UNM Web Advisory Committee Minutes
May 21, 2010

Attendance: Mike Kelly, Kim Jarigese, Ray Sykes, Kim Halpern, Matt Carter, Cinnamon Blair, Dorene DiNaro, Ryan Lindquist, Mary Conrad, Patricia Campbell, Kevin Wiley, Greg Gomez, Alex Paramo, Duane Arruti, Richard Valdez, Byron Piatt

Guests: Bob Christner for Joan Green, Christian Horstmann for Jill Zack, Brad Hutchins for Kurt Esser, Melissa Romaine for Billy Sparks

1. The Minutes of the April meeting were approved.

2. Communication Sub Committee Report - Attachment 1

Cinnamon Blair, Kim Halpern and Mary Conrad presented their draft communication plan

Key discussion points:

- Key points for the Message section of the proposal were approved. The committee approved creating a committee email account to be listed as a single point of communication for questions about the work of the committee.
    - **Action: Patricia Campbell will request an email account and be the monitor.**
    - **Action: The communications group will draft the first brief announcement about the formation of the committee and its charge ASAP**

- Suggestions for additions to the vehicles for communication included the Department Administrators, Deans List, Information Architects Group.

- The committee discussed the purpose and dissemination of a survey.
    - include mobile use
    - separate student, faculty and staff surveys as these groups use the web in different ways
    - student organizations should be surveyed as a distinct group
    - survey to be ready for fall semester

    - **Action: The communications group will draft the survey for a future agenda**
    Action: Cinnamon will ask Moira Gerety if the committee can see the results of the email survey

FAQ preparation should begin right away

- **Action: All committee members to send FAQ questions and answers to the listserv so the Communication Group can begin to create the FAQ**

3. Web Policies Group Report – Attachment 2

Kevin Wiley presented a report on the review that he and Brian Bunnett completed.

Key discussion points:

- The policies reviewed generally addressed design, governance, and policy
- official sites are differentiated from personal sites
- management of domain names needs to be addressed
- off-campus hosting of UL sites needs to be addressed
- procedures for mediating exceptions
- copyright issues are important

- **Action: Draft UNM policy will be created by July. Kevin Wiley, Richard Valdez, Mike Kelly and Matt Carter will meet to work on the draft.**

4. Update on WCMS pilots

Key discussion points:

- project team has trained with the vendor
- templates are being built that will allow even those with no web skills to get a website going
- Training is being planned – possibly divided into beginner and advanced users
- IT Tech Forum being put on by IT will offer the first opportunity to provide some training

  - **Action item: Richard Valdez will present information on re-architecting department hosting services at the next meeting**
  - **Rebecca Lubas from the UL will be asked to attend to talk about the Google Appliance**

Web Advisory Committee
Communication Plan
May 21,2010

<u>Message</u>

- Establishment of web advisory committee and brief description of charge and scope
- Reference to WAC web site as source for updated information/communication
- For each constituent group outline benefits of committee and activities (resource and tool for optimization that will result in cost savings, consistent branding, increased accessibility, increased searchability)
- Ensure that communications address assumptions and issues of top down policy making (ie how a standard or the WCMS affects individual faculty pages, content or creative abilities)
- WCMS progress (already on web site)
- Invitation to return frequently to web site for updated information
- List a point of communication –possibly create WAC email that would be monitored by ? to provide feedback

<u>Vehicles for Communication</u>	<u>Point of Contact</u>
President's Monday Morning Message	Susan McKinsey (UCAM)
UNM News Minute	Steve Carr (UCAM)
UNM Today	Sari Krosinski (UCAM)
Faculty ListServ	Alex Paramo (Provost)
Staff Council ListServe	Kim Halpern (Cont Ed)
Student ListServ	Kim Kloeppel (Student Affairs)
Executive Cabinet	Cinnamon Blair (UCAM)
Deans' Council	Mike Kelly (U Libraries/CSWR)
IT Cabinet	Duane Arruti (IT)
IT Agents	Matt Carter (UCAM)

<u>Next Steps</u>

- Create simple FAQs based on what we have currently heard as points of concern and clarity
- Develop simple survey over the summer via WAC to determine UNM web site user preferences, behaviors, needs and abilities; to be delivered via Opinio survey software in Fall 2010

attachment 2

Review of Web Policies

UNM Web Advisory Committee

May 21, 2010

1. Purpose

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*   The purpose of this review is to see how different universities address some of the key issues in running large web sites. Of particular interest are:

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    *   statements about the purpose of the web policies,
    *   statements about adherence to official style guides, and,
    *   statements about web site governance.

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2. Policies Presented

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    a. UNM Health Sciences Center Web Development Policy
    *   http://hsc.unm.edu/library/kmit/policies.shtml
    b. Central Michigan University
    *   http://www.cmich.edu/x1523.xml   (web policy)
    *   http://www.cmich.edu/Web_Style_Guide.htm (style guide)
    c. East Carolina University
    *   http://www.ecu.edu/itcs/policies/wwwpolicy.cfm (web policy)
    *   http://www.ecu.edu/cs-itcs/minrequirements.cfm (minimum web site requirements)
    d. Penn State University
    *   http://guru.psu.edu/policies/AD61.html (communications policy)
    *   http://guru.psu.edu/policies/AD54.html (web page design and image)
    *

3. Purpose of the Web Policy

    These sections deal with the stated purpose of the web policies and, in some cases, the universities' reasons for having an institutional web site.
    a. UNM HSC
    *
    *   *To promote the development of web sites, applications and other online services that provide our customers with quality information and resources, it is the policy of the Health Sciences Center (HSC) that employees acknowledge the procedures, guidelines and standards referenced in this document. Information within an HSC web site must be current, accurate and relevant in view of the site's intended audience and conform to UNM copyright guidelines. The presentation of information should consistently reflect the use of approved standards. Systems supporting HSC web sites will conform to security and contingency best practices defined in HSC information systems security and business continuity policies.*
    *
    *
    *
    *
    b. Central Michigan University
    *
    *   *Central Michigan University (CMU) supports and encourages freedom of expression and an open environment for the pursuit of knowledge. One avenue for such expression and communication is the World Wide Web.*

        CMU's World Wide Web presence promotes University activities and educational opportunities by providing current and effective interactive communication and on-line service to a wide audience with the goals of assisting and building broad based support for the University's mission of teaching, research, and service.

*The decentralized nature of the World Wide Web and the diverse purposes and constituencies served by University Web sites require that as much freedom as possible be granted to those creating and maintaining Web sites. **However**, contents of all Web pages under University jurisdiction (i.e., provided by University servers or by other servers funded by University budgets) must comply with local, state and federal laws and with CMU's policies, rules, and regulations. Further, the reputation and image of Central Michigan University is determined, in part, by the quality of information published electronically by its students, faculty, staff, and affiliations.*

*Therefore, **the purpose of CMU's Web Policy** is to ensure accuracy, consistency, integrity, and protection of the identity and image of the University by providing a set of minimum standards and guidelines for Web sites of CMU's departments, schools, facilities, organizations, and affiliates.*

c. East Carolina University

The East Carolina University Web Page Policy provides guidance and minimum content neutral standards for faculty, staff, and student web developers contributing to the university's web presence by maintaining web pages on university servers. University Web Space is provided primarily to support the academic and administrative functions of the University. University related web sites are an important means of conducting university business, including but not limited to advancement, communication, education, research, and scholarship.

Specifically, this Policy is designed to:

a. *Promote the use of web sites in a manner consistent with the mission of the University;*
b. *Address security issues associated with the campus network and enable appropriate online transactions of university business;*
c. *Mandate that the development of websites comply with university policies, and applicable state and federal laws; and*
d. *Provide necessary management and oversight of the University's IT resources*

d. Penn State University

The purpose of this policy is to establish the lines of responsibility for the University's public relations, marketing, video messaging and publications efforts. It applies to all colleges, campuses and budgetary units that communicate to external audiences.

4. Design Elements and Official Style Guides

These sections deal with the universities' rules for adhering to established design standards, and, in some cases, how requests for exceptions are handled. All four universities have design and layout standards.

a. UNM HSC

- *All HSC websites will adhere to the following standards:*
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1) The web page templates used will be approved by University Communication and
  - *Marketing and HSC Communication and Marketing. The templates will include*
  - *header, footer, page layouts, fonts, colors and all other aspects of the pages' design*

- *and layout.*
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- *2) All text, photographs and images on web pages will be used in compliance with*
- *copyright law.*
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- *3) In the case of a web site that is a joint effort between the UNM HSC and an outside*
- *entity and the site is hosted on an HSC server, the site will use an approved HSC*
- *navigation bar and standard HSC templates. Logos or other branding graphics from*
- *the outside entity or entities can be used on the site, in the main body of one of pages.*
-
- *4) Any exceptions to these requirements will be discussed with the HSC CIO or the*
- *UNM Hospitals CIO, depending on organizational affiliation, and, if necessary, HSC Communications and Marketing.*

b. Central Michigan University

The CMU Web site is designed to express CMU's supportive environment and active learning culture. The following guidelines are provided to ensure consistent navigation and accurately convey CMU's public identity and image to its key constituencies (including the CMU community, prospective students, alumni, and donors). All units that maintain CMU Web sites for external audiences should apply the Web elements and standards outlined here.

c. East Carolina University

All Official University Web Pages must follow the minimum design requirements.

d. Penn State University

All publicly accessible Web pages presenting official University information must adhere to the requirements below. This includes all pages containing information sanctioned by the University and directly related to University business or academic activities.

5. Web Site Governance

These examples deal with how the universities handle web site governance and decision making. In other words, who is the final authority on issues relating to web sites. Two of the four policies state that a university-wide web site committee is responsible for web site oversight.

a. UNM HSC

Policy Authority

This policy is an HSC policy. The KMIT Leadership is the authorizing group. This document was developed and reviewed by the KMIT Operations Council. The KMIT Operations Council should be contacted for revisions.

Exceptions to the Design Standards (section 6.4)

Any exceptions to these requirements will be discussed with the HSC CIO or the UNM Hospitals CIO, depending on organizational affiliation, and, if necessary, HSC Communications and Marketing.

b. Central Michigan University

*General oversight of the University's Web servers and Web pages, and policies governing the use of these resources, is the responsibility of the **Chief Technology Officer and the Web Planning Committee.***

c. East Carolina University

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*   *Oversight of web pages subject to this policy is the responsibility of the **University Web Management Committee**. Violations of the web policy will be made known to the PWC [Primay Web Contact] for resolution. Noncompliance with applicable policies and/or laws may result in removal of web pages or directories from the main web server and/or removal of links to the site from the upper level university web pages and site index. Oversight of web pages will be consistent with the First Amendment.*
*

d. Penn State University

*All external communications activities of the University will be coordinated through, and approved by, **the Office of University Relations**. These activities will include, but not be limited to:*

- *Publications (including print and electronic "e-publications");*
- *Logos and unit identity (including development of any special symbols and indicia);*
- *Paid Advertising (The term advertising includes traditional media channels (TV, radio, billboards, magazine, newspaper, etc.) as well as marketing communications that utilize new media channels, including web sites, email solicitations, product placement, and other activities involved in marketing the University);*
- *General Media Relations (distribution of press releases, development of external newswires, faculty expert data bases, and all other activities related to media relations.);*
- *Promotional Videos; and*
- *First Level Web Pages (see AD54); and*
- *Video Messaging (see section below).*

While approval by the Office of University Relations is required for any of these external communications activities, the Vice President for University Relations may delegate authority to designated unit coordinators as appropriate. No marketing consultants, marketing research firms, advertising agencies or design firms may be hired without the prior approval of University Relations, through either the Vice President, the Director of University Marketing and Advertising, or the University Editor and Director of University Publications.

6. Summary

a. Purpose of Web Policy

All four policies made similar statements about their policies. However, Penn State does not have a specific web policy. They have a University Communications policy that explains how the Office of University Relations coordinates or sets the standards for all external communications. The other three universities had specific web policies.

b. Design Elements and Official Style Guides

All universities require the use of standard elements. A quick review of the universities' web sites showed the following:

    i.   UNM HSC: Consistent use of headers and footers at the higher levels. Some variation from college to college. Many smaller departments are using older templates or unique designs that don't comply with any HSC policy or guideline.

   ii.   Central Michigan: Consistent use of standards, however, their News, Events and Alumni web sites do not use the standard elements defined in the policies.

  iii.   East Carolina : Consistent use of standard banner across the top and footer across the bottom of the pages. Consistent use of approved colors. Some variation in the layouts of web pages from department to department.

  iv.   Penn State: Consistent at top two or three levels. Medical Center different from main campus in navigation, layout, use of color. Some academic departments do not appear to be following any guidelines at all.

c.   Web Site Governance

    i.   UNM HSC: A combination of committees, CIOs and the two Communication and Marketing departments.

   ii.   Central Michigan: Chief Technical Officer and Web Planning Committee.

  iii.   East Carolina: University Web Management Committee working with contacts who are responsible for individual web sites.

  iv.   Penn State: Office of University Relations.