Web Strategy Committee
Chancellor’s Conference Room
Thursday, October 11, 2012
10:00 AM – 11:00 AM

I. ATTENDANCE

Committee Members:
Juneau: David Klein, John French, Julie Staveland, Colleen McKenna, Caroline Hassler (for Elise Tomlinson), Tara Olson, Deborah Rydman, Anita Parrish
Ketchikan: Kim Schulte
Sitka: Jeff Johnston, Jill Hanson
Absent: Gail Klein

Consulting Members:
Katie Bausler, Katy Jordan, Carol Hedlin, Joel Mundy

Opening Note
John attended a content management system conference in Atlanta last month with over a hundred other Universities. Her had two large point to relay to the group.
1. Everybody is dealing with the same issues, we are not unique.
2. We are on the cutting edge. This committee, with executive support, is enviable to many.

II. UAS WEB STRATEGY COMMITTEE CHARTER

The UAS Web Strategy Committee is a consensus-based committee, accountable to the UAS Executive Cabinet, co-led by the regional web designer and web developer.

The UAS Web Strategy Committee is responsible for:
• Analyzing current web strategies and identifying opportunities for improvement
• Setting UAS web operational standards and guidelines
• Planning and coordinating ongoing web projects
• Promoting “best-practices” to department content creators
• Reviewing future directions and present recommendations to UAS leadership
• Recommending UAS web policies

In fulfilling these responsibilities, the committee strives to:
• Coordinate UAS web technologies to ensure they interoperate as a coherent whole;
• Convey one UAS brand with a consistent design and navigation scheme;
• Support UAS departments in the efficient fulfillment of their objectives;
• Include the perspective of UAS stakeholder groups including Faculty Senate and Student Government.
III. HOW TO BE AN EFFECTIVE COMMITTEE

- Specify goals with measurable results
- Identify problems that we can/should solve
- Prioritize our efforts
- Being able to say no to proposals that are out of scope or don't align with our goals.
- Provide solutions - not complaints

To Whom do we report and what is our level of authority?

We report to the Executive Committee. We have 3 levels of reporting:
- Post agendas and notes from each meeting on the web
- Send an overall progress report each semester
- Send special reports when we need approval or guidance.

There was some discussion as to whether we have authority to set and implement strategy.

Paraphrased conversation:

Jeff –
In my conversation with Provost Jim Danielson we would come to them when we have the web strategy. When they have approved it will be directed to the Chancellor and departments.

John –
We have the authority to set our strategy and implement our strategy. If it is different than an existing policy we would need to have their consent. We keep them advised to what we are doing.

Colleen –
We would not, for example, need Executive Committee to approve a navigational structure.

John –
We report what we do. We are a consensus-based group. There may be portions where we want their approval or guidance. We may need direction if we are going outside the preview of the original plan. The Executive Committee provides advice and consent if we need a buy in from them.

There are 2 tracks of site design happening – Sitka’s and the regional design. Sitka is moving from the discovery phase to the strategy phase. The regional design is almost finished with the strategy phase. The regional strategy and designs were presented to the Provost Council on July 30, 2012. At the meeting it appeared that there was approval of the major points of strategy:
1. The site would be student focused
2. There would be a regional design with campus themes
3. There would be a persistent header with 5 categories for links: Explore, Apply, Plan, Study, Succeed

To this point Jeff Johnston disagreed that there had been approval from the Provost Counsel. His take on the meeting was that the strategy still needed buy in from each of the three campuses.

That is an important point. That is why the Web Strategy Committee was formed to get consensus on the web strategy, and inform the Executive Committee of the strategy. If the strategy changes course from the established policies for web development or cannot obtain consensus, the Executive Committee would weigh in on any policy or strategy level problems.

What is our strategy? Where we have been? Where we are going?

Past
1990-2000: One person/department doing all the content input
2000 - 2006: Separate department/campus websites, designs, and servers for each department (only header, footer, and logo was constant)
2007- Now: A federation of department/campus websites in the CMS with a similar appearance

Now
Reorganizing that federation of department/campus sites into a cohesive delivery of message and content. This goal will align our site with UAS accreditation strategies.

Goals for new site design
Technological
- Technological improvements are now available that will allow us to leave many limitations behind
  - HTML5
  - CSS3
  - Better browsers (goodbye IE 6)
  - Design for the future
- Make the UAS website accessible to mobile devices with Responsive Design (templates that adapt to screen size)
- Mobile devices' advanced technology will become widespread for full websites as responsive design becomes the norm.

Design
Establish a SE Alaska regional design with campus themes

Site Architecture
- Make the overall UAS website navigation structure student focused.
Content organization should be based on the information's logical structure - not the structure of our organization.

• Reduce redundant content - (solidify and simplify)

• Deliver content in a consistent way (similar templates for similar types of content site wide - so for example events, personnel listing, academic requirements will be similar across all department/campus sites)

• Realign department sites as they are moved into the new templates
  - consolidate content
  - flatten site depth

Content * WE PROVIDE THE FRAMEWORK FOR CONTENT / AND AGGREGATE CONTENT - BUT THE CONTENT COMES FROM USERS AND DATABASES

0. • Help content providers improve their web content

  • Establish a better governance for the CMS
  • Designate one person clearly in overall charge of any department/campus site
  • Establish managers for clusters of CMS sites
  • Encourage a line of reporting from the managers to their bosses
  • Engage upper management with web managers and content reports

Encourage schedule for web audits and edits
Make web writing training available to web publishers.

IV. JILL HANSON AND JEFF JOHNSTON PRESENTATION
Chart Handouts

Sitka had a lot of issues getting students registering. They have a lot of distance students. Sitka will use Title 3 money and need to meet Title 3 goals.

Contractor, System Alliances, was hired to evaluate the Sitka website. They are now moving from the discovery phase to a strategy phase. Systems Alliance will be coming to Sitka October 25, 26 for the kick off meetings. John and Dave will attend. There will be a video conference set up on Friday, the 26th at 10 AM for the Web Strategy Committee to meet with Systems Alliance and the Sitka stakeholders.

The regional website redesign has incorporated most of the Systems Alliance suggestions from their first contract. It is proposed that in phase II Sitka and Systems Alliance take the design and templates that UAS has developed as a starting point. John and Dave welcome another critical eye on what they have developed and hope student user testing will be used to make the designs and layouts the best they can be. John would like to be sure that there are enough template layouts available to Sitka in the new redesign for them to accomplish their content goals.

According to Jeff the measurable outcome is the student logging into the site will have a personalized experience; advising, registering and buy books. For example, a veteran wanting to register, will find a 1,2,3 step approach.
There will be a unified site, a UAS landing site, with options to check out individual campuses for their specific programs and services.

There was confusion about this because a ‘personalized’ site one logs into would be a portal like UAS Online. Jeff clarified this by saying when one visited the site it would be clear to the user how to find what they needed for the type of student they would be.

This means that much of this strategy would rely on the regional site to work with these goals. Sites such as Admissions and Registrar would need to meet those needs.

This brings the larger question of how regional content is presented and what is the role of a campus site. This discussion will be explored further and will be part of the strategy phase of the Systems Alliance Sitka project. For now there seemed to be consensus that the regional content should be in one place and can be linked to from the campus pages rather than duplicated.

System Alliance Meeting

John and Dave will be in Sitka
Thursday, October 25th – Friday, October 26th
WSC members are invited to participate.

V. ACTION ITEMS:
Julie will set up video conference for Juneau and Ketchikan
Friday, October 26th, 10:00 am
In Juneau it will be Egan 116

VI. NEXT WSC MEETING

Thursday, November 8th at 10:30 am

Agenda items for research and discussion in next meeting:

1. Top navigation links – suggestions and more user testing
2. What really needs improvement in the current site (course search interface for example)
3. What does each member of the committee have as a goal with a measurable outcome for their department or constituency that we as a group could address?