

SUMMARY FOR ENTERPRISE WEB ADVISORY COMMITTEE

DATE: April 27, 2018

TIME: 9:00 a.m. –10:30 a.m.

LOCATION: Dumke Conference Room, Eccles Broadcast Center

IN ATTENDANCE:

Paul Burrows	Holly Christmas	James Elder	Jodi Emery
Pat Hanna	Barb Iannucci	Mike Martineau	Lori McDonald
Paula Millington	Lori Oakley	Ken Pink	Corey Roach
Emily Rushton	Nathan Tanner	David White	

COMMITTEE SUPPORT: Jesse Drake, Emily Rushton

UNABLE TO ATTEND:

Mark Beekhuizen	Elizabeth Bandy	Tim Ebner	Matt Gauthier
Steve Hess	Peter Jensen	Thad Kelling	Scott McAward
Dean McGovern	Chris Nelson	Cory Stokes	Kim Tanner
Scott Troxel	Rebecca Walsh	Bill Warren	Amy Wildermuth

AGENDA ITEMS DISCUSSED:

- Google search update
- UHealth update on content management system search
- Reviewing the EWAC content audit template
- Open floor

Google search update

Barb Iannucci, associate director for USS Content Management and Usability, gave an update on efforts around the university's transition to the Google Custom Search Engine (GCSE) for institutional web search services.

Iannucci noted that at the time of the meeting, the website conversion process was about 90 percent done with more than a month remaining until Google Search Appliance (GSA), the university's current institutional website search product, is discontinued by Google. The project has primarily focused on cleaning up search box code, and migrating campus OmniUpdate (OU) websites to use a local GCSE search page. Iannucci noted that a number of communications tasks have been completed – the creation of Knowledge Base articles, a [GCSE instructions website](#), social media posts, two [announcements in This Week at the U](#), a [Node 4 article](#), and [UIT Talks town hall event](#) on April 24, 2018.

UHealth has been concurrently pursuing an enterprise web search replacement, since the GCSE does not meet all of its requirements. Tanner said that several vendors expressed interest but many exceeded bid expectations, leaving just three options. After evaluating paper proposals and re-scoring based on a final round of demonstrations, UHealth selected Funnelback, which Tanner said does an excellent job of crawling structure data on sources like course catalogs, and interacts well with social media. Tanner expects Funnelback to be fully integrated by June. He added that the contract language was written so that licensing could be expanded, and he will share pricing with the committee.

UHealth update on content management system search

Tanner updated the committee on his organization's RFP for replacing UHealth's content management system (CMS), and led a brief discussion on a broader effort to find a CMS tool that meets the majority of needs at the university, including cost-efficiency, heightened security, and a more uniform look, feel, and end-user experience across U web properties. Tanner is currently working to gather support, has secured first-year funding for the tool, and will soon embark on the RFP process. Prospective vendors include Adobe, Sitecore, and Acquia.

Additionally, any prospective CMS tool needs to easily integrate with UHealth's current CRM, Healthgrades, as well as disparate CRMs in use at the university. Because of the committee's vested interest in a common platform, the RFP will be framed so that the preferred CMS tool will integrate with as many existing platforms as possible. Some key features being looked at are personalization based on page results and visitor patterns, and conversion rate optimization (CRO).

Paul Burrows, TLT information architect, asked whether Tanner had the pre-requisite staff in place for such a major system migration. Tanner said that positions are being held in anticipation of a year-long process, with consideration paid to the potential need for temporary and freelance data entry work. Iannucci and David White, University Marketing & Communications senior web developer, expressed interest in being involved in the RFP process.

Reviewing the EWAC content audit template

Lori Oakley, director of communications for University Marketing and Communications, facilitated a discussion on a template she created around the CMS needs of web groups on campus. The committee is steering an audit to better determine what webpages, audiences, and website/content owners exist on campus. Combined with a recently completed opportunity canvas, Oakley said the template provides a solid foundation to build baseline business and technical requirements an inclusive CMS would require.

Some defining questions presented in the template are:

- What unit is commissioning the website work?
- Who will consume the content of their website – percent of internal vs. external?
- What experience can/should the content provide?
- Share how the website is utilized and managed – management and maintenance audit (who manages content over time?)

For contextual reasons, Burrows suggested adding a column that defines a particular unit or department's charter, or purpose. Pat Hanna, Professor of Linguistics, agreed that addition would limit duplication of effort and better group units that share a common goal. Considerable discussion centered around what defines an audience as internal or external. Mike Martineau, director of institutional analysis, Budget and Analysis, noted that undergrad or grad students have distinct needs, and the split between internal and external users may fluctuate depending on the time of year. Oakley suggested further defining one faction of the internal audience by differentiating faculty/staff/administration versus student, which the committee was receptive to.

Paula Millington, director for UIT Strategic Planning & Process, noted that the audit will help in the

discovery process; namely, what user experience is the university trying to create with its web properties? (e.g., is self-service the goal, what is indispensable in terms of features versus functionalities, and is an enterprise technology always the best solution?) Holly Christmas, web developer in the College of Fine Arts, said that maintaining a future focus is important – thinking in terms of how things should be done as opposed to how they’re currently done. EWAC chair and Dean of Students Lori McDonald lauded the audit as a great start for an end-to-end process, and positive step towards thinking more holistically about web content management and how web content is consumed at the university.

Oakley said she will define which initial groups should receive the template, with responses due at the end of May. Note: after the meeting, a few members discussed the best way to distribute the audit and agreed to an online survey format.

Open floor

Earlier in the meeting, Millington gave a brief update of Policy 4-003 and supporting rules, which is in draft stage and set to be brought before the Senate Advisory on IT Committee for review.

Deputy CIO Ken Pink announced that Emily Rushton has been named Special Assistant to the CIO, replacing Scott Sherman, who has left the university. Rushton previously served as marketing and communications specialist in UIT Strategic Communication. Going forward, Marketing and Communications Specialist Jesse Drake will document meeting minutes for the university’s IT governance program.

Summer meeting scheduling was briefly discussed.

Note: No votes were held at the meeting.