

Web Services Advisory Committee
Chair's Notes
May 9, 2013

Members Attending:
Dan Williams, *chair*
Anne Allen
Jeanna Mastrodicasa
Margaret Fields
TJ Summerford
Carlos Morales
Debra Amirin

Visiting:
Robyn May

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

Chairman Dan Williams followed the agenda as presented.

A. Subcommittee Reports – Dan Williams

***Web Policy Subcommittee – Debra Amirin** (chair, **Web Policy Subcommittee**) and Bruce Floyd (member, **Web Policy Subcommittee**) presented the social media policy draft. Because social media accounts need to be constantly managed, Bruce mentioned this policy is ongoing. The policy encourages account managers to take a look at their accounts and keep up with them. The policy references the HR Social Media policy currently in place and that the content must adhere to the other policies such as the Acceptable Use Policy. Bruce discussed the Policy Statement, which is an addition. Bruce and Debra discussed the need to connect the social media policy with the identity standards. This piece can exist on the Identity site, <http://www.identity.ufl.edu/> or the future social media hub page, and it would define exactly what University Relations is requiring on the approval end.

Dan asked Debra about progress on the web policy site under the General Counsel's office. Debra responded stating that in the last subcommittee meeting, Barbara Wingo reported her office is currently working on site.

Carlos expressed that there needs to be a pathway for approval in the social media policy. This would include a social media plan describing how often they would post, the nature of post content, and who will be posting and approving the content.

Dan stated that once the policy goes through the committee, University Relations may want to create an internal awareness campaign.

Carlos recommends placing the expectations of University Relations to get approval on a webpage.

Jeanna recommends placing a general time frame for approval on a webpage.

Bruce reviewed the typical process by which official social media accounts are created and receive approval. He stated that typically accounts are all ready created and the accountholder then provides Bruce with a business plan including how they intend to set up the account visually, the content to be provided on an ongoing basis as well as graphics including the background and standard cover photo. Once the account is approved to be "official", Bruce can now recognize the account and retweet their content to his audience to create awareness for the account.

The group reviewed the Social Media Use, Guidelines and Policy Implications on Human Resources's webpage: http://hr.ufl.edu/emp_relations/policy/social_media.asp but did not see any terminology related to a "business plan". Debra states that once the "best practices" component is added to the social media hub page, Bruce should ask Human Resources to place this link on their social media policy page.

- **ACTION:** Dan to bring Social Media Policy to the next IT Policy Council meeting in June.
- **ACTION:** Bruce to distribute the policy to the committee once final edits are complete.

***Social Media Hub** – Bruce Floyd reported this hub is a one-stop shop for all things related to social media. The initial page is a stream from some of the major accounts. He discusses a better organized guidelines section and a revamped, more manageable directory that will include an auto-complete function so users can easily locate specific accounts. This is a place for general users to create more awareness about accounts.

Bruce states that he will share the site with the committee for review. He wants the site to be compelling, useful, and informational.

Deb mentions it would be great to have a social media kickoff to discuss the policy and the hub.

***Mobile Sandbox - Anne Allen** (chair, **Mobile App subcommittee**) reported that the sandbox now has a name: MADE@UF - Mobile App Development Environment. Anne stated that she has found a space for the program. MADE@UF is an academic program so Anne desires it to be centrally located. MADE@UF shall be located in the ground floor of the CIAC building, a space with floor to ceiling windows, the "fishbowl", that receives a huge amount of traffic and is close to coffee (The Hub.) The main space shall hold at least 10 workstations containing computers and permanently attached mobile testing equipment including iPads and iPhones. Other spaces shall include a collaboration/presentation space as well as a BYOD (bring your own device) space. If all goes as planned, following renovation, Anne hopes MADE@UF will be open and operating by the Fall 2013 semester.

Dan mentions MADE@UF's ground floor space is an excellent opportunity for graphic elements because this could have attraction from a public relations standpoint.

Dan continued stating that this is also an opportunity for Chris Moran in University Relations to develop a story.

Bruce stated this is a perfect opportunity for Innovation Academy students during the fall semester before the students begin classes in the spring.

B. Emergency.ufl.edu Utilization – Anne Allen

→ **ACTION:** Anne to contact Janine Sikes to discuss possible content on the page.

C. Web Content Management System – Dan Williams

Dan stated that Eric Olson who has been working on the web content management system has reorganized another taskforce to review the finalist of three vendor prospects. The final vendor presentation is Adobe and shall occur on May 16th. We should have final recommendations and specific budget in June. Eric may have a presentation on these items in the June WSAC meeting.

Dan told the committee about the Edelman meeting that will occur next Monday. Edelman is the largest social media agency in the world, and they have completed an assessment on social media at the university. The full day presentation will discuss the assessment as well as recommendations.

C. Domain Name Exceptions – Dan Williams

Anne mentioned the “UFBugs.ufl.edu” request.

Bruce stated he believed the request was rescinded because of the redundancy in the domain name “ufbugs.ufl.edu.”

Anne affirmed that when redundancies in domain names exist, it renders them less memorable.

Carlos stated that a site’s URL does not need to be an absolute representation of what the site is called. The URL needs to be succinct and concise. For example, the site can be called “UF Bugs” but that doesn’t mean that is what the URL has to be.

Dan presented the bugs.ufl.edu site to the committee. The University of Florida is home to the country’s largest entomology department, so the purpose of the site is to leverage the department for visibility and to educate Florida residents about bugs.

D. Top 10 Recent Developments and Subcommittee Objectives – Dan Williams

Dan discussed how UF Online has been approved.

Dr. Machen has stated publically that the university needs a branding campaign. We are hoping to launch a branding campaign by September 1st. To that end, the university is negotiating with an ad agency. The ad agency it appears will also represent UAA, the Foundation, and the Alumni Association. Our intention is to have the agency work on the university’s overall brand campaign as well as the UF Online portion of distance learning. One agency representing all of those important key outreach entities means that there will be an automatic consistency built into the brand.

Dan continues to say the one of the things that has been missing is a brand culture on campus. We don’t have a clear understanding of how important it is to utilize the brand in all of the communications that we do and why that benefits not only us individually but the university overall. As part of this new branding initiative we want to do a full -on internal brand awareness campaign once we have a new direction developed. The idea there is focused around Top Ten. We have a rallying cry now; we have a point that everyone is going to agree with. If we build this campaign

around the push for Top Ten then we can begin to get buy-in across campus to make people feel good to want to use the messaging and to support the push.

Dan indicates that University Relations has had a couple of retreats to work on overall direction. If all goes well with what the ad agency proposes next week, we can begin working together with them on the brand campaign. Everything is starting to come together in terms of allowing us to have a lot more focus to the university's identity and the university's messaging. We need to create awareness again for our identity standards and our social media standards and so on.

Dan discusses the Welcome Experience which began with a request to University Relations to recreate the welcome center video which is about 8-9 years old. University Relations began to review ancillary communications points, points of contact people have with the university early on such as the virtual tour, the welcome center video, the UF homepage, and admissions-related points. University Relations has a specific project to try to bring those points together into some sort of a consistent messaging architecture so there is a reasonable, understandable, and recognizable experience no matter how you enter the university.

This review of communications points and Top Ten in general puts the responsibility on this committee to get the homepage defined in a very specific and clear way. In the past, a lot of these projects have been floating around by themselves budget-wise. Now it is possible to weave the homepage redesign into the overall branding campaign budget along with the welcome experience and a number of other elements including the internal campaign. Working together is the only thing that will help us attain Top Ten; every touch point will demonstrate that this university is on the move up.

Dan mentions the committee will need to figure out what work is remaining in order to begin defining the homepage in the next WSAC meeting.

Deb Amirin asks if there is any thought of revisiting the composition of the committee.

→ **ACTION:** Current committee members to send Dan committee member nominations.

Carlos inquires about what the agency will provide for the new homepage.

Dan responds saying he sees the agency producing a top level creative. The agency may have suggestions about graphics and the appearance of the site. The committee will be responsible for defining the content. The agency will review how the university can translate this brand platform outward across all areas.

Meeting adjourned at 4:28p.m.

Next meeting: July 11th 2013 at 3 p.m.

Respectfully Submitted,

Robyn May, Senior Secretary