

UNM Web Advisory Committee Minutes

June 18, 2010

Attending: Mike Kelly (chair), Joan Green, Kim Jarigese, Alex Paramo, Greg Gomez, Christian Horstmann, Brian Bunnett, Cinamon Blair, Ray Sykes

1. Approval of Minutes of the May meeting

The minutes were approved with the addition of Byron Piatt as attending the meeting.

2. FAQ Development

The communication sub group distributed a draft FAQ (see attachment 1). The committee discussed cross-referencing our FAQ with the content management FAQ posted by Matt on webmaster.unm.edu. The CMS and the work of the committee are closely related.

Action: Committee members should suggest edits and additional content by sending to the UWAC list before the next meeting.

3. Web Policy

Mike distributed a draft outline for a set of web policies (see attachment 2). Currently it is only an outline of headings and topics. The sub group will continue to meet and begin to add content. The committee discussed the value of linking to UNM policy 1010 – University External Graphic Identification Standards. The web standards could be referred to in the policy much like the Graphic Standards document so that every time it needs updating it does not have to go through the policy approval process.

Meeting adjourned.

Attachment 1

Q: What is the purpose of the UNM Web Advisory Committee?

A: The University of New Mexico supports and encourages freedom of expression and an open environment for the pursuit of knowledge; one avenue for such expression and communication is the Internet. UNM's 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 Internet 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 UNM's policies, rules, and regulations. Further, the reputation and image of The University of New Mexico is determined, in part, by the quality of information published electronically by its students, faculty, staff, and affiliations. Therefore, the purpose of UNM's Web Advisory Committee and any policy recommendations that are proposed by the Committee, is to ensure accuracy, accessibility, consistency, integrity, and protection of the identity and image of the University by providing a set of policies and procedures for web sites of UNM's schools and colleges, departments, programs, facilities, organizations, and affiliates.

Q: Why does UNM need web policies and procedures and a WCMS?

A: This project is a key to the long-term health and vitality of the University. It is imperative to strengthen our web presence so that we continue to attract the most-qualified new students, while at the same time providing state-of-the-art customized services and information to current students and their parents. Internally, the WCMS project and the implementation of web policies and procedures will reduce time spent on maintenance of web pages, while improving the quality and accuracy of information provided to all audiences. Academic and administrative units will have more local control of content and the manner in which it is published to the web.

Q: Who is in charge of developing web policies and procedures?

A: The UNM Web Advisory Committee

The Web Advisory Committee is playing a very active role in representing the diverse interests of the University in developing the University's web policies and procedures to reflect ease of user interface, accessibility, brand integrity and workflow efficiency. Proposed new policies or procedures, or revisions to existing policies or procedures, will go to senior University management for approval. (process?)

Q: Is there a legal requirement that University websites be accessible?

A: Yes. Title II of the Americans with Disabilities Act (“Title II”) and Section 504 of the Rehabilitation Act of 1973 (“Section 504”) require that public universities provide qualified individuals with disabilities equal access to their programs, services, and activities unless doing so would fundamentally alter the nature of their programs, services, or activities or would impose an undue burden. As part of that obligation, public universities are required to provide effective communication to persons with disabilities, regardless of whether the university generally communicates through print media, audio media, or computerized media such as the Internet. Universities that use the Internet for communication regarding their programs, goods, and services must make that information accessible.

Q: Who is participating in the WCMS?

A: All areas who provide content to official UNM web pages will eventually be given the opportunity to participate. Those who create or manage web content will be trained and given support as the project progresses. Currently, there is a pilot project to get the first site converted (University College).

Over time, more people will become involved as more pages are converted. One of the strengths of the WCMS is that it has easy-to-use tools that allow the schools, colleges and departments to create their own web pages rather than relying upon outside sources or the need to have programming skills or dedicated software for creation, maintenance and publishing.

Q: What is the impact of having a WCMS on me?

A: For users, the WCMS ensures that the information on the Web site is easy to find, current and accurate. For Web content creators and managers, it creates an environment that allows you to create, maintain and manage your content more easily, while complying with University policies. Importantly, it frees up time for new web projects (like creating new dynamic media content) otherwise spent on content edits.

Q: Am I required to use the new WCMS?

A: To meet the branding and accessibility goals of the university, UNM units are strongly encouraged to use one of the templates in the WCMS. (do we want to say that it may become mandated?)

Q. How do I comment or make a suggestion?

A. Comments and suggestions can be sent via email to xxx@unm.edu. Please check this web site frequently for updates.

Attachment 2

Web Policy Headings

UNM Web Advisory Committee

Draft topics based on June 8, 2010 meeting

1. Purpose of Policy

2. Definitions:
 - a. Public Facing Web Sites
 - b. Internal Web Sites
 - c. Official Web Site
 - d. Unofficial Web Site
 - e. Hosted Web Site
 - f. UNM Domain (define unm.edu vs xyz.com)
 - g. UNM Web Advisory Committee
 - h. Enterprise Content Management System
 - g. etc

3. Purposes of Public Facing Web Sites
 - a. Marketing and recruitment
 - b. Information for prospective and current students, faculty, and staff.
 - c. Alumni and community
 - d. Information about activities: sports, arts, entertainment.

- e. A communication channel during emergent situations

4. This policy applies to:

- a. whom: faculty, students, staff, UNM workforce and affiliates working on UNM web sites.

- b. what: public facing web sites, though internal web sites are encourage to follow the standards also.

6. Web Governance

- a. University Communication and Marketing (which part exactly?)

- b. University Web Advisory Committee: will advise UCAM on web site related issues.

- c. Policy: other departmental or program specific web policies may exist, but they will not supersede what is in the UNM Web Policy.

7. Presentation standards - university identity & design guidelines & content and writing.

- a. Document to define minimum standards for Official Site

- b. Document to define minimum standards for Unofficial Site.

- c. Need to address advertising for non-UNM organizations.

8. Copyright

9. Accessibility

10. Exception Request Process

11. Process for requesting a Web Site

- a. How to request a site (faculty, staff, student creating a UNM site).
 - i. IT
 - ii. HSC
 - iii. UNMH
- b. If you want to outsource your site (consultant, contractor, etc).
- c. Hosting a UNM web site on a non-UNM server (outside hosting).
- d. Domain names
- e. Appropriate domain names

12. Hosting External Web Sites on a UNM Server

- a. example: a web site for a consortium of which UNM is a part.

13. Process removing a web site.

14. Related Policies