

Web Services Advisory Committee
Chair's Notes
July 11, 2013

Members Attending:

Dan Williams, *chair*
Anne Allen
Jeanna Mastrodicasa
TJ Summerford
Carlos Morales
Debra Amirin
John Donaldson
Kathy Fleming
Jeff Stevens
Allen Wysocki

Visiting:

Robyn May
Janine Sikes
Ken Allen
Eric Olson

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

Chairman Dan Williams followed the agenda as presented.

A. Emergency.ufl.edu discussion – Janine Sikes and Ken Allen

Janine asked the committee about their intention for the website.

Ann Allen responded saying she noticed our emergency.ufl.edu page was not being used for a useful purpose, so she researched how our peer universities are using their emergency domain. She discovered that many of them use their domain to communicate in or for emergencies. With these findings, she freed up the site so it can be used as a true domain name. Anne forwarded Janine a few of the best samples and presented them to the committee in February's WSAC Meeting. In that meeting, it was decided that the emergency management team, Janine Sikes and Ken Allen, should decide how the emergency page should be utilized.

Janine responded telling the committee that the UF Alert page, ufalert.ufl.edu, has become the official location for emergency content.

Ken Allen stated that in the immediate interim, he could point the emergency page to the UF Alert page. In the long term, his team has interest in ultimately developing the site with emergency acting guidance content or possibly designating it as the homepage for emergency management.

Ann Allen responded stating the sample emergency URLs she had sent Ken and Janine are good overall resources and include emergency guides, preparation, and contact list. The domain is one Anne believes that people will visit naturally when seeking information about or during an emergency.

Dan stated that one of our challenges on this campus is there is information located all over the place on many sites, and this can be very confusing for someone who does not know where to go. Finding a logical place for that kind of information is essential.

Jeanna Mastrodicasa communicated that parents and families of students are the external audience that would most likely be looking for the emergency information.

Dan asked Ken and Janine to work on a recommendation for the committee and present it at a future meeting.

Ken responded that he will work on a recommendation with Janine and in the interim requested pointing the emergency.ufl.edu site to the ualert.ufl.edu site.

- **ACTION:** Anne to point the Emergency page to the UF Alert page.
- **ACTION:** Ken and Janine to work on a recommendation for the Emergency page.

B. Third level domain name for groups – Anne Allen

Ann has received a domain name request from a group that is a multidisciplinary interest group which does not qualify for a third level domain. The first request was evolution.ufl.edu and that request is not within the policy. Anne went on to say the group is fine with a fourth level domain, however they do not want it attached to a unit because it is interdisciplinary and includes the museum and a couple of the colleges. Anne is looking to come up with a domain name for interest groups such as this one. After receiving input and thinking it over, Anne confirmed that the domain “group.ufl.edu” is available. Group.ufl.edu could be another third level domain that allows people in interdisciplinary interest groups to use for example, evolution.group.ufl.edu.

Dan asked the committee if there are any questions or comments.

Carlos inquired if Anne sees other groups using the third level domain in the future.

Anne responded saying the third level domain would be made available.

Carlos suggested a URL shortening service for those who feel like the third level domain is too lengthy for promotion purposes.

Anne stated that the requestor did not inquire about URL shortening; and they liked an upward level domain. It did not come up that it was too long.

Dan inquired if the university had any policy on shortening services.

Anne said we have the service through TO through web services which is available, but we have no policy in place.

Carlos expressed concern about the student organizations in the Reitz Union who might refer to themselves as “groups.” Will these student groups also want a “groups” domain?

Jeanna responded saying that the student groups are more interested in Facebook and other social media pages versus web pages.

Carlos asked if there have been any problems with people losing ownership of their pages.

Anne answered that the only thing it does is it also allows a bit more control and that centers have to meet certain criteria to be a center and to be listed as a center. It also gives us the ability to find all of our centers through the domain name registry.

Dan asked the committee if there were any questions or comments on Anne's third level domain name suggestion for groups.

There were no further comments, and Dan recommended on behalf of the committee that Anne adopt the policy.

C. Subcommittee Reports – Dan Williams

***MADE@UF (Mobile Sandbox) - Anne Allen** (chair, **Mobile App subcommittee**) reported that she met with the Chair of the College of Fine Arts, and she anticipated she will be able to work out a deal to create a space that is functional.

Anne summarized the MADE@UF concept for the Committee. The MADE@UF acronym stands for "Mobile Application Development Environment." It is a place where mobile app. development equipment and expertise are available to any student. Anne's team is also creating an online educational module on building mobile apps that is non-academic but is for those that are motivated to learn. In addition, they are developing a business module on learning the business side of apps. The facility will house mobile testing equipment including an iPad, iTouch, etc. There will be a device area, presentation area, as well as a collaboration space. Anne is hopeful that MADE@UF will promote collaboration between colleges.

Dan responded saying MADE@UF is certainly something he would like to promote as well. It is not something that he has seen at other universities.

Anne mentioned other examples of mobile app development groups at MIT and another at a small college in California. Anne stated she feels MADE@UF will be fairly impressive and valuable to students in the College of Business Entrepreneurship program. The expertise in the lab will be provided by graduate students and students in CSE and Innovation Hub. Students will learn how to create and market their apps, and they also have an avenue through Innovation Hub. This is a non-academic program and is purely self-motivated training. CSE has several courses which include mobile app development; however the MADE@UF lab is a totally separate entity.

***Web Policy Subcommittee – Debra Amirin** (chair, **Web Policy Subcommittee**) stated that when the committee creates policies, they also create standards documents to accompany the policies. Most recently, the subcommittee created the Social Media Official Use Policy. The group decided that the very comprehensive social media website will take the place of the standards document. The Social Media site is a living, breathing space with examples and all the other items one would find in a policy standards accompaniment.

Debra continued stating the committee has been working with Anne Allen, James Ayres, and Jeanna Mastrodicasa on a General Web Policy. They recently presented another version, and it became clear

the policy needs to have an accessibility component which led to a very extensive discussion. Barbara Wingo in the General Counsel's office told Debra not having one in place is a huge financial liability.

Jeanna Mastrodicasa said they brought in content experts including Ken Osfield, ADA Coordinator from the UF ADA Compliance Office and Jim Gorske, Director of the Disability Resource Center. From this meeting, it became apparent that the University of Florida does not have a Web Accessibility policy, but also that we should have had one a long time ago. More importantly, as the university is expanding its distance education realm, we have an IT website that refers to a "Disabled Access Computing Policy" that does not exist.

Robyn May showed the group the policy page Jeanna referenced at the following URL:
<http://www.it.ufl.edu/policies/accessibility/disabled-access-computing/>.

Jeanna went on to say that the abovementioned "policy page" refers to a "Director of the Assistive Technology Lab," a person that does not exist. Jeanna stated this issue needs to be tackled immediately.

Anne Allen stated a meeting had been set up the following Monday between Anthony DeSantis, Fedro Zazueta, and Anne. Anne went on to say this is really not a web issue; it is an equipment issue. The policy was created to cover computer labs. At the time the policy was created, students were not bringing their own devices on campus, and they were relying on computer labs, and that is no longer the case. An assisted technology lab is not of the importance that it once was.

Jeanna asked the question, "Whose responsibility is it to fund this equipment?" Jeanna stated she believes this is a University of Florida responsibility; it is part of being an ADA accessible institution.

Anne and Jeanna are working with James and Ken and Jim to draft an accessibility policy. In the meantime, Jeanna asked everyone who was at the committee meeting to help bring this to the attention of the higher ups.

Debra shared that her committee is also working on the Accompaniment Standards Document for the Domain Name Policy.

Dan mentioned that July's IT Policy Council Meeting was cancelled, so he was unable to take the Social Media Official Use Policy to the group. However, he did share it electronically and asked them to respond by the 22nd of July if they found any issues with it. The policy will be official as soon as that date passes without any objections.

Deb stated the committee feels strongly about needing to disseminate knowledge about these policies to at least the web manager community. When policies are accepted, we could send a memo out alerting people about the passing and existence of such policies.

→ **ACTION:** Dan to determine the details about the memo including how such a memo should be sent out.

Dan asked Deb if there has been any progress on the policy website on the General Counsel site.

Deb responded stating that the General Counsel's office has taken this over.

Anne mentioned that she is working with Barbara Wingo to create a policy page that contains all University of Florida policies.

Deb said the page was handed over to the General Counsel's office because the committee's scope is web policy, and the page will truly contain all UF policies.

D. Report from the Web Content Management Selection Team – Eric Olson

Eric Olson began by discussing how the UF Web Content Management Selection Team was convened to complete the work of 2012's WCM Task Force and focus on the technical merit and cost of the three finalists which included TerminalFour, Adobe, and Oracle. The two teams worked together to select the Web Content Management System that best meets the university's needs at the most reasonable cost. The WCM Selection Team conducted a survey of WCM Vendor Days to participants to gauge the UF community response to the candidate WCM systems. Participants represented various units and colleges across campus and included web developers, web content contributors, and Directors and Managers of IT groups at the university.

Eric then discussed the sandbox testing in which the test group discussed their experiences and why they recommend TerminalFour as the best system for the university to implement.

Eric mentioned that the infrastructure team also recommended TerminalFour as their first choice after reviewing a number of areas including security, architecture, and maintenance.

The selection team reviewed each WCM solution's ability to satisfy functional requirements specified by the initial WCM Task Force.

Eric later discussed cost comparisons of all three WCM systems.

TerminalFour was deemed the system of choice because it is the best fit for the diverse skillsets of the university's web professionals, the cost of ownerships is reasonable versus the other options, and it scored the highest on the selection team's weighted score sheet.

Eric commented he has heard wonderful things about TerminalFour's support services from other universities. Other universities have offered Eric the training materials they have created for use of TerminalFour.

Eric also spoke about recommendations for implementation at the university including hiring an additional 1.0 FTE to be assigned web services and that person would have the responsibility of doing development in TerminalFour, training, as well as providing support. Extensive training would be provided and content editors should be trained on writing web content. A Multitude support model including unit and central IT is also recommended. There is also a need for a governance plan to be successful, so it is suggested that a committee under the UFIT governance structure should be appointed. People who are early adopters of the TerminalFour system should be represented a little more heavily in the committee.

Eric was on TerminalFour's website the day of the WSAC meeting and noticed they had signed four more universities in the United Kingdom and Australia. TerminalFour has both large and small university clients. Higher education is their focus. Secondarily, they do some work in the public sector with government, but really they are a higher education web content management company. They have some very attractive add on features including an enormous web of outbox content.

Dan thanked Eric and told the group he believes they can look at the results with a tremendous amount of confidence because it is obvious the teams worked through this in a very thorough and

professional way. The committee's job right now is to make a recommendation to the IT Policy Council if we are comfortable to move forward with this. Dan asked the committee if there are any concerns about this proceeding from the WCM Selection Team.

The committee showed no objections.

→ **ACTION:** Dan to send out the Report from the Web Content Management Selection Team the following day after the meeting to the IT Policy Council and ask that they review it and indicate their approval within a week.

E. Top Ten Discussion – Dan Williams

Dan provided a brief update on where the university is with 160over90. The agency has begun the discovery part of the process which will take approximately two months. This involves a series of questionnaires which have gone out and on-campus interviews. They will be taking a deep dive into the university to help us determine how we need to tell our story to achieve Top Ten. This agency has done UCLA's branding campaign, Notre Dame's, Michigan State's and a number other universities. They are very familiar with the higher education landscape. They are also the agency of record for Nike.

The agency will also be working with UAA, the Foundation, as well as assisting with the online university. We will have a very integrative process going forward. Timing wise, we expect to see a presentation towards the end of August.

Two committees have been created: one steering group and one working committee that are both very representative of campus. The committees, as well as Dr. Machen, will be seeing 160over90's series of presentations so everyone will have an opportunity to have a look and provide feedback.

The goal is to introduce the campaign mid-November to the campus. The plan is for the campaign to launch right after the first of the year.

The homepage is going to be a very important part of the fulfillment of this branding. We have to be very careful that we do not drive traffic to a poor experience. University Relations was asked to update the welcome center video and started reviewing that situation and began to review the virtual tour and all the different points of entry where people have a first or early contact with the university. Currently, they are all poorly branded and could be from multiple universities.

Dan continued to say that the committee needs to redouble efforts that had begun under Andy Fletcher and needs to begin to think about what this homepage needs to really do. At one of the next meetings, Dan would like representatives from 160over90 to discuss their vision. The committee has the motivation and the capabilities to do something really nice with the homepage. For the first time, instead of thinking about this in terms of an interim design, the committee can start thinking about it in terms of something that really looks like a top ten university should.

The committee might consider thinking about this in terms of the mission of the university, the three legs of the stool. The website has so many functions now that it is pretty overwhelming. The most appealing sites are much simpler and easier to navigate.

Jeanna's group has been working on content recommendations for the website.

→ **ACTION:** Jeanna to send Robyn the recommendations.

Jeanna mentioned to match the university work plan, the four legs of the stool are discussed. She asked Dan if he is going to have a fourth leg of economic development or not.

Dan answered that it goes back our target audiences. This may or may not be information that we need to be putting in the forefront of our website. He stated he believe it is a very important message especially to a lot of our target audiences. Social Media is getting more visits than our homepage; we need to look at the homepage in the context of what will be happening down the road as well as where we are now.

Dan encouraged the committee to not only look at other university sites, look at other sites period. For example, Dan landed on the University of Farmers site, a commercial site for an insurance company. He was struck by it because of a professor character that sits at a desk on the homepage that makes a statement and then provides individual links. Beginning the site with some sort of directive or experience might be better than just providing the information. If the committee can determine what is absolutely critical to deliver with that site, then the agency can give us some exciting executions for how it looks and feels.

→ **ACTION:** Committee to review other web sites to help determine how to make the university's website top ten.

Meeting adjourned at 4:02p.m.

Next meeting: August 8th, 2013 at 3 p.m.

Respectfully Submitted,

Robyn May, Senior Secretary