



Web Administrators Constituent Group Meeting Minutes

Session: Thursday, October 3, 12:45 – 2:05 p.m. (39 participants)

Facilitators: **Donna Hamilton**, Director of Web Communications,
University of Cincinnati

General discussion revolved around the following issues, comments, ideas.

1. Content Management Systems

- Several vendors and their pros and cons were discussed.
- Barbara Button (University of Wisconsin-Stout) is using a Datatel product
- Barbara Gelwick (Indiana U. Southeast) uses Empower by Ektron
- Sara Clark (Missouri State University) is experimenting with J-SIG development

2. Policies

Several universities had Web advertising policies in effect, and they shared the locations of the policies. We also discussed other Web policies, including design standards. The URLs which were shared are listed below:

- Minnesota State U., Mankato – Ted Johnson
<<http://www.mnsu.edu/its/web/wtf/policydraft.htm>>
- St. Cloud State - Sara Gracheck
<<http://lrts.stcloudstate.edu/web/>>
- Claremont McKenna - Wes Thompson
<<http://ist.admin.claremontmckenna.edu/policies/>>
- Georgetown University - Helen Karn
<<http://web.georgetown.edu/policies/>>
- University of Cincinnati - Donna Hamilton
<<http://www.uc.edu/branding/standards.htm>> (Web Standards PDF)

The following individuals welcome inquires regarding their campus policies on:

- Advertising
 - Barbara Button, University Web Master, University of Wisconsin-Stout
<buttonb@uwstout.edu>
- Domain
 - David Bobzien, Campus Webmaster, University of Nevada, Reno
<davidb@unr.edu>
 - Sara Clark, Web Coordinator, Office of Information Technology,
Southwest Missouri State University
<saraclark@smsu.edu>
 - Donna Hamilton, director of Web Communications, University of Cincinnati
<donna.hamilton@uc.edu>

3. Search Engines

Many expressed frustration with their search engines not providing good enough results. Some shared information on various search engines they reviewed and/or use.

- Atomz <<http://www.atomz.com/>>
Wes Thompson, Claremont McKenna's search site
<<http://www.claremontmckenna.edu/findit.asp>>

4. Strategic Plans

Several universities were working on strategic plans. Contact any of these people directly for more information: Sara Clark, Wes Thompson, Susan Winter.

5. Accessibility

This issue didn't seem quite as pressing as it has in the past. A couple of people volunteered information about Web accessibility on their Web sites:

- Southwest Missouri State University <<http://wact.smsu.edu/>> - Sara Clark
- University of Cincinnati <<http://www.uc.edu/web/>> - Donna Hamilton

6. Web Resources

A few universities offer sites with Web resources for Web developers at their universities. Helen Karn, Georgetown University provided these URLs for reference:

- <<http://data.georgetown.edu/guide/manual/>>
- <<http://web.georgetown.edu/>>

7. Site Redesigns

Discussion didn't focus much on redesigning sites; however, Helen Karn shared the Georgetown University Web Redesign project Web site, which includes an outline of steps and goals:

- <<http://guide.georgetown.edu/redesign2001/>>

8. Surveys

Several universities have conducted various types of surveys to gather information on Web visitors and what they want/use from a university Web site. The following individuals welcome inquiries on surveys recently conducted on their campuses:

- Bill Howze, Assistant Director, Applications Services, Baylor College of Medicine
<whowze@bcm.tmc.edu>
- Wes Thompson, Web Editor, Claremont McKenna College
<weston.thompson@mckenna.edu>
- Donna Hamilton, director of Web Communications, University of Cincinnati
<donna.hamilton@uc.edu>

9. Usability Studies

Some universities are conducting usability studies and having good results. The book "Don't Make Me Think" by Steve Krug was recommended as having simple, good information on making sites more usable. For information on usability studies, contact Barbara Button.

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