

Educause Web Administrators Constituent Group Minutes

The Web Administrators Constituent Group met on October 20, 2005, at the Educause Annual Conference in Orlando, FL. Approximately 60 people were in attendance. Sara Clark, Director of Web Services at Missouri State University, led the meeting.

Constituent Group Co-Leader

Educause has requested that the web constituent group have a pair of co-leaders to monitor/promote the listserv and run the constituent group meetings. Interested attendees were asked to see Sara after the meeting if they were interested.

Group Name Change

The attendees agreed to change the name of the group from "Web Administrators" to "Web Professionals" in order to better represent the varying roles of the members at their institutions.

Constituent Group Web Site and Listserv

Sara reminded everyone that Educause hosts a web site for the constituent group at <http://www.educause.org/groups/web> This site includes a link where web professionals can register to the listserv.

Open Discussion

The attendees of the meeting discussed the following topics:

- * Content Management Systems
 - * Several institutions are evaluating and/or running content management systems. RedDot, Ion, Lenya, Joomla (formerly Mambo), Droople and OpenCMS were mentioned. Some institutions are also running systems coded in-house.

- * Web Standards and Policies
 - * The question was raised about how people are achieving consistency throughout their web site and what policies were in place.
 - * A show of hands regarding control of the web site's look revealed that about 40% of the people had web sites that were a free-for-all, 40% had baseline requirements and 10% had complete centralized controls.
 - * Several attendees noted that offering voluntary templates has led to a more standardized look on their web site.
 - * Senior management support was also suggested as critical to success. Web steering committees and users groups also help.
 - * Uwebd was mentioned as a good place to find links to higher education web policies (www.uwebd.org)

- * Funding
 - * A show of hands revealed that only about 4 people in the room had self-funded web units.
 - * Ads were mentioned as one way to generate revenue. Many expressed that the tax codes make this challenging to implement in the United States. Some people are considering selling ads that would run

within their internally facing portal, similar to how ads are sold within a newspaper.

- * Web Tool Discussions

- * Search Engines

- * Google Search Appliance: used by many institutions, available in different models, desired by campus community for its brand and good results matching

- * Verity Ultraseek

- * Atomz

- * Log Analyzers

- * Urchin: used by many institutions

- * Webtrends: much more expensive in recent version

- * Webalyzer: basic reports but is free

- * Mint (<http://haveamint.com/>)

- * Site configuration/management

- * Cpanel

- * Digital Asset Management/Document Management

- * Extensis Portfolio

- * Xythos

- * Web Services Provided to Developers at Member Institutions

- * SSH, PHP, ColdFusion, Development and Production Servers, SFTP

Ways to Improve

Sara asked if there were resources Educause could provide to better serve this constituent group. Regionalized training on specific programming topics and multimedia were suggested.