INTERNET PRESENCE COMMITTEE
Minutes

December 3, 2013

Members Present: Sharon Ashton, Marianne Jaffee and Lance Taylor

Not Present: Lucy Croft and Torrey Ogden

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

Demo of the UNF Homepage and Proof of Concept - this is not a finished product

Research was done to determine how our webpage compares to other universities, compares to web trends and analysis of our web analytics.

It was determined that there are three main changes to be made:

Data Screen Resolution – responsive web design was used to allow the screen size to fluidly change for each different device (tablet, iPhone, iPad, etc.)

Photographs – homepage banners will be larger and glossier allowing for the usage of more real estate

Navigation changes – analytical data was used to determine what links are more utilized. The new drop down navigation will allow for a cleaner look and feel. The links at the top are ones that received the highest hits.

The alert message is very low – it needs to overlay on the photograph or be above the picture – would be good to have the emergency message to show on all pages – but it will take a lot to do. It should take precedence over everything on page.

There are five spotlights available. The IPC decided Sharon will handle the Community tab; Lucy Croft will be in charge of the Campus Life tab; “About UNF” will always be the campus video; Marianne Jaffe is in charge of Academic Affairs. If we have something that comes up the IPC can vote for the fifth spot that will be used for promoting divisions and their activities, programs, etc. Spotlights can be changed every two weeks unless something major comes up. Each spotlight should have a default. The images and text will go to Jamie to put up on the website.

Journal will go in the mail the 6th, 7th and 8th so the proposed launch date is Friday, January 10.

Communication – should we put in Campus Update or just roll it out. A controlled rollout would be a good idea – let them know the IPC is continually revisiting and revamping and following best practices and putting the university’s best face forward.

✓ Motion made and approved for ITS to move forward with the homepage revision.
ACTION ITEM: Sharon Ashton will present to VPs next week and show the comparison between the current and the new homepage.

ACTION ITEM: Marian will meet with Lucy and show her the spotlight for Campus Life.