

## Web Professionals Constituent Group

October 25, 2007, Minutes

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(~40 people in attendance)

### 1. Introduction

### 2. Listserv Announcements:

- a. Web Professionals <http://educause.edu/WebAdministratorsConstituentGroup/985>
- b. IT Accessibility
- c. Development and Staff Management
- d. See all constituent groups at <http://educause.edu/ConstituentandDiscussionGroups/318>

### 3. Resources:

- a. Connect.educause.edu - Social networking site
- b. Uwebd listserv – university web developers, very active list serv
- c. HighEdWeb – (next conference in October 2008 Springfield MO)

### 4. Issues from Listserv:

#### *Sharepoint experiences*

- a. What is Sharepoint? – understanding, lack of general knowledge about it
- b. Sharepoint for collaboration – One college/univ is using it and IT is worried about growth and licensing costs
- c. One college in Netherlands is using it heavily
- d. Licensing – you have to buy an external connector license, recommendation that anyone interested spend the time and money to attend a training class on it

#### *Mobile Sites for Perspective Students*

- a. Anyone using mobile web for recruitment? Not in Holland as mobile PC are so prevalent
- b. CSS for mobile versus browser detection:
- c. Are iPhone and iPod Touch going to affect specialized web development? Depends on what Microsoft does.
- d. Has anyone solicited student interest in mobile device support?
- e. Perhaps a mobile portal will begin to develop

#### *Question about .edu domain name limitations*

- a. Marketing tried to register another .edu domain, do not think it is a good idea to open up the .edu domain for marketing purposes.
- b. Some schools have been grandfathered multiple .edu domains.
- c. Questions asked:
  - i. How long can you keep an old .edu when changing to a new .edu domain? Only six months.
  - ii. What happens to old links and published docs.
  - iii. Educause.edu/edu domain to make request/send feedback to policy board
  - iv. Has anyone noticed that Colleges are starting to use .com sites? Yes, because of .edu limitations.

- v. Will central IT support the .com sites and how do these sites affect branding? .edu domains get search priority and .com domains may be affected by delayed brand recognition.
- d. One school noted they were looking to register a .job domain for as an employment site.
- e. One school reported that their alumni association was moving to a .com; it was noted that this is common for athletic associations.
- f. Another constituent noted that a survey showed students trust a .edu domain more than they will trust a .com domain. It was noted that there is a lot of equity in .edu domain names.

## 5. Open Discussion:

### Polls:

How many are using domains other than .edu for marketing? Approximately 40% responded yes.

How many are involved in assisting department/colleges with domain naming help? 40%

How many in IT versus University Relations or Communications? Almost all participants are in IT.

### Content Management:

Adobe Contribute: A user noted that it was becoming unusable at 75 users and asked for other institutional experiences when dealing with Adobe. Many were looking for alternatives and a true content management system. They noted that low cost is a plus. One site moved to Drupal instead of Contribute. One institution is using concurrent licensing to avoid licensing issues with Adobe.

The discontinuance of Microsoft Frontpage was discussed and it was asked which tool did people move to as a replacement. Arkansas State University went to Dreamweaver. Missouri State University stated that content management is not mandated and the extinction of Frontpage helped encourage people to move to institutional CMS.

A constituent inquired if anyone was using the Joomla CMS? No; one institution reported using Serena Collage.

### Content Management Poll:

How many have CMS? 33% of room.

How many mandate use of the institutional CMS? 25% of 33% of the CMS users. One stated that all official academic units must use the CMS. Those needing a different look and feel may use an alternative system. One does not allow course content in the CMS. One school is debating the opt-in model and cross campus adoption of a single CMS.

Is anyone using Blogs to manage official content?

Yes, but installs are individualized and maintenance is difficult.

### Video and iTunesU:

Is anyone posting video to YouTube and embedding it in their web site? How are you handling video and the web? University of Maryland, Chem and Life Sciences, is using iTunesU. Videos are used for demos of basic lab practices. Authenticated through LDAP and also links can be tied into Blackboard. University of Illinois Med

School is also using iTunesU. NJ institute of Technology is using iTuensU and YouTube site, they are recruiting media specialist to professionalized content. iTunesU can host content or video can be stored locally.

What is the cost of iTunesU? It is free, certain qualifying requirements and legal counsel is usually involved. They limit the amount of content at 500GB per institution. This is purportedly negotiable per Arizona State U. Some student support issues were encountered; especially supporting iTunes on student PCs.

Where does privacy fall with regard to video on scampus, posting video of students, etc? MSU wants to use the video for development. Student issues have not yet surfaced.

Copyright and iTunesU - Is the institution responsible for any copyright infringement? Apples licensing passes the problem to the university. How do Creative Commons licensing terms apply.

People are starting to feel dependent on third party services such as iTunesU. Marketing department is losing control of how the university is portrayed to the public. Blogs and video are leaking all types of info that marketing cannot control. Videos on YouTube have made marketing departments realize they have lost control. Search for "Dartmouth drinking time" on YouTube for an example. Some schools are using video contest to populate YouTube etc. with more "appropriate" marketing content.

Is anyone working with library or university archivist about preserving this transient information? Thinking is this new media will vanish.

#### **Assessment of Department Websites:**

Constituent was looking for a report card on broken links and aged/outdate web pages; looking for web dashboard for web analytics. One organization is looking at using Google Analytics. How do you get department to keep up with content? One participant reported that they identified dynamic versus static pages via a CMS. Process approval within the CMS helped them reduce the number of pages from 28,000(?)to 3,000 since implementation of CMS (CMS was Systems Alliances Site Executive).

#### **Managing web site security:**

Account de-provisioning in the web environment: CMS is tied to LDAP, so if someone leaves, LDAP gets disables and thus site access is halted. Departments must approve access to all sites at Missouri State.

An institution reported that they developed a webmaster registry for every site on the server. All sites have primary and secondary webmasters. This procedure was developed as a result of a security incident. All webmasters are contacted annually for access approval confirmation. Some have workflow features in the CMS, approval has to be a Dean, Department Head, etc. At some institutions this leads to "rogue" web servers so that people can bypass content management. One institution uses firewalls to prevent rogue web servers.

Most people are not using granular work flow features in the CMS. One site is forcing approval-based workflows. The directive to do so came from top-level management. Their policy stated that the web content contributor cannot also be the approver.

#### **Delegated identity/brand/site management of sites:**

Redesign failures caused change at a higher level in the university. Departments started working closer with the web services. Once school is struggling with inexperience and non-dedicated marketing/web constituents. Lack of departmental support is an issue.

Marketing materials are shifting to web focused, but staffing from News, Publications, Marketing, and University Relations are not shifting to web. One school used IT governance to move marketing/communications into IT due to web centric nature of materials developed. Another is making organizational changes via strategic planning. Missouri State created a PR advisory team to advise clients/departments on marketing/public relations issues. Collaboration across campus/departments is required for web services to effectively serve their institutions.

**Meeting was adjourned.**