SUMMARY FOR ENTERPRISE WEB ADVISORY COUNCIL
DATE: January 26, 2018
TIME: 9 – 10:30 a.m.
LOCATION: Dumke Room, Eccles Broadcast Center

IN ATTENDANCE:

Paul Burrows	Jodi Emery	Barb Iannucci	Mike Martineau
Scott McAward	Lori McDonald	Paula Millington	Ken Pink
Corey Roach	Cory Stokes	Kim Tanner	Nathan Tanner
Scott Troxel	Amy Wildermuth		

COMMITTEE SUPPORT: Emily Rushton, Scott Sherman

UNABLE TO ATTEND:

Elizabeth Bandy	Mark Beekhuizen	Holly Christmas	Tim Ebner
James Elder	Matt Gauthier	Pat Hanna	Steve Hess
Peter Jensen	Thad Kelling	Dean McGovern	Aretha Minor
Chris Nelson	Jim Turnbull	Rebecca Walsh	Bill Warren
David White			

AGENDA ITEMS:
- GSA replacement update
- Policy 4-003 review update
- Opportunity canvas
- Open floor

Google Search Appliance (GSA) update

Barb Iannucci, associate director for USS Content Management & Usability, gave an update on replacing the Google Search Appliance with Google Custom Search Engine. She explained that a test search web server has been created, front-end code for the main search results page has been completed, and the back-end code is in progress. She also explained that Google has changed the way universities can remove ads from the search results, so her team is researching that.

Policy 4-003 update

Paula Millington, director for UIT Strategic Planning & Process, explained that the working group is hoping to have the revised policy ready for review by March. The policy will reference other policies where appropriate and have a list of rules that accompany it. Millington explained that the group has found it challenging to balance what should be in the policy and what can actually be enforced.

Opportunity canvas

Cory Stokes, UOnline director and associate dean for Undergraduate Studies, facilitated an opportunity canvas brainstorming activity with the group, focusing on the topic of web presence and content management at the U. This involved the group breaking into a number of smaller groups to discuss various topics. Many themes, ideas, and suggestions were uncovered during this activity, some of which are listed below:

- There is an inconsistency with how data is sourced across the entire U (e.g. lists of majors offered by colleges differ depending on which webpage the user visits)
- Content is hard to find; there is too much content and multiple paths/destinations to get to said content (duplication of efforts)
- There are conflicting ideas between people who create content and the people who consume content
- Ideas/features desired for a CMS tool and/or for the U's overall web presence strategy:
  - Personalization
  - Mobile-friendly (for all devices)
  - Tagging, metadata, taxonomy, and a university-wide content data architecture
  - Digital asset management
- There are too many content management systems being used at the U, which contributes to an overall lack of uniformity between websites/pages.

After the activity, EWAC chair and Dean of Students Lori McDonald recommended this same activity be done with other groups of stakeholders outside of EWAC that also has a vested interest in web content management. There was general agreement around the room on this, but the group also agreed that scope should be narrowed to improving the experience of the U's web presence to the end user as well as the experience of the various webmasters on campus. One member suggested looking at what other peer institutions have done to address this problem, and others reminded the committee that some of this research has already been done. Ultimately, the group decided to have Stokes facilitate another opportunity canvas with the group of outside stakeholders, then come back to EWAC with some recommendations.

Open floor

Nathan Tanner, director of marketing & sales for U Health's Interactive Marketing & Web, gave a brief update on his organization's RFP for the Google Search Appliance replacement.

Lastly, one member asked if the initial research and analysis of peer institutions (re: content management) could be consolidated and shared with the committee, and there was general interest from the group on this idea.