Web Strategy Committee and CMS Managers  
Novatney Conference Room  
Thursday, February 7, 2013  
9:00 AM – 11:00 AM

**9:00 AM – WSC and CMS Managers**

**Attendance:**  
**Juneau:** David Klein, John French, Julie Staveland, Anita Parrish, Katy Jordan, Deborah Rydman, Jonas Lamb for Elise Tomlinson, Tara Olson, Cody Bennett for Joel Mundy, Frankie Clark, Dana Mackey(Career Ed), David Phillips for Carol Hedlin  

**Ketchikan:** Kim Schulte, Gail Klein  

**Sitka:** Jill Hanson, Joy Branson

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**10:00 AM – WSC**

**Attendance:**  
**Juneau:** David Klein, John French, Julie Staveland, Anita Parrish, Colleen McKenna, Deborah Rydman, Katy Jordan, Tara Olson, Elise Tomlinson  

Absent: Katie Bausler  

**Ketchikan:** Kim Schulte, Gail Klein  

**Sitka:** Jill Hanson, Joy Branson, Bill

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John – Anyone with reports to share?  

Colleen – I am getting good feedback on the new design and site of contacts.  

Elise – Is there a scheduled content training on UAS campus?  
Dave – We need to complete our style guide and .....before we have the trainer return, in the next couple months.
John – We are moving to work on the Library site.
Elise – Good to go.

**Student Page**
At the student site you have the option to choose a campus.
Want to have a single page to send students
Maybe we need to go back to link farm on first page?

Gail – I would like to have control over their page without permission to change something.

John – Have we gone too far?

Gail – We want our own page. However we really like the regional feel of the site.
John – Would you be willing to give us a prototype to look at.
Gail – Yes. I like the current page – just needs some tweaks.

Jill – I am in favor of one student page. I like the comprehensive links Gail has. I suggest we have a Student Learning Center page and then you choose the specific campus.

Dave – We need to make sure folks are ready to have a regional presence. Not sure about the Learning Center.

Cody – It is important to have a clean page but it also needs to be quick and easy.

Jill – We need to be aware there are different users; those who know where they want to go and those who do not.

Jill – Is everyone going to the home page and then linking to a campus.

Dave – *(Action)* I will report back after looking at analytical data for viewing.

Anitra – I would like a place for students to send feedback to let us know what difficulties they might be having.

Cody – I would lie to see a drop box – open close design.
Gail – Everyone categorizes differently – we need to have one start page.

Chat Feature
https://Sandbox/apply

Under admissions we have had over a 1000 conversations since we started the Chat Feature. Currently not used for internal chatting. We saw it as a tool to apply to admissions, financial aid and advising to set up appointments and get specific information.

If inquiry is campus specific you have the option to send user to regional services for direction or advising. I would like to see the Helpdesk set up – I do have a slot available.

We are restricted to number of agents and individuals we can have. Funding is from the PR budget.

Is this a good approach?

Julie – I like it as we can keep the responses consistent. If the question is campus specific we give them a contact.

Julie – I am logged on or a student is logged on from 8 am to 5 pm.

Dave – The chat link should not show if no one is logged on.

Jill – We are considering having a chat for advisors on the Sitka campus.

Dave – I am advocating for regional chat. I highly recommend using Zopim for continuity in service and if there is a need to integrate. Campus level chat has not been discussed. If individual campuses want chat, due to our license limitations, they will need to have their own licenses.

Cody – The downside for Helpdesk is if chat is assigned to a specific person and I am on the phone – we need to be able to have another person logged on.

Mini Google Server
John – We would like to get a Mini Google Server. Estimated cost is $5K – 10K and would be a onetime purchase providing 7–8,000 pages with services. This option provides us more control over what it is indexed and how Google is indexing. It will provide a more robust search.

Dave – Frequency of indexing is a big one. I see old items even though we have submitted an indexing change. The Mini Google Server would give us more control.

John – (Action) I will get more information and bring it to the next meeting.

Class List Update
We are nearing time to post the new class schedule. Do we use the new update?

Cody – I search by CRN. Expand all would be useful – not compressed.

John – Does anyone still use the pdf; Schedule Builder?

Not being used.

Next Meeting

Thursday, March 7th
CMS 9:00 am   WSC 10:00 am
Chancellor’s Conference Room