INTERNET PRESENCE COMMITTEE
Minutes
December 10, 2013

Members Present: Sharon Ashton, Lucy Croft, Marianne Jaffee and Lance Taylor

Not Present: Torrey Ogden

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

New Homepage design
Sharon presented the mocked up homepage at the VP meeting which was not well received. President Delaney would like Athletics added to the gray bar which Marian has already done. The VPs were not happy with their areas being moved nor did they care for the hover feature. Some of the critical links they wanted added back in were the library, employment, colleges and national recognition. Google Analytics has shown that national recognition and three of the five colleges are not in the top 100 hits on the current homepage.

The VPs would like to see a set up more like ELAN which has a center section that shows numbers. Mock-ups will need to be created to determine how and where the new in the numbers section could live on the new homepage design.

The President has asked that focus groups be done to determine how the new homepage should look and feel. These groups will be shown three to four different mock-ups and provide feedback. The groups will be composed of prospective students and parents, employees, current students and alumni.

ACTION ITEM: Marian will prepare three more mock-ups of the homepage – one that includes the by the numbers and another that is a morph of the current revision plus the clicks. The IPC will review them and discuss moving forward with the focus groups.

Other issues
- The new online communication policy is complete, approved and up on the Policies and Regulations website.

- Dmitriy discussed a faculty member, Sharif in CCEC, who is starting a new group called BIRG. Currently everyone in the group is UNF affiliated but he wants to expand to outside members. The hope is that the group will grow in size and could potential become a collaboration/center and receive funding. He wants a website presence which would allow for him to be in the CMS and have a friendly unf.edu URL. This is not a formal request. He will need to present BIRG’s business justification, mission and goals to the IPC for consideration.