

SUMMARY FOR ENTERPRISE WEB ADVISORY COUNCIL

DATE: September 13, 2018

TIME: 11:00 a.m. – 12:00 p.m.

LOCATION: Collegiate Room, Union Building

IN ATTENDANCE:

Paul Burrows	Holly Christmas	Jodi Emery	Pat Hanna
Harriet Hopf	Barb Iannucci	Mike Martineau	Scott McAward
Lori McDonald	Ken Pink	Corey Roach	Cory Stokes
Kim Tanner	Nathan Tanner	Scott Troxel	Jeremy Uffens
David White			

COMMITTEE SUPPORT: Jesse Drake, Emily Rushton, Larrisa Turner

UNABLE TO ATTEND:

Elizabeth Bandy	Mark Beekhuizen	Tim Ebner	James Elder
Jodi Emery	Matt Gauthier	Steve Hess	Peter Jensen
Thad Kelling	Dean McGovern	Paula Millington	Chris Nelson
Jim Turnbull	Rebecca Walsh	Bill Warren	

AGENDA ITEMS DISCUSSED:

- Update on Policy 4-003
- CMS discussion

Update on Policy 4-003

Pat Hanna, professor of linguistics, and Ken Pink, deputy chief information officer, provided an update on [World Wide Web Policy 4-003](#), which is in the process of being rewritten. Pink asked council members to review and provide feedback as soon as possible. Both said they would like to submit it to the Academic Senate’s Executive Committee before the end of the year, and have it in place by February or March 2019.

CMS discussion

Pink opened the floor for discussion on content management system (CMS) utilization across campus — an issue raised in the 2015 Deloitte Consulting report, which cited the decentralization of university web services as a key concern. Currently, the university operates three major systems — WordPress, OmniUpdate, and Cascade — and has been charged with crafting a web policy, tools, and best practices around the U’s content management systems.

The council discussed some of the issues facing students, faculty, and staff who use the university’s websites, as well as the efforts now required to create and maintain those services. Hanna and Pink said Policy 4-003 addresses many of the concerns raised during the discussion, including accessibility and other styles and standards.

Barb Iannucci, associate director for content management and usability for University Information Technology, and Scott Troxel, director of digital strategy for University Marketing & Communications, said their groups spend a lot of time supporting users and maintaining their sites, which is likely to increase if

the university centralizes services. While many in the group agreed that one “front door” would be best, some committee members expressed concern that such a move would strain resources and require more funding or a reallocation of what’s currently available.

Nate Tanner, director of marketing and sales for Interactive Marketing & Web, said he has been under the assumption that the CMS selected under UHealth’s request for proposal (RPF) would eventually be adopted campus-wide, should it move to one content management system. He noted, however, that the CMS is expensive and the university needs to decide quickly if it wants to invest in it.

The next step, the group decided, is to present the [Strategic Information Technology Committee \(SITC\)](#) with an executive summary document that identifies specific problems with the university's decentralized web services and provides recommended solutions. Pink also suggested bringing in Paula Millington, director of the Strategic Planning & Process Team, to give a refresher on a related seminar that took place in Spring 2017, which outlined many of the issues EWAC is now trying to address.

ACTION: The council nominated Iannucci, Tanner, and Troxel to draft a five-page executive summary to be presented to the SITC. An initial draft is due at the next EWAC meeting on October 11, 2018.