

## EDUCAUSE 2004, Denver, Colorado

Web Administrators Constituent Group

Meeting Minutes

Thursday, October 21, 2004

Attendance: 49 names on sign-up sheets. (No visual count – we were too busy!)

1. Weston Thompson called the meeting to order at 12:45 PM.
2. Thompson passed around sign-up sheets and asked all attendees to sign up.
3. Thompson initiated introductions and asked individuals to state an area of interest for discussion. Individuals introduced themselves to the group while late arrivals came in. Nearly all meeting attendees were able to give an introduction before the next agenda item. Thompson kept a list of suggested topics on the flipchart, along with a tally of how frequently they were mentioned. The list of topics in frequency order:
  - a. Content management systems
  - b. Standardization / look and feel across site
  - c. Policies and governance
  - d. University calendar / calendar on web
  - e. Accessibility
    - Learning management systems / convergence with portal
    - Web standards compliance
    - Relationship between IT/Web/PR
    - Portals
  - f. Database-backed pages
    - Intranets
    - Maintaining pages/content
    - Redesign
    - Managing with limited resources
    - Integrating library services
4. Thompson asked the group if there was a preference to have one large discussion or break into smaller interest groups. The group preferred to have one large discussion.
5. Thompson proposed to start discussion with Content Management Systems, since it had the most mentions. The group was in favor and a volunteer started off the discussion with some questions. Topics that came up (not complete):
  - a. Lightweight approaches: CMS for workflow; workflow as a way to keep content ownership distributed while keeping standards under control
  - b. Multi-tiered branding.
  - c. Level of interest / buy-in (is it just IT, or do you have PR and/or the president supporting this?)
  - d. Patience for results
  - e. Standardization by attrition / by marketing authority / by offering a service
  - f. Style policy / manual
  - g. Open source (see McGill presentation)

- h. Blogs, Wikis
6. The group also listed off CMS products in use by those present:
    - a. InGeniux
    - b. Iron Point
    - c. Bricolage
    - d. Contribute
    - e. OmniUpdate
    - f. Plone
    - g. Vignette
  7. After 30 minutes (?), Thompson interrupted discussion and shifted to a new topic that had been high on the list: Governance issues. A volunteer initiated discussion with some questions. Some topics covered:
    - a. IT/Web – PR/Marketing (who owns content)
    - b. Web council / advisory committee – having cross-campus representation
    - c. Policy: official v. unofficial parts of site
  8. After 20 minutes (?), Thompson interrupted discussion and shifted to a new topic. He asked members to comment on current/past EDUCAUSE meeting offerings, specifically if they met the needs of web administrators.
    - a. Current offerings:
      - i. Some problems with relevant sessions being offered concurrently, including poster sessions conflicting with other sessions
      - ii. Web ties in with many sessions, but few truly focused on web
    - b. Proposed / ideas
      - i. Web track?
      - ii. CMS interest level is high; clarify use of term (CMS for content management system; LMS for learning management system)
      - iii. Marketing, design, strategy – less represented, want more
      - iv. Accessibility, usability, UI – good grouping, relevant to those beyond web
      - v. Trends for web (be ready for X in five years)
      - vi. Measuring team effect, productivity
      - vii. Project management (appeals beyond web group)
    - c. Core Data Service
      - i. Confounds web server & infrastructure with design/UI
  9. Sara Clark commented that the HighEdWebDev conference offers much of the web-specific topics, things that might be too narrow for EDUCAUSE. Clark also mentioned that some people from HighEdWebDev are working on developing a national higher education web professionals association. She volunteered to send information to the group listserv.
  10. Thompson thanked everybody for their involvement, directed people to the EDUCAUSE web site for information about the group listserv, and adjourned the meeting at 12:15.