INTERNET PRESENCE COMMITTEE
Minutes
May 17, 2012

Members Present: Sharon Ashton, Scott Bennett, Lucy Croft, Marianne Jaffee

Others Present: Dmitriy Bond, Linda Mobley, Jamie Spruell, Marian Watters

1. Photos - Sharon Ashton

The issue of photo usage on the website was brought to the IPC after an incident on campus. An image that was registered and copyrighted was used on a UNF webpage. The issue was taken to Rick Buck in the General Counsel’s office. General Counsel is expecting to settle, however, the settlement can go up to $150,000. The IPC needs to know this is an important issue. Since the photo was registered the owner does not have to prove damages or that money was made from its usage; the owner only has to show is that up for a period of time on our website. IPC members are reminded that through Marketing & Publications, a wide variety of pictures are readily available.

Below are the guidelines for imagery on the website:

Information from the CMS Manual:

Uploading your Images

Each department can also create and maintain its own image library. For every photo containing a recognizable person, UNF requests that you to have a signed photo release form. The liability for non-compliance will be the responsibility of site owners.

This is in the Best Practices document that we also give them.

Photography & Graphics

- Photo Releases
  - UNF strongly recommends that departments obtain written approval from people in photographs before using their image in web or printed publications. A photo release form should be signed by each person that is recognizable in the photo.

- Photography
  - Photos should represent UNF’s diversity of ethnicity, age, and gender.
  - Photos should support UNF’s brand of individualized attention. For example, in a classroom setting, photos of individual students and small groups are preferable to an auditorium full of hundreds.
  - No “sensitive” information should be visible in the photo. For example, car license plates.
  - No logos of competing schools should be visible in the photo. For example, a student sweatshirt featuring a favorite college football team.

- Clip Art & Stock Photography
  - In striving to maintain a professional and unique appearance, clip art and stock photography is typically not recommended. The CMS offers a global image library and photographers for hire for departments seeking to enhance their sites with images.
  - If your department elects to use stock photography, please comply with all licensing and copyright restrictions for the imagery.

ACTION ITEM: Each IPC member to take back to their division units the above information and reminders concerning images posted on websites.
2. **A&P Association - Jamie Spruell**

IPC reviewed the content of each link within the website. When the new President takes office a welcome to the site will be added.

✔ Sharon moved to approve the A&P website, seconded by Marianne Jaffee, all in favor, motion passed.

3. **On Campus Transition Program (OCT) - Jamie Spruell**

IPC reviewed the content of each link within the website. ARC of Jacksonville is a partnership with UNF’s OCT program and the ARC logo (which is a link to their website) is placed only where ARC is mentioned, which is very little. Lucy suggested switching changing from Greek life to fraternity and sorority life.

✔ Sharon moved to approve the On Campus Transition website with the one change to Contact Us to occur during training, seconded by Marianne Jaffee, all in favor, motion passed.

4. **OneJax**

IPC reviewed the content of each link within the website. Website is obviously different than all the others in CMS. They had specific requests for their CMS website in order to keep their identity which is important to their board. The OneJax logo was approved by the Visual Identity Committee and is within compliance. Since OneJax is very busy this month the website will not go live until after the Humanitarian Awards Dinner which will be held on June 24th.

✔ Sharon moved to approve the OneJax website with the recommended changes, seconded by Marianne Jaffee, all in favor, motion passed.

**ACTION ITEM:** Jamie Spruell to ask permission from FIE and Alumni to add the UNF Home Page link in the left hand nav. to their websites.

Two additional items were presented by Marianne Jaffe regarding United Faculty of Florida (UFF) and Faculty Association (FA). Barbara Tuck (UFF) is supposed to get back in touch with Marianne Jaffee. Barbara is their current webmaster and is retiring but thinks UFF will stay in Osprey.

The FA is very interested in migrating but needs to bring it before their Executive Committee to have the migration endorsed. This migration will be a very tedious and time consuming project.

**ACTION ITEM:** Dmitriy Bond will research further what needs to be done to begin the migration process and if it is even feasible. He will report back to Marianne Jaffe in a couple of days if the migration is even feasible.

**ACTION ITEM:** Marianne Jaffee will report back to the IPC once Dmitriy reports to her.

**Agenda Item for Next Meeting:**

Dmitriy Bond will present a working model demonstration for the mobile version of the UNF website.

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Next IPC Meeting May 24, 2012 @ 3:30 p.m.
Alumni Hall, Building 60, Alumni Boardroom - 2nd Floor