

Web Services Advisory Committee
Chair's Notes
March 12, 2015

Members Attending:

Dan Williams, *chair*
Fedro Zazueta
Anne Allen
Carlos Morales
Debra Amirin
Jeff Stevens
TJ Summerford
Jeff Stevens
Gigi Marino
Kim Pace
Nicole Yucht
Al Wysocki

Visiting:

Robyn May
Greg Ash, 160over90

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

Chairman Dan Williams followed the agenda as presented.

A. Update on ufl.edu, 160over90

Greg Ash with 160over90 presents the wireframes for ufl.edu. Below are some of the details he highlighted:

1. Navigation - UF Health Added
2. Drop down is less overwhelming
3. Continuous scroll loop
4. Landing page: web, tablet, and mobile versions (2 layout options)
5. Social integrations with imagery, i.e. tweets
6. Degree search page
7. Article pages

At April's WSAC, 160over90 will present design styles.

B. Announcements, Dan Williams

Chair Dan Williams tells the committee to bring TERMINALFOUR questions to April's meeting. The Web Policy, General Web Policy, and Domain Name Policy will be reviewed in his meeting next week with Elias Eldayrie, Vice President and Chief Information Officer.

C. Further discussion of the current state of college/unit websites

Gigi Moreno asks if there is a budget from which funds can be pulled for departments so they may be assisted with updating their site content.

ACTION ITEM → Dan Williams will put together a proposal.

Deb Amirin says there is typically success when units are provided web templates.

Dan Williams asks the committee if they can provide recommendations or a policy to influence content and how its managed.

Deb Amirin says this already completed, see General Web Policy.

Anne Allen recommends training for staff that will be updating content and migrating it to the new web content management system.

Dan Williams and Nicole Yucht mention that an awareness campaign for the new homepage is a necessity. Nicole is working with Kim Standifer, Web Services Manager on how to train people on the new site with the new platform.

Gigi Moreno states that a communication plan is needed.

T.J. Summerford recommends that the committee give staff a timeline as staff could use the summer to prepare for the new template integration.

Deb Amirin states that knowing the image treatments and sizes ahead of the launch would be helpful.

Carlos Morales says that a new homepage and new content management system is a lot at once and that both should be coordinated in order to get buy-in.

Jeff Stevens mentions that a content analysis of the webpages could be completed.

Anne Allen says that the Nielsen would be a good consultant for this task.

Fedro Zazueta reminds the group to remember the purpose of the committee: to provide guidance on priorities.

A new subcommittee is formed called the Web Content Subcommittee and the members are as follows:

1. Jeff Stevens, Chair
2. Anne Allen
3. Gigi Moreno

4. Nicole Yucht

ACTION ITEM → The newly formed Web Content Subcommittee will set up a meeting.

ACTION ITEM → Dan Williams to ask 160over90 if they will present an example of a college's landing page.

D. Using a split domain (uf.edu and ufl.edu)

Anne Allen tells the committee that some of the cons of having a split domain are less than mediocre Google rankings and issues related to grants and IP Addresses.

E. Subcommittee Updates

There were no subcommittee updates.

Meeting adjourned at 4:18 p.m.

Next meeting: April 9th, 2015 at 3 p.m.

Respectfully Submitted,

Robyn May, Executive Secretary