

SUMMARY FOR ENTERPRISE WEB ADVISORY COUNCIL

DATE: February 23, 2018

TIME: 9 – 10:30 a.m.

LOCATION: Dumke Room, Eccles Broadcast Center

IN ATTENDANCE:

Paul Burrows	Holly Christmas	James Elder	Jodi Emery
Barb Iannucci	Mike Martineau	Scott McAward	Lori McDonald
Lori Oakley	Ken Pink	Scott Sherman	Cory Stokes
Kim Tanner	Nathan Tanner	Scott Troxel	David White
Amy Wildermuth			

COMMITTEE SUPPORT: Emily Rushton, Scott Sherman

UNABLE TO ATTEND:

Elizabeth Bandy	Mark Beekhuizen	Matt Gauthier	Pat Hanna
Steve Hess	Peter Jensen	Thad Kelling	Dean McGovern
Paula Millington	Chris Nelson	Corey Roach	Jim Turnbull
Rebecca Walsh	Bill Warren		

AGENDA ITEMS:

- Policy 4-003 draft discussion
- Consolidated opportunity canvas
- University web user/audience discussion
- Open floor

Policy 4-003 update

Paula Millington, director for UIT Strategic Planning & Process, reviewed the first draft of the new policy and supporting rules. The committee provided feedback and discussed a number of topics to reference in the policy, including media accessibility, academic freedom, privacy regarding collecting restricted or sensitive data, and existing copyright laws. Nathan Tanner, director of marketing and sales for UHealth’s Interactive Marketing & Web, brought up the fact that UHealth employees must adhere to stricter policies than 4-003, and Millington agreed that the UHealth policy could be referenced in 4-003 to eliminate any confusion. The group then spent some time discussing ways in which to gather a comprehensive list of website owners and content owners across the university.

Google Custom Search Engine demo

Barb Iannucci, associate director for USS Content Management and Usability, gave a quick demonstration of the new Google Custom Search Engine (GCSE). The GCSE will replace the Google Search Appliance as the university’s custom search tool, and Iannucci said her group is making progress

on getting most groups on campus switched over. Currently, UHealth is finishing up the request for proposals process for its search tool replacement, and the Faculty Activity Report administrators are using the API version of the GCSE.

Consolidated opportunity canvas

Cory Stokes, UOnline director and associate dean for Undergraduate Studies, discussed the ideas he consolidated from the last EWAC meeting, in which he facilitated an opportunity canvas brainstorming activity on content management at the U. Stokes covered general themes that came out of the activity, including the need for enabling personalized service, being device agnostic, and presenting the university as one entity. Based on these, he came up with four ideas that the committee should focus on: 1) how to establish and enforce content standards; 2) a content management architecture; 3) content collaboration functionality; and 4) the process around content quality standards. He then asked the group which idea out of the four should be prioritized. Ken Pink, Deputy CIO, suggested starting with process, and the group agreed, specifying that it should focus on the content creation, curation, and delivery process first.

University web user/audience discussion

Lori Oakley, director of communications for University Marketing and Communications, facilitated a lengthy discussion regarding the University's web presence and overall strategy. Many ideas and themes came out of this discussion, with a major one being the potential value of having an internal campus-wide intranet vs. what the U shares with the public internet. A number of members commented on the difficulty in finding and providing certain documents to faculty and students without posting the files on publicly available university websites. Others commented about the inconsistent user experience across different college and department websites.

The committee spent some time discussing what should be available to internal audiences (via an intranet) vs. external audiences (via the U's public web properties), and how to tackle the problem with an institutional level of funding. The group also discussed ways in which to incentivize colleges, departments, faculty, staff, and other groups on campus to begin using a more unified web strategy. Finally, Oakley offered to create a simple audit tool spreadsheet for groups on campus to begin participating in, in an effort to determine what webpages, audiences, and website/content owners exist on campus. There was general agreement on this.