Web Strategy Committee and CMS Managers
Egan Library 210
Thursday, April 4, 2013
9:00 AM – 11:00 AM

9:00 AM – 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

10:00 AM – WSC

Attendance:
Juneau: David Klein, John French, Julie Staveland, Anita Parrish, Colleen McKenna, Deborah Rydman, Katy Jordan, Joel Mundy

Absent: Katie Bausler

Ketchikan: Gail Klein

Sitka: Jill Hanson

Reports to Share

Julile Staveland / Admissions – We are doing maintenance. Financial Aid will be updated this fall.

Katy Jordan / School of Management – We are going live today.
Just this week I am getting a lot of random web page requests from our faculty.
One request is a School of Business in Memoriam page.

Discussion regarding memoriam page

Colleen McKenna / Information Systems – Katy is doing wonderful work in updating our content in CIOS.

Deborah Rydman / Career Services – We are live and it looks great. I would like feedback from anyone. We are adding student testimonials. What is the process to getting them approved and posted?

Dave Klein / Regional Web Coordinator – If there are any testimonials please let social media know.

Julie – When we get inquiries about UAS we send them a link to the testimonials.

Joel Mundy / Helpdesk Consultant – We transitioned over spring break. We are constantly managing the Helpdesk page. We are currently working on our mission statement. The challenge is we have a lot of information and have not paid attention to what is being used. We are reviewing our content; we have good content – how do we let people know about it? One concern when get to landing page, is it clear where they need to go or do they just pick up the phone?

John French / Web Developer – It is a very challenging site. There is a lot of information and we did significant editing.

Flash video – Dave has a way to put content on our You Tube site.

Dave – We can edit close caption on You Tube now.

What are our Best Practices for creating videos?

John – Should TLTR be having this conversation about best practices?

Joel – We are using Jing. We were using Camtasia. Jing is super proprietary.

Colleen – Can use You Tube for academics?
Dave – Yes.

John – We also worked on the Helpdesk blog. Blogs can be pulled into the web pages – interactively checks and updates blog posting automatically.
Dave – It can be set up so you get an alert when there is a new entry to your blog.

Anita Parrish / Arts and Sciences – Faculty are to review sites before they are off contract. They are looking to see if degree programs are represented accurately and are cleaning up content.

Dave – I have been speaking with Sarah in Sitka about Chat. They went with Zappa – will be online next week.

   I do not recommend using the bubble – hides page content.
   Closing on a large project – focus on the Juneau Folder – this will result in a lot of redirects – works hand in hand with the Gallery Tool to add images.

Gail Klein / Ketchikan Student Services– We will go to the new format and transition after graduation.

Jill Hanson / Sitka Continuing Ed – We have a replacement for Joy. Owen Kindig will start April 15th and will focus on the website. Owen has extensive background working with universities as clients – marketing, branding.
We finalized the navigation for Sitka pages and are setting up in Wire Frame to do some user testing. When finalized we will dissect our content and see how it will flow into our navigation.

   Future Project: We would like to use the tab set up. Issue is we cannot search using tabs – does not take you to the tab page.

John – It is a coding problem. Systems Alliance may have a recommendation how it could be coded differently. If they could share the solution it would be greatly appreciated.

Jill – Another future project is to have a data base where our FAQs are. Folks do not always know where to go to find the answer to questions. Example: Someone asked why there was a hold on their account? Would this person know where to go to find the information as it may appear there are several places to go?

John – I have seen sites with FAQs aggregated on one page and you can do a search for the page.
   It will be labor intensive for departments. A possible project after design work completed. An FAQ knowledge base would be good to look into.

10:50 am – Gail logged out
Katy – Why are the internships listed in the contact block?
Dave – For the past five years this format has been used for the undergraduate programs.
John– We can look at changing the format in the next cycle.

Next meeting: Thursday, May 2\textsuperscript{nd}

Meeting Adjoined: 11:00 am