

Web Services Advisory Committee
Chair's Notes
February 14, 2013

Members Attending:
Dan Williams, *chair*
Anne Allen
Jeanna Mastrodicasa
Tracy Gale
Margaret Fields
Ken Osfield
TJ Summerford
Carlos Morales
Debra Amirin
Melanie Ross

Visiting:
Robyn May
John Donaldson for Dan McCoy

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

Chairman Dan Williams followed the agenda as presented.

A. Emergency.ufl.edu Utilization - Anne Allen

One web page is needed for people to go when there is an emergency. When an outage occurs, there needs to be a static page. Currently, the domain "emergency.ufl.edu" is used for shifting offsite although this site needs to become the emergency page. Anne reviewed peer institutions in order to confirm how they were utilizing their emergency pages. For links to peer university emergency pages, refer to "WSAC Ann Allen Agenda Items." The committee needs to determine what this page should look like.

→ **ACTION:** Anne to contact Janine Sikes, Ken Allen, and Jeanna Mastrodicasa to discuss possible content on the page.

Committee discusses having the page ready by May 2013 for discussion during Freshmen Preview with the parents. Anne states once the content is agreed upon, the May roll out is feasible.

Carlos stated that coordination is necessary with Shands and the Health Science Center.

Audience focus is students and parents.

B. Template Training - Anne Allen

UF Template Presentation to occur Friday, March 22nd from 1-3p.m. in Holland 180 College of Law.

Anne presented the high level outline of what will be covered in the training. Refer to attachment "WSAC Ann Allen Agenda Items."

Anne stated a survey will be sent out Monday, February 18th asking people about content they want covered in the training.

C. Homepage Addition Requests

More social media icons have been requested to add the ufl.edu homepage. Instagram, Foursquare, GooglePlus, and "More" buttons were specifically requested.

Anne discussed location options - horizontal mock-up presented and Anne stated this layout makes the page clunky.

Design team's suggestion is to add a "More" button on the homepage with a few social media icons that take the user to a social media page with more icons.

Dan stated we are in the process of developing a University of Florida social media home page that could link to the "More" button.

Carlos mentioned an icon for "Social Media Hub" could cause click rate to drop, and the icon may not be as recognizable as a Facebook or Instagram icon.

Committee discusses having the most popular or recognizable icons such as Facebook, Instagram, YouTube as well as a "Social Media Hub" icon. The users may be pulled to that part of the page by the recognizable icons.

Committee agrees on the primary social media icons and a "More" button.

→ **ACTION:** Anne to relay feedback to design team stating that the committee prefers the primary social media icons and a more button at the top right corner of the home page.

D. Subcommittee Reports - Dan Williams

***Mobile Sandbox - Anne Allen** (chair, **Mobile App subcommittee**) reported that she has specifications in hand for hardware, software, and furniture as she is working to finalize the space and complete the majority of the project by April.

David Day has joined the subcommittee as a presence from the Innovation Academy in addition to Wendy Zimbone.

***Web Policy Subcommittee - Debra Amirin** (chair, **Web Policy Subcommittee**) reported that Bruce Floyd presented the first draft of the Social Media Policy that will serve as a standard, more practical policy versus the Social Media Policy on the UF Human Resources website. Once the document is

finalized, Debra will present it to the Web Services Advisory Committee. In addition, the subcommittee is currently drafting a General Web Policy. Debra is working with the subcommittee to track down the location of the term definitions used in the policies as the subcommittee would like the terminology to be identical across policies.

Anne announced a Faculty Forum on Legal Policy Issues that impact teaching technologies.

***Homepage Content Subcommittee - Jeanna Mastrodicasa** (chair, **Homepage Content Subcommittee**) No report. A high level person did ask for minority student enrollment numbers, and these cannot be located anywhere on the UF website.

→ **ACTION:** Dan to speak with the Office of Institutional Planning and Research.

E. Top Ten - Dan Williams

Per Governor Scott's visit to the University, he has put forward a budget supporting UF moving into the Top Ten. This budget needs to be approved by the legislature, and we will know more at the end of session at the end of April. Dan asks the committee - What does "Top Ten" look like in our web space? How do we need to change our way of thinking?

Carlos mentions a true content overhaul of the UF website is desired.

Anne mentions this portion of the redesign would be outsourced. An assessment and recommendations would cost upwards of \$200,000.

Jeanna states we need to support the infrastructure and the proper growth for the university.

Dan mentions we need to determine how we keep up with the curve and what we go back to the administration with in terms of proposals. The focus of this committee is external web communications. The homepage is an opportunity where we do something great.

Carlos talks about not only changing the image of the website, but also the functionality and the content.

Margaret inquires about the criteria for Top Ten stating that we need a better defined Top Ten status. Our perception has a lot to do with our Top Ten status.

Dan states that differentiation is key. The University of Florida must separate itself from the other Top Ten universities. UF has an advantage because most public research universities have been in a steady state over the past few years because of budget cuts; there hasn't been a lot of movement.

Margaret states a cohesive force on campus is desired to determine what is needed to support 15 million dollars' worth of faculty members. The infrastructure is critical. Being able to handle and support new infrastructure is part of being a Top Ten university. In the past two years, the university has:

1. Increased online course delivery.
2. Decreased the number of faculty members.
3. Not decreased classroom demand.

The committee discusses the need for easily accessible metrics including student numbers.

Dan states there are things that we can control and others that we cannot:

1. IFAS (Major Awareness Campaign)
 - a. Direct connection to the State of Florida
2. The Welcome Experience (Communications architecture across primary welcome points)

Meeting adjourned at 4:25p.m.

Next meeting: April 11, 2013 at 3 p.m.

Respectfully Submitted,

Robyn May, Senior Secretary