THE UNIVERSITY OF UTAH®

SUMMARY FOR ENTERPRISE WEB ADVISORY COUNCIL
DATE: December 1, 2017
TIME: 1-2:30 p.m.
LOCATION: Dumke Room, Eccles Broadcast Center

IN ATTENDANCE:

Holly Christmas	Tim Ebner	James Elder	Jodi Emery
Barb Iannucci	Thad Kelling	Scott McAward	Lori McDonald
Paula Millington	Corey Roach	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	Paul Burrows	Matt Gauthier
Pat Hanna	Steve Hess	Peter Jensen	Mike Martineau
Dean McGovern	Aretha Minor	Chris Nelson	Ken Pink
Jim Turnbull	Rebecca Walsh	Bill Warren	

AGENDA ITEMS:
- GSA replacement update
- Policy 4-003 review update
- Subcommittee for web content management system (to be formed)
- 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 (GSA), which Google is retiring soon. Iannucci presented the task force's findings at the Strategic Information Technology Committee (SITC) meeting on Nov. 28, 2017. The committee had no concerns with implementing the Google Custom Search Engine (GCSE) route as a stop-gap measure, but did have concerns about whether the GSA license extension should be purchased. If the extension is purchased, it would extend the GSA license to December 2018 (vs. May 2018). SITC voted to approve the extension *unless* both the Faculty Activity Report and UHealth teams indicate they do not need the extension.

Jeremy Uffens, IT director for University Faculty Info & Support, then verbally indicated that his team would not need the extension for the FAR. Nate Tanner, director of marketing & sales for Interactive Marketing & Web, also voiced his agreement that his team would not need the extension for UHealth. Finally, Iannucci also stated that campus would not need the extension. Moving forward, Iannucci's group will work to get all campus sites using the GSA moved over to the GCSE by May 2018, while

UHealth looks into a commercial option via RFP. The FAR team will implement an open-source solution in the meantime, with the possibility of using the UHealth solution in the future.

Policy 4-003 update

Paula Millington, director for UIT Strategic Planning & Process, explained that the working group has dissected Policy 4-003 World Wide Web Resources Policy and determined what should be part of the policy and what should be categorized as rules/guidelines. Their goal is to have the policy ready for review by February 2018. The group has decided that the media accessibility policy should also be reviewed/revised while Policy 4-003 is being rewritten to avoid contradictions, and the two policies should reference each other. A separate working group will be formed to review the accessibility policy related to federal accessibility standards.

One member asked if web applications would be included in the scope of Policy 4-003, and Millington said they were not included. The working group is currently examining what other peer institutions have done, and most (in the case of a lawsuit settlement) have created a high-level administrative position responsible for electronic accessibility at the institution. The committee briefly discussed this, along with how to enforce such a policy, the resources required, and whether the hospital-side Privacy Office would need to be broadened to include campus in the future.

Sub-committee for web content management system (to be formed)

Millington began by stating that a sub-committee should be formed to review the current landscape of content management system (CMS) usage at the U, and to identify a future vision and functional requirements for a CMS tool that would satisfy the majority of needs at the U.

There are a number of CMS's in use at the U, and the idea would be to reduce that number to improve security and cost efficiency, as well as in an effort to standardize the look and feel and end-user experience across more of the U's web properties.

Cory Stokes, UOnline Director and Associate Dean for Undergraduate Studies, suggested an opportunity canvas as the first deliverable of the sub-committee to determine the functional requirements. The committee then had a lengthy discussion around this topic, including the importance of ensuring the right people are involved in the sub-committee (including a variety of faculty members), whether a standardized CMS should be provided as a central service, raising awareness about who is responsible for web properties at the U, and the importance of using secure solutions to avoid data/website breaches.

One member pointed out that when this topic was discussed in the last SITC meeting, it seemed as though the goal was to get down to a single CMS for all departments/units to use. Both Millington and

Scott Troxel, interactive web/online director for University Marketing & Communications, suggested taking a step back from that point to first decide the purpose, strategy, requirements, and so on – beginning with a series of opportunity canvases.

Nate Tanner explained that UHealth is already in need of a CMS replacement that will integrate with CRM/marketing automation and has begun the process to go to RFP. Tanner will provide Millington's group with UHealth's identified functional requirements to reference.

Lastly, Stokes offered to come back to the next EWAC meeting and facilitate a brief opportunity canvas for content management to illustrate the idea for the group. There was general agreement on this idea.

Open floor

Millington quickly briefed the group on an upcoming effort by the Office of Institutional Advancement regarding donor/donation management technology and process.