UNIVERSITY of FLORIDA

Information Technology

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Web Services Advisory Committee
Chair's Notes
August 9, 2012

Members Attending:	Visiting:
Dan Williams, *chair*	Florida Bridgewater-Alford
Anne Allen	John Donaldson for Dan McCoy
Debra Amirin	
Margaret Fields	
Carlos Morales	
Ken Osfield	
Jeff Stevens	
Al Wysocki	
Fedro Zazueta, *ex-officio*	

The meeting was called to order at 3 p.m.

Chairman Dan Williams followed the agenda as presented.

A. Subcommittee Reports – Dan Williams

*Anne Allen (chair, Mobile App) reported on her new role as chairman of the **Mobile subcommittee**. The membership was rotated and there are new members to the committee – which will have its first meeting the week of August 13. The new committee includes:

Bruce Clary – Office of Technology Licensing and Innovation Hub
Ray Issa -
Xin Jiannong – IFAS
David Looney – Business Services Division
Felix Lui – UF&Shands, CTSI
John Shea – Electrical Engineering
Brandon Vega – ES
Fedro Zazueta – Advisor

Anne said the new members are a good cross section of the university to work from. Anne reported that she dedicated her time to mobile issues in the last few months. She has reached out across the campus in her efforts to establish a mobile app development policy, for app publication and policy. Business office, tax office, licensing, general counsel were all consulted.

She mentioned that a publication routing procedure needs to be established. However, the suggestion does not serve as a policy recommendation for app development, rather it means applying intellectual property policy for apps so that UFIT can use existing policy to clarify points that may differ slightly.

Anne said she is also pleased that many are involved including the Innovation Hub – which houses a few app development student-run firms.

UF IT is moving toward having an app development sand box available to students. The WSAC will hear more about those plans at the September meeting.

Anne added that a work group has formed for the Intellectual Property policy. The workgroup includes David Day, Bruce Cleary, Barbara Wingo and Anne Allen.

*Debbie Amirin (chair, Policy) reported on the progress of a draft memo to the General Counsel's office regarding a central repository of links. Debbie said the committee has not received an affirmative response from the general counsel to proceed with the memo draft, but will keep the committee updated.

Debbie asked Dan about presenting the following recommendations to the IT Policy Council:

Advertising on University Web Space
Corporate Sponsorship on UF Web space
Domain Name Policy

Dan indicated there wasn't sufficient time for a review during the meeting, so the Chair asked that members review the policies and report back via email. After official approval, those policies will be disseminated to the campus.

 *Jeff Stephens (chair, Social Media) reported that he has spoken with Social Media Specialist Bruce Floyd regarding social media training and the possibility of partnering with Human Resources. All in the planning stages.

Jeff reported that he and Florida Bridgewater-Alford are collaborating for one of the mandates for the subcommittee of building a resource that UF staff can share their institutional knowledge that's happening within web services and web communications. Jeff said that the plans are to use the UFCN revitalization with the Breakfast Buzz event to garner support building upon the idea. Both are in the preliminary stages, while determining how the communicators would like to support.

B. Policy Enforcement —Dan Williams

The committee discussed the possibility of a policy that would assist in enforcing policies as it relates to Web Services. Dan asked the committee: Who would be the owner of the policy and what would the penalties be?

The committee agreed that there was enforcement at the gatekeeper, the HR and at the supervisory levels.

However, the committee agreed that the enforcement policy is more global for the more severe instances.

Dan suggested that the committee should make recommendations regarding the enforcement that will be considered at the higher levels. (For example, a message from the Provost or President reminding all on the expectations to follow the policy.)

Fedro Zazueta added that the issue is the willingness for someone to enforce the policy. (For example, reminding users that a .com or .org domain is not permissible and if it is associated with the University of Florida it must retain the .edu domain.) He reminded that as UF employees, all are bound by the university's policies. He added that there must be a will to enforce the policies, as well.

Ken Osfield suggested that the UF IT security should receive direction from the WSAC to garner a better understanding of what the committee advises as it relates to all aspects of the policy and the owner of said policy.

> → **ACTION:** Dan asked Margaret Fields to draft a preliminary document based on the committee's concerns that enforcement be given greater consideration. Also, there was a brief discussion on the value of starting an awareness campaign related to the policy enforcement.

C. Homepage – additional listings/links — Dan Williams

Dan addressed requests from units wanting a link from the ufl.edu front page. IFAS, UF& Shands and links for "Community pages" - for those who visit the site to learn more about the Greater Gainesville/Alachua County area.

Dan opened the discussion asking members to determine how to address additions to the home page.

> The committee reviewed the ufl.edu website during the meeting for the discussion. Reflections included: Visitors/Community pages appears in the drop down menu under "Parents, Visitors & Fans" (Under Visitors, Parents &Fans – upper right corner) Adding Community Pages under the header is a possibility – which already lists information about health. ShandsHealthcare is currently under "Parents, Visitors & Fans"

> Suggestion: Area Accommodations – which currently links to hotels, can be edited to "Community Resources" and include Community Pages.

> Fedro asked what the committee meant by "community" and once defined will lead to a clearer understanding of where "Community Pages" should be situated.

> CALS is only under academic – which does not address all the services IFAS provides the greater community.

Anne reported how UF IT handles changes to the homepage. Staff reviews the technical feasibility and presents to the WSAC committee. If there are major changes beyond what designers have accomplished thus far, all factors are viewed.

Carlos Morales suggested that UF and Shands and IFAS are both elevated components of the university due to their strategic priorities for UF.

ACTION: It was recommended and agreed by the committee to ask UF IT to report back what is feasible as it relates to incorporating the following information on the front page: UF&Shands, IFAS and Community Pages (Community Resources)

D. Domain name policy for non-UF entities (Third Party) – Dan Williams, et al.

Dr. Ken Nanni, director of Distance and Continuing Education, visited the committee requesting clarification and feedback regarding the boundaries of establishing either .edu or .com domains when working with a distance learning provider or any other private vendor in a contractual relationship with UF.

Dr. Nanni has reported that in order to market the program effectively, the private vendor requested a domain name containing the name of the university.

(The vendor has already purchased the URL – but the contract states that UF must approve it before its use, as well as the site's content, but in the end it is a financial relationship. UF benefits from a revenue share of courses that are promoted through this URL.)

Concerns from the WSAC:
The URL is too long and has abbreviations in it
When using a third level domain (w/ UF) – that third level serves the needs of that particular subject – in this case (all of the university).

Dr. Nanni said that ambiguity centers on the policies within the university as it relates to domain name policy for non-UF entities.

Dr. Nanni reported that the private entity specifically asked for a .com because it fits within their marketing strategy on some level. He concluded asking how do we (UF's Distance and Continuing Education) advise vendors on the URL specifics private entities must adopt.

Anne commented that UF is very proud to be .edu – which is a select group and to go to a .com is to go to a lesser position – and it does not represent the University of Florida. She added that UF branding on a .com site is against policy.

→   **ACTION:** Ken Nanni said he will return to the vendor and discuss and inform about the UF policy and share some of the issues the committees offered. He wants to continue the dialogue with the WSAC. He added that it's important this language is included in the contractual relationship.

Anne offered to send the web policy after it is approved by the IT Policy Council.

Meeting adjourned at 4:22p.m.

Next meeting: September 13, 2012 at 3 p.m.

Respectfully Submitted,

Florida Bridgewater-Alford, APR
Campus Communications Outreach Director