

Chair's Notes
March 8, 2012

Members Attending:

Anne Allen
Andy Fletcher, *chair*
Debra Amirin
Jeanna Mastriodicasa
Kris Kirmse
Ken Osfield
Dan Williams
Fedro Zazueta, *ex-officio*

Visiting:

Florida Bridgewater-Alford
Dan Cromer for Al Wysocki

The meeting was called to order at 3:02pm

The Web Template Rollout Presentations – feedback was the first item discussed. Anne Allen presented a brief update from the two scheduled training events.

The first training session occurred January 27 for the technical audience, and the second occurred on February 3 which focused on administrators, communicators and those who are not website developers.

There was a combined audience from the two meetings of 108 attendees. The numbers breakdown included 37 from the IT community, while 71 from the administration attended. Both training sessions were well received and the presentations were lively.

Anne explained that the trainings were not filmed because there is “in-time” training that covers all of the topics that were discussed during the presentations. The online trainings are organized in five minute segments. When a user clicks on the topic, the training video will play. Those segments are organized under the targeted audience: **technical staff or administrator**.

The Q&A sessions were morphed into the FAQs section on the training site. The presentations were made by developers and they were created in HTML and WordPress. There are 24 built-in tutorials.

1. Andy remarked that the trainings were great. The questions were answered very well. The location and learning environment were fantastic. Thank you to Deb Amirin for securing the training/presentation room at the Law School.

UF Home Page Redesign – Overview

Since the facelift of the ufl.edu website, Dr. Fedro Zazueta and his team have worked on the upgrade consequences. The team is close to resolving all issues with the preliminary redesign.

Now, the focus must shift to the new ufl.edu. After a strategy meeting with Andy, it was determined that the next step will be to determine the phases in the 18-month project. The outline presented included six phases, including **defining the project; developing site structure; designing visual interface; building and integrating; and launching and beyond**. Each phase includes a time estimate.

The plan also calls for the committee to use criteria to measure success.

To accelerate the plan and sustain traction, Fedro and Andy discussed counseling with a third-party consultant, who can assist with the process. A consultant with experience working with large clients, in education and business and employing a broad perspective with many audiences was suggested. The consultant will need to understand many of UF's audiences and one who can refine the committee's development and communication goals.

After a staff investigation on potential costs of phase one and two, the range for consultation was \$75,000 - \$200,000. However, the negotiation would begin at a dramatically lower cost.

Fedro reported that he will begin compiling information for the Invitation to Negotiate (ITN) process for consultant engagement. He indicated that the process should last six to eight weeks. He explained that it is important that the ITN is clearly stated to ensure an efficient process. Andy agreed.

- **ACTION:** Prepare for a successful search for a consultant by making UF's website engagement information available to the companies in an efficient manner.
- **ACTION:** Proceed with audience research on audiences
- **ACTION:** Assemble a smaller group of the committee members who will actually work with the consultants and provide strategic direction.

The consultants will offer: direction on how best to organize websites and will gather a significant amount of data – information from audiences, comparisons, goals of the audiences, statistics, and assessments.

1. Andy remarked that the consultants will need to focus on external audiences. The committee conceded information about UF's internal audiences is fairly well known. The consultants will need to determine the needs of the virtual external audiences.
2. Andy asked that the consultants have higher education experience; however, a higher education specialist is not necessary. The consultant must have a greater understanding of how people are using the newest technologies most effectively both domestically and internationally, and in the private sector. The hope is casting a very broad net to ensure the consultant is creatively challenged. The ITN should state that UF is in search of not only a business solution but a creative solution, as well.

Fedro agreed that the next step is requesting budget for the next phases from Elias Elydarie, VP and Chief Information Officer. He agreed to offer a monetary range.

Andy continued the discussion relating to the smaller group of committee members. He asked to assist on selection, but referred to the smaller committee appointments for facilitation.

→ **ACTION:** Andy appointed Anne Allen and Dr. Fedro Zazueta to the committee. If there are any others who would be instrumental in creating the ITN, please send those names to Andy Fletcher.

Jeanna Mastriodicasa volunteered to read the ITN once complete.

CORE GOALS FOR THE WEBSITE DISCUSSION: Deb Amirin asked the committee to define the core goals for the website.

1. Andy offered that the website should represent the needs of the external audiences trying to access the University of Florida
2. The website capability will represent more of what users/visitors are trying to find in the manner that visitors are trying to find it, rather than what UF wants them to know
3. The goals of the President and Board of Trustees will be included
4. Andy offered that there is a shift occurring of audiences driving goals, i.e. social media. From what UF wants to tell visitors to what people want to know.
5. Andy suggested that the committee must be "Audience centric."
6. Andy added that the website must be "information pull – not information push."

Debra asked for clarification on the primary goals that need to be shared in the ITN and with the consultant, as well as the brand positioning of the university.

The committee reviewed the Presidential goals that are available online at president.ufl.edu. The committee discussed how to support the goals by the website capability.

*The University of Florida site will generate the emotional connection which will lead to a great effect and impact on donors and alumni, but to the exclusion of those units establishing their own communication goals.

→ **ACTION:** Andy will give his five top expectations of the website out of the consulting company for the ITN. He requested that each committee member also give their top five expectations with caveats.

- **The expectations must be achievable, broad**

Meet adjourned at 4:30p.m.

Next meeting: April 12, 2012 at 3 p.m.

Respectfully Submitted,

*Florida Bridgewater-Alford, APR
Campus Communications Outreach Director*