INTERNET PRESENCE COMMITTEE

Minutes

April 17, 2014

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

Others Present:  John Timpe, Cathy Cole, Linda Mobley, Jamie Spruell and Marian Watters

Spinnaker Media would like to purchase and hold for future use the domain name wskr.com now that the FCC has awarded the call letters WSKR-LP to UNF and Spinnaker Radio. The wskr.com url would then direct to spinnakerradio.com.

✓ Motion made to approve, seconded and unanimously approved.

Spinnaker Media would also like to ask that a Student Media link be added under the Campus Life header on the UNF home page. Student Media would then link to unfspinnaker.com. This is not allowable because it is one click off the home page to a non-UNF site. The intent is to help an audience that should grow with the advent of WSKR's broadcasting over the air. Many community listeners likely will associate WSKR with www.unf.edu, go to that page and then seek clear navigation to reach more information. Since there is only one slot left available under Campus Life a motion was made to defer this Spinnaker request until Student Affairs has a chance to look over their site.

✓ Motion made, seconded and approved to defer Spinnaker’s request until Student Affairs looks at Google Analytics and prioritizes.

ACTION ITEM:  Lucy Croft will look at the statistics and inform the IPC her findings at the next meeting.

Marian Watters was able to show some of the new rotating banners but was unable to fully demonstrate due to computer issues. There are a lot of effects built into the banners and it will be easier for users to upload images and build text within CMS. This will be announced on the log-in page – wait until one site is fully operational and then send the link to all users as an example. Users will be trained by Jamie Spruell. Motion made to approve the new rotating banners and to communicate it to all CMS users.

✓ Motion made, seconded and approved to accept the new rotating banners.

ACTION ITEM:  Mariann Watters will send the link for the rotating banners demo to the IPC.

Civil Disobedience project (Thoreau’s Table) - presented by Marianne Jaffee on behalf of Jason Mauro and Mike Boyles. A request was made to have a url for this project which is a campus-wide
initiative funded by the President. Thoreau’s Table will be a stone conference table with quotes from Thoreau and installed in Peace Plaza. They originally wanted to create a WordPress page to prevent a UNF presence; however, they were informed the site has to be in CMS since it is being funded by UNF. Jason wants the website created before the table is installed so he can develop the website as the project evolves. A QR code will be displayed to lead to the website.

Because the table is its own thing and doesn’t belong to a department it will live on a new site called Art on Campus owned by Marketing and Publications. This site would include items such as Thoreau’s Table, the MLK and Ghandi statues, etc.

Questions raised concerning the website creation include: Is it about the table or the movement? How is he going to promote the table and inform people about it? Where will it live in CMS if it does not go under Art on Campus? If a WordPress site is created it will have to be monitored since the table will be paid for and maintained by University funds?

**ACTION ITEM:** Marianne Jaffee will go back to Jason to get more information and what he expects from the table and see if he and Mike would like to attend the next IPC meeting.