

SUMMARY FOR ENTERPRISE WEB ADVISORY COUNCIL

DATE: November 3, 2017

TIME: 1-2:30 p.m.

LOCATION: Olpin Union Den, first floor

IN ATTENDANCE:

Elizabeth Bandy	Paul Burrows	Holly Christmas	Pat Hanna
Barb Iannucci	Lori McDonald	Corey Roach	Kim Tanner
Nathan Tanner	David White	Tim Ebner	Ken Pink
Scott Sherman	Cory Stokes		

COMMITTEE SUPPORT: Emily Rushton, Scott Sherman

UNABLE TO ATTEND:

James Elder	Jodi Emery	Matt Gauthier	Thad Kelling
Mike Martineau	Scott McAward	Dean McGovern	Aretha Minor
Rebecca Walsh	Mark Beekhuizen	Steve Hess	Peter Jensen
Paula Millington	Chris Nelson	Scott Troxel	Jim Turnbull
Bill Warren	Amy Wildermuth		

AGENDA ITEMS:

- Google Search Appliance update
- Update on Policy 4-003 revision
- Review of accessibility webinar
- November and December meetings
- Open floor

Google Search Appliance update

Barb Iannucci, associate director for USS Content Management & Usability, gave an update on the search for a replacement for the Google Search Appliance (GSA), which Google is retiring soon. She recapped the three options the GSA replacement task force considered: 1) paid commercial solutions; 2) Google Custom Search Engine (CSE); and 3) open source / do-it-yourself (DIY) options. The task force collectively decided that it would not be practical to choose the DIY option, as it would require too much time and more resources than are available.

Iannucci then walked through the pros and cons of the remaining two options. For commercial solutions, pros included: support, training, more flexibility and customization options, and ease of administration/reporting. Cons included: high ongoing costs to purchase and implement, some solutions would require additional resources/expertise, vendor reliability/longevity (due to the volatile nature of the industry currently), and the quality of results (vs. other solutions) is unknown.

For the Google CSE, pros included: free to obtain and implement, reliable and high-quality results, consideration of external factors when ranking, and finally, the majority of the U's peer institutions are using the Google CSE. Cons included: no support, it may not accommodate the needs of FAR and UHealth, risk that the CSE will eventually be retired as the GSA was, and, if the API is used, Google places some limits on usage and charges once those limits have been reached. Iannucci clarified that the only charges that exist with the Google CSE are from API usage, which the FAR would need. One member pointed out that there should be an option to help U orgs control costs, and/or be notified when a limit is about to be reached. There was general agreement on this, and Iannucci said other universities use caching to avoid reaching their search limits.

Iannucci concluded by saying the task force is inclined to pursue the Google CSE, given its affordability, quality of search, and number of peer institutions already using it. She said it could be considered a stopgap solution, and Lori McDonald, dean of Students, voiced her agreement with this idea. Another member pointed out that if the CSE is used as a stopgap, there should be an institutional strategy to evaluate other solutions with the end goal to replace or affirm the CSE. It was also pointed out that the CSE isn't really "free" if UHealth and FAR have to purchase another solution to meet their requirements that the CSE doesn't currently meet. If the decision is made to bridge the gap with the CSE until a more permanent solution is found, it's likely UHealth and FAR will already have committed to a more expensive solution.

The committee then agreed after some discussion that the cost of transitioning to the Google CSE would be the equivalent of 3-4 full-time employees' time for up to three months. Iannucci also said that transitioning from GSA to CSE would be about the same as transitioning to a commercial product.

The committee then discussed a number of other factors, including which independently-run websites are still using GSA, how users are using the GSA overall, and how support with the GSA is currently handled. One member pointed out that even though the CSE doesn't offer its own support, there could be a pool of shared knowledge from the other institutions already using it.

After further discussion, the committee agreed that it would make the most sense to use implement the CSE as a stopgap solution, with an ongoing effort to find a more permanent solution over the next couple of years. This will likely mean that UHealth and the FAR will need to find their own solution. Due to the lower attendance of this meeting, it was agreed that the decision would be sent out over email to all EWAC members, and then, assuming no objections, the decision will be taken to Steve Hess and Bill Warren, co-sponsors of this initiative.

Update on Policy 4-003 revision

Pat Hanna, professor of linguistics, gave an update on the revision to [Policy 4-003, World Wide Web Resources](#).

The working group is in the process of identifying a theory for organizing the new policy, and they're keeping two broad categories from the original policy: institutional pages and non-institutional pages. The hierarchy would look like this:

- Institutional
 - Administrative
 - Academic
 - Research
- Non-institutional

The working group will work to refine these categories by generating a sample list of pages and identifying which category each page would fall under, as well as track down references to/about the policy that are either out-of-date or contain broken links. They are also actively looking to identify groups with which they need to consult. Hanna also clarified that a policy regarding media accessibility is also being worked on separate from this initiative.

Review of accessibility webinar

McDonald gave an overview of an accessibility webinar she attended recently, and asked how the information can be shared on a broader basis to people who design websites at the U. One member commented that University Marketing & Communications has started including accessibility concepts in new employee training, and Iannucci added that WebAIM, an accessibility group from Utah State University, has conducted two separate training sessions at the U and could be invited. Cory Stokes, UOnline director and associate dean for Undergraduate Studies, added that UOnline now has a compliance coordinator who is charged with helping the U comply on its curricular delivery site (Canvas). He also said Blackboard Ally, a tool that automatically scans uploaded documents from faculty and shows any accessibility problems, will be added to Canvas sometime next year.

November and December meetings

Due to the November and December meetings falling on holidays, McDonald recommended meeting just once before the end of the year, and there was general agreement in the room to shoot for Dec. 1, 2017.

Open floor

Nathan Tanner, director of marketing & sales for Interactive Marketing & Web for University of Utah Health, explained that his group is in need of replacing its content management system, and he suggested the overall topic of content management systems be an agenda item for EWAC. Ken Pink, Deputy CIO, agreed and suggested a subcommittee form to discuss OmniUpdate and Wordpress, along with other commercial options. There was general agreement from the group that this should be added to the next EWAC agenda, as well as brought up with SITC.