively engaged in the country. Troxel demonstrated the "Start Your Journey" page, which offers prospective students a major exploration tool. Members discussed several aspects of the major exploration approach, including the need to have a "source of truth" for majors on campus from which the website could pull accurate information. Paul Burrows recommended consulting with Advising, because they already have a very extensive major exploration tool.
https://advising.utah.edu/majors/

Troxel said he appreciates feedback, but the group should understand that the theme and structure are 90% certain. UMC is now simply working on fine-tuning. Go to continuum.utah.edu to see the theme in action. It's pretty similar to what new U home page will be. Accessibility and usability of the new site/theme was a concern. Troxel said they are working on it. UMC initially wanted to have proof of concept done by end of this year, but that won't happen. It will probably launch just before next school year, but he is not sure when exactly.

UMC builds its sites in Wordpress. Troxel was asked if the new theme will be available to sites built in OmniUpdate, which many on campus use. That hasn't been planned, he said, but UIT may choose to create an OU version. It would be a code-intensive process.

Amy Wildermuth suggested that when the website goes live, UMC will need to have communication internally about its purpose and intent, to help everyone understand how these design choices were made. She also reiterated the idea of a central authoritative source for data is important. Troxel said UMC wants to set a date for the beta launch and get feedback, but the beta date is not set.

Integrated Student Team and intersection with web/mobile

Cory Stokes, associate dean for undergraduate studies and UOnline director, gave an update on the status and ongoing work of the Integrated Student Team (IST). IST has noted the need for U orgs to make use of central services to serve students, focusing on a streamlined and positive student experience. He highlighted the need to 1) provide students with a mobile platform, for various purposes - notify students, nudge them, and provide information delivery; and 2) serve them better

with a customer relationship management (CRM) system. IST will seek the guidance of the EWAC as needed going forward.

Stokes showed a diagram of the student IT service landscape at the U. Students' world begins with Canvas. From there, the university has several other applications and plug-ins that help identify areas where students may need assistance or can help them plan for future classes.

How to approach review of Policy 4-003, World Wide Web Resources Policy

The current policy creation goes back to 1999, with approval in 2001, and needs to be revisited. The group sought volunteers and nominations for people to evaluate the policy for potential changes. Amy Wildermuth nominated Pat Hanna. Scott McAward volunteered. It was mentioned that before Krista Pickens left, they had a draft of revisions for accessibility topics. The task force will need to work with the Office of General Counsel on this policy and then more detailed rules, too. Ken Pink nominated Barb Iannucci. Scott McAward suggested that a representative from the Office of Equal Opportunity will be needed.

Action summary			
Action	**Topic**	**Person/Group**	**Next step**
Approved	Enterprise Web Advisory Council charter	Council	The charter will be marked approved and posted online.
Approved	Google Search Appliance extension	Council	Amy Wildermuth will talk to Cathy Anderson about centralized funding for the extension.
Action item	Policy 4-003 review	Council	Nominations and volunteers to fill out the review committee for Policy 4-003 are being sought. Send nominees to Lori McDonald.