

Web Services Advisory Committee
Chair's Notes
May 10, 2012

Members Attending:

Anne Allen
Andy Fletcher, *chair*
Debra Amirin
Kris Kirmse
Dan Williams
Fedro Zazueta, *ex-officio*
Al Wysocki

Visiting:

Florida Bridgewater-Alford

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

Andy Fletcher advised that the new chairman of the committee will be Dan Williams, director of marketing for University of Relations. Andy is leaving UF at the end of June.

The group followed the agenda presented.

Website Redesign rollout: Fedro Zazueta reported feedback from Elias Eldayrie regarding the next steps suggested for the ufl.edu website consultant search. Elias has requested a comprehensive plan before the consultant search begins. Fedro continued that Elias is not opposed to the consultant, however prefers a plan that includes the efforts of the Content Management Task Force and bring together the remaining elements.

Fedro has asked Anne Allen to delegate much of her responsibilities, so that she can devote much of her time to ufl.edu in the next year. Reportedly, Fedro's team has already moved in that direction.

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

Eric Olson, chairman of the Web Content Management System Task Force, presented the task force committee's draft report. The Task Force is comprised of about 50 people representing near a half dozen tech advisors primarily not tech geeks. The composition is mostly people who have knowledge

of the use of the web for various purposes. Eric reported that the Task Force reviewed the purpose of web content management, a task that is included in the education process.

While the Task Force reviewed the current web content management system at UF historically, the group also determined the industry trends and what the more avant-garde players are doing currently. Specifically, what are the opportunities for the future?

The Task Force surveyed UF regarding web content management. There were about 100 responses returned. The questions asked how units are using the web: academic research, outreach, etc. Those responses are being applied to the various tools on the market.

The Task Force also surveyed a number of peer institutions to determine their use. The Task Force results were inconclusive. They are centralized communications of commercial products, and centralized implementation of open sources – such as Drupal. Universities using the open source approach discovered that there are governance challenges, which was not a surprise to the committee.

- After an exhaustive research, surveys and meetings, the Task Force recommends that UF pursue a centrally supported web content management system. Also, the Task Force recommends UF establish WCM governance immediately.
- Openness and broad participation should be hallmarks of UF's WCM – with the possible mechanisms including user advisory boards and social networking.

The Task Force identified a short list of seven WCM systems. They are grouped in three tiers:

Tier 1: Most Highly Recommended; Tier 2: Highly Recommended and Tier 3: Recommended

All in Tier 1 are specific, dedicated WCM systems that have the full suite of advanced features. Terminal Four is focused on the high-end market, incredibly user friendly. All in Tier 1 offered UF the flexibility to “get out of the box” and turn it into a highly productive, highly functional environment rapidly.

Tier 2: Large support base. However, the Task Force did not believe that Drupal would have the rapid rollout as much as the Tier 1 players. And other capabilities are required.

Tier 3: DotNetNuke and IBM were on the recommended list but not highly endorsed.

The committee made a pass on Sharepoint as being a WCM system. (People in the community have requested the Task Force re-evaluate the Sharepoint option)

Evaluation: The WCM should cover the central UF sites and colleges. The WSM should trickle down to units, programs, contributors, faculty members and student organizations. The more units participating, UF will be more efficient. Also, there will be better control of the branding and quality of the UF web space. In contrast, the current system has distributed pools of web experts using different flavors.

The WSM also offers the functional properties of where a user clicks for the web, but it also provides adequate training on how a user can effectively write content for the web – because writing for the web is different.

Eric and the Task Force presented the draft and requested all feedback comments, suggestions and areas that the advisory committee would like re-evaluated, to please send those to him.

However, Eric added that the Task Force is anxious to complete its work and return to the members' regularly scheduled responsibilities.

After a question about Word Press and its impact on the report was asked, Eric responded that Word Press was the interim solution to get UF into the web before moving to a permanent solution. Due to its temporary status and the undercurrent that Word Press has a few security issues, the Task Force has not put forth a sizeable amount of resources into the system.

Plug-in management is not the route to follow, while the Tier 1 solutions have all options built in.

There was lengthy discussion regarding not having the Word Press solution as an alternative under the Tiers.

Comments include:

- Word Press is free in a tight budget year. Significant amount of people power has already invested in the Word Press option; the WSAC promoted the use of Word Press as a temporary solution; the Health Science Center has already begun using the system as its main web content management site.
- A Word Press expert also visited UF and confirmed that there were security issues – however – the HSCenter found a way to use without a breach of its system. Another member reported that there may be a bias against Word Press.
- Word Press may be a viable, acceptable portion of the content management approach at UF for the next five years, however it was suggested that the committee doesn't envision an expansion.

The governance segment of the report is intended to highlight that whenever there is a shared system that has multiple players relying upon their different opinions –there should be an equally agreed upon method.

Eric concluded by indicating the he will schedule his next meeting and discuss the points made at the WSAC meeting. The Task Force's job is not to make policy – however, it is to make recommendations to the WSAC group WSAC. Those recommendations are discussed and determined if they should move forward to the IT Policy committee.

Dan Williams said he would like to speak with Elias before the June meeting to better understand his thoughts on the Web Content Management System progress.

- **ACTION** Draft a message to the group regarding the next steps or the path that is being currently taken –indicating that these are options at this time. The message would confirm the action of the Task Force and the next steps.

Kris Kirmse also advised that each group was advised not to choose a system before the CMS group returned with its recommendations report. All of the groups jumped ahead. Kris confirmed that no other sites will be developed in Word Press.

After a healthy discussion, the group reviewed the remaining action items. All involved IT.

- a) Fedro reported that the strategic report for UIT will be presented to the UF Board of Trustees meeting on June 7 and 8 by Elias Eldayrie, Chief Information Officer and VP.
- b) Debbie Amirin reported on the Web Policy Subcommittee: The committee is concentrating on the domain name policy recommendations. The committee will schedule another meeting to finalize those recommendations to the WSAC.

Fedro reported on a new student project regarding the iTunes/UF space.

UIT have received requests from students asking about how to publish in the iTunes/ UF space and wanting acknowledgement from UF for their creations. Fedro discussed the issue with Elias to receive general direction. Elias asked Fedro and the committee to draft a policy regarding the project. At the same time, UIT is working with Student Government to create a playground or sand box for students to create apps. This would take the form of a Reitz Union space, which will allow technology output, support and training. Student users can visit and develop apps. The committee will need a policy on how UF would implement this project and determine the logistics.

Issues discussed:

If students want to sell their app, then the student must enter into a partnership with UF to license with the UF trademark.

As soon as there is a request for commercial licensing there is an official process. Elias wants to move fairly quickly to implement – with the help of Student Government.

Fedro will work with the policy subcommittee to draft the app policy.

After asking for any help and a promise to remain on track and focused, Dan Williams adjourned.

Meeting adjourned at 4:30p.m.

Next meeting: June 21, 2012 at 3 p.m.

Respectfully Submitted,

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