

Minutes: Web Policy Review Committee
March 19, 2002

The Web Policy Review Committee convened on March 19, 2002 at 9:40 a.m. in the CIT Training Room, J. Eugene Smith Library. In attendance were committee members Mike Berlin, Steve Frazier, David Stoloff, Ben Webman, and Julie Vecchitto; committee members not attending were Ross Koning and Fred Gordon. (The committee still needs two students to be appointed. SGA President Fred Gordon is working on this.) Also in attendance were: George Kahkedjian, Eastern's new Chief Information Officer; Kevin Gill, lead Web technical developer; and Bill Kenney, Unix System Administrator.

1. Because the committee has not met in more than a year, members and visitors introduced themselves.
2. The minutes from last meeting, held November 19, 1999, were read by the committee members. Steve Frazier made a motion to accept the minutes. They were unanimously accepted.
3. A lengthy discussion of the contents of the minutes followed:
 - Navigational issues are hurting ECSU with respect to prospective students and other audiences.
 - There is still a pressing need for a web coordinator dedicated fulltime to the management of Eastern's Web site.
 - The chair explained that although the search for a web coordinator was cancelled on two occasions, there is a committee reviewing proposals from outside vendors for a complete restructuring/redesign of the Web site. Members of the committee serving on the review committee expressed the need for a content management system.
 - One of the things that would help the committee and the Web site would be for the committee to assist in developing criteria that is given to consultants, and to include the committee in meetings with the consultants.
 - Some of the criteria include attracting people to the site; keeping people at the site, encourage them to come back by keeping content fresh.
 - One of the primary goals of the redesign is to position Eastern as "Connecticut's public liberal arts university." A search for "Connecticut liberal arts" using Google's search engine revealed that Eastern currently is not listed on the first five pages of search results.
 - The CSU decision to acquire and implement a portal for the four universities in the system may have an impact on what the redesign will need to accommodate, ~~as will~~ **Banner**.
 - At the very least, the ECSU Web site must do what other university sites do; we also must think about what we will do to make ECSU's site unique.

- Time, focus, and the commitment of the University are essential if the Web site is to be improved.
 - The discussion of CSU's plans to retire the www.ecsu.ctstateu.edu domain brought up a potentially large problem: the old web address of www.ecsu.ctstateu.edu will be retired this semester, possibly by May and definitely by June 30, 2002. Julie Vecchitto offered to send an email to all authorized web publishers informing them again that they must change all of their Web page links from www.ecsu.ctstateu.edu (or nutmeg.ctstateu.edu) to the new domain of www.easternct.edu. Mailto links that use the old domain must also be changed.
 - Another issue that needs to be addressed across Eastern's 17 000 plus web pages is the ADA requirements (Section 508). Eastern has been notified by CMAC that its site is out of compliance. A copy of the ADA requirements was distributed to the committee, with plans to address the issue at the next meeting.
4. Chair Julie Vecchitto expressed a desire to resign from the chair position. According to the Web Policy, a new chair needs to be appointed "by the president or his designee." So Ms. Vecchitto will resign in writing to the president's designee. She agreed, however, to continue serving until a new chair is appointed.
 5. A number of issues were not considered in the 1-1/2 hours allotted for the meeting. The committee agreed that another meeting needed to take place within three weeks. Information was handed out about the following issues:
 - Policy
 - a. What are official pages? -- review of policy
 - b. Disclaimer statement on pages that are not declared as official
 - c. Review ADA requirements and develop procedures to implement necessary changes
 - e. Bill Kenney recommendation regarding training as a prerequisite to web publishing
 - Update progress on Web redesign
 6. Steve Frazier made a motion for the committee to adjourn and continue its discussions after reviewing the material. The meeting will be scheduled for the first or second week of April.

Respectfully submitted,

Julie Vecchitto
 Coordinator of Design and Publications
 Chair, Web Policy and Review Committee
 University Relations Office
 101A Shafer Hall