Web User Group Meeting Notes  
March 25, 2015

In attendance

Alex Aivars, CEHD; Cara Barnes, OUR; Garald (Gary) Barton, AE; Tom Birkenbach, OIT; Brandi Engel, SA; Madeleine L. Fojtk, SA; Bradley Horstman, OUR; Christopher Jones, CHHS/Honors; Nancy Kroes, OIT; Dan Lobelle, OUR; Anita Ludwig, CEAS; Michael Sisk, EM; Liz Smith, EUP; E. C. Teviotdale, Medieval; Deb Withee, CAS

Announcements

High Ed Web Michigan conference on April 20 and 21 in Detroit—Michael Sisk will be attending

Social Media Group: April 23 at 2 p.m. in Walwood—Josh Kohnert from Development and Alumni Relations will talk about social media analytics.

SharePoint

Presented by Tom Birkenbach,

SharePoint is a portal product from Microsoft (like GoWMU) that is available by request through OIT at http://www.wmich.edu/it/facstaff/sharepoint

- Standard edition is free for university – make sure what you want to do is part of the standard edition
- IT and webmasters will be included in requests so they are aware of what departments are requesting so that SharePoint is not redundant to other tools
- License is for faculty, staff and student employees, not students
- Externally accessible (off campus) with BroncoNet ID
- Common uses: intranet for departments. Groups within departments

Should your information go on a SharePoint site or another solution?

- Public info: CMS
- Authenticated long term access to a known group of people: SharePoint
- Files that a group will need temporary access to: Webmail Briefcase
- Non-public information for broadcast: GoWMU

Article discussion

Shiny objects, toys and fads in #highered and #hesm marketing

Making better links

Presented by Chris Jones, College of Health and Human Services and Lee Honors College

- Never use click here
- Here could go anywhere, doesn’t give context
- Bad for search engines
• Your responsibility to walk user through website
• Use descriptive language
• Will improve search results
• You don’t want to click a link and it does something unexpected
• Surprises are bad
• Give clues to the user
• Not every link deserves to be a button
• Buttons should have actionable words
• Use patterns throughout your whole site
• Links should be distinct from regular text
• Don’t over-describe a link – two to five words a good target
• Don’t just enter the URL
• Clean the URL
• Don’t just send the user to the beginning of the website, bring them to the relevant page

**Roundtable**

Cara Barnes – send her an email to be on the social media list

Gary Barton – Miller ticketing system, Vending website

Madeleine Fojtik—working on SharePoint as a project management solution

Dan Lobelle—CMS 1.0 moves to the test server today WUG group give one last test, will push to production next week

Nancy Kroes- OIT reorganization [http://www.wmich.edu/it/about/responsibilities](http://www.wmich.edu/it/about/responsibilities)

Michael Whang- catalog change to cloud system, search box in elearning and GoWMU. Training sessions being hosted. [http://wmulibrariesils.blogspot.com/](http://wmulibrariesils.blogspot.com/)

Michael Sisk—presenting at MACAC annual conference on Friday

Chris Jones—Took a position at Honeywell and will be moving to Minneapolis. Congrats!

Alex Aivars – Digital signage using Drupal, one more site for audit

Next WUG meeting will be April 29 from 9 to 10:30 a.m.

Next WUG lunch will be April 16 at noon in the Bernhard Center eating area