THE UNIVERSITY OF UTAH®

SUMMARY FOR ENTERPRISE WEB ADVISORY COMMITTEE
DATE: January 10, 2019
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	Harriet Hopf	Barb Iannucci	Mike Martineau
Lori McDonald	Scott McAward	Paula Millington	Chris Nelson
Ken Pink	Cory Stokes	Corey Roach	Kim Tanner
Nate Tanner	Scott Troxel	Jeremy Uffens	David White

COMMITTEE SUPPORT: Jesse Drake, Emily Rushton

UNABLE TO ATTEND:

Elizabeth Bandy	Mark Beekhuizen	Tim Ebner	Matt Gauthier
Steve Hess	Peter Jensen	Thad Kelling	Dean McGovern
Jim Turnbull	Rebecca Walsh	Bill Warren	

AGENDA ITEMS DISCUSSED:

- CMS executive summary
- Open floor

CMS executive summary

At the September 2018 EWAC meeting, Barb Iannucci, associate director for content management and usability for University Information Technology, Nate Tanner, director of marketing and sales for Interactive Marketing & Web, and Scott Troxel, director of digital strategy for University Marketing & Communications were asked to draft an executive summary that identifies specific problems with the university's decentralized web services, and recommended solutions.

Tanner gave an update on his organization's RFP for replacing UHealth's content management system (CMS). Whatever CMS solution is ultimately selected could have the potential to be extended to the campus in the future.

Funding has been secured, Tanner said, and noted that Iannucci and Troxel sit on an evaluation committee of prospective vendors. He said proposals will be submitted and reviewed in the next few weeks, with the top three vendors invited back for demonstrations. Tanner anticipates that the majority of implementation efforts will be performed internally, which makes it fiscally desirable to select a vendor that is willing to provide embedded service hours for the first year.

Deputy CIO Ken Pink said that he and Troxel, whose teams have different working drafts of an executive summary, agreed that selecting a common CMS tool for the majority of university websites is a critical first step before changing team structures or creating a community of practice.

Jodi Emery, director of marketing and sales for Continuing Education and Community Engagement, said she

appreciates that a common CMS will help align web properties to a brand standard, but is concerned about limitations to staffing and resources. Troxel cautioned that the cost of a transition team to migrate websites over to a new CMS should be considered in the decision.

Holly Christmas, web developer in the College of Fine Arts, said that it's imperative that web content managers understand the incentives of moving to a new CMS, namely, a better and more consistent user experience. She noted that website taxonomy and how information is organized vary widely across U web properties, which essentially forces the user to rediscover how to navigate each new webpage they access. Niki Pena, UI/UX web designer in UMC, agreed, adding that the onus is on the council to educate web developers to provide a more streamlined user experience. Troxel noted that turnover of web developers contributes to conflicting design standards.

Paul Burrows, TLT information architect, said that it will be essential to reiterate the benefits of a single tool to executive leadership at the university, which include long term cost-savings, mitigating security risk exposure, and enhancing accessibility.

After some back and forth, council members generally agreed to further develop the executive summary with cost estimates and justifications that align with the university's mission, with the intent of presenting it to central administration for funding consideration in time for this year's budget cycle. Tanner agreed to return to the next EWAC meeting on February 14, 2019. This will give him an opportunity to review proposals and return with general cost estimates associated with a new CMS.

Open floor

Pat Hanna, professor of Philosophy and Linguistics, gave a brief update on World Wide Web Policy 4-003, which is in the process of being rewritten. EWAC approved a subcommittee to move forward with the policy revision in September 2017, and has been reviewing and providing feedback since. The latest draft has been approved by EWAC, and has been reviewed by the Institutional Policy Committee and Office of General Counsel, in addition to being endorsed by the Strategic Information Technology Committee. Hanna said she will approach the Academic Senate's Executive Committee to have the policy update put on its intent calendar.

USS Associate Director Barb Iannucci noted that May Lou Mobley, national disability expert for the U.S. Department of Education's Office of Civil Rights, will present on digital accessibility at a UIT Employee Brown Bag Luncheon event on January 17, 2019 at 102 Tower, the downtown location for a number of university organizations.

Lastly, Deputy CIO Ken Pink informed the group that the Marriott Library had requested formal representation on the council. Pink asked if anyone had objections to this (there were none). The group agreed to invite a representative from the Marriott Library to join the council.