Information Technology

CHAIRMAN'S NOTES
Web Services Advisory Committee
November 10, 2011

Committee Members Present:
Anne Allen
Debra Amirin
Margaret Fields
Andy Fletcher, *Chair*
Ken Osfield
Daniel Williams
Alan Wysocki

Chair Andy Fletcher called the meeting to order at 3:05pm.

The first order of business was to identify two dates for campus engagement on the use of the new templates. The two meetings will be for distinct audiences:

1. Web savvy staff (more technical)
2. Communications and support staff (less technical)

The purpose of setting up two distinct meetings is so the "techies" can have a more jargon-filled conversation, while the communications and support meeting will be geared towards non-IT staff managing content on behalf of their college or unit.

Both meetings will be held on Fridays at the end at the end of January or beginning of February. The scheduling timeframe has been identified so that Web Services can deliver both a WordPress and an HTML template for campus use, as well as have tutorials built and tested for each template. The goal is to have both the templates and tutorials available for a week or so prior to the first campus engagement event. The committee agreed that the first of the two meetings should be for the Web savvy staff.

Debra Amirin said that incorporating a branding presentation into the communications and support staff meeting would be very beneficial. The committee suggested the following dates:

Friday, January 27   Web savvy meeting
Friday, February 3   Communications and support meeting

→   **ACTIONS**:
1. Debra Amirin will reserve a room at the College of Law that will meet the campus engagement event needs. (She will need to know approximate headcounts for planning purposes.)   Both campus engagement events will be scheduled on Friday afternoons (suggested: 2pm-4pm) since classes do not meet on Fridays at the College of Law.
2. Anne Allen will set up a registration/reservation app for both events.
3. Campus communications channels will be utilized by University Relations and UF Web Services to promote both meetings.

Dan Williams said that, rather than establishing another committee, the new UF identity standards will be run through the Web Services Advisory Committee. Dan reports that the identity standards, last updated five years ago, have been totally rewritten. He will share the draft of the proposed new identity standards with the committee in December.

Anne Allen provided copies of all UF Homepage redesign comments received through 12:00pm today to the committee. The committee reviewed and discussed the feedback and what actions to take.

→ **ACTION**:
Andy asked that the spreadsheet be reformatted from its current chronological order into two categories: architectural changes and cosmetic changes. Tracy will provide the reformatted spreadsheet to Andy. After he receives the revised spreadsheet, Andy will review and determine which requests may be done now, and which ones to hold until the 18-month project team begins.

Next, Anne provided an overview to the **Accessibility Checks and Validation** that UF Web Services conducts on any Web page developed or deployed by the group. Anne distributed a handout showing a chart of applicable 508 and WCAG standards, and how well the new UF homepage design complied with these accepted standards. The committee then discussed accessibility issues and compliance.

→ **ACTIONS**:
1. Andy asked for some context into the 'grading' we received from the Cynthia Says and Firefox Color Contrast Checker validation. Anne proposed that Erika Tompkins of the UF Web Services group do the research.
2. Ken Osfield asked--in relation to the Color Contrast Checker validation report that the current Mega Menu did not receive a high grade--to determine what the Mega Menu would have to look like to get the highest grade. UF Web Services will prepare a "show and tell" for the December WSAC meeting.

Andy shared information about an interview he had with www.collegewebeditor.com/blog.

PHASE II DISCUSSION

In the short time remaining for today's meeting, Andy briefly touched on his vision for the Phase II planning of the full UF Web site reimplementation. He wants committee members to be very audience sensitive and, as much as possible, ensure the best experience for all who visit www.ufl.edu. We need to deliver a customer experience based on their needs, i.e., role-based landing pages. "This is who I am and this is what I am looking to find." Debra commented on the portal environment. Andy wants to improve the information and the quickness of delivering the information needed—for example, information a state legislator might be looking for on www.ufl.edu.

Andy posed the following question to the committee: What should be on the UF Web site and what should be moved off to an Intranet site?

→ **ACTIONS**:
1. Andy will identify a list of audiences he thinks needs a role-based landing page, and get that list to the committee.
2. Andy asked everyone to reach out to campus and ask for any related research. This can be our starting point when determining the list of audiences and what they would be looking for when they come to www.ufl.edu.
3. Andy also asked the committee to make note of great Web experiences, so we can share and discuss among the WSAC.

Meeting adjourned at 4:10pm.

Respectfully submitted,

Tracy Gale