



Webmasters' User Group

promoting Web publishing at Western Michigan University since 1999

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Meeting Notes: 11-19-08

Present: Nancy Meister, Student Affairs; Carolyn Fink, Student Affairs; Ryan McGregor, Public Safety; Margaret von Steinen, Haenicke; Ken Schaefer, Admissions; Bradley Horstman, University Relations; Nancy Kroes, OIT; Thom Myers, University Relations; Alex Aivars, CAS; Cindy Wagner, HCOB; Andrew Huang, ATIS/EUP; Matthew Newton, EUP; Susan Kamman, Campus Facilities; Joe Fee, TEC; Daren Webb, Sindecuse; Susan Copeland, Math

Introduction of the new WUG executive committee officers

President: Nancy Kroes

Nancy Kroes is the project lead Web for the Office of Information Technology. She has been in this department through at least four name changes, since 1986 and manages all Web sites under the jurisdiction of OIT as well as handling communications for the department.

Vice President: Nancy Meister

Nancy is the director of marketing and communication for Student Affairs. Her office provides marketing coordination, print promotions, graphic design and Web development to several key departments within Student Affairs. Nancy has worked at WMU a little over three years.

Secretary: Margaret von Steinen

Margaret von Steinen is the communications officer and Web editor for the Haenicke Institute for Global Education and coordinator of the Prague Summer Program, WMU's largest study abroad program. She has worked at WMU since 2003. View her work at www.wmich.edu/international or www.praguesummer.com.

Webmaster: Daren Webb

Daren is the Marketing Coordinator at Sindecuse Health Center as well as pulling duty as a physical therapist in the WMU Sports Medicine Clinic there. Responsibilities involved with the marketing of Sindecuse include Web & graphic design. Daren has worked at the health center for 15 years.

Member-at-Large: Joe Fee

Joe is a systems specialist in The Evaluation Center. He does hardware systems analysis and support as well as administration, database/application design/support/administration, LAN Management, Web site design/administration/maintenance and streaming video. Joe has been with WMU for 8 ½ years.

Member-at-Large: Bradley Horstman

Bradley has been in the Office of University Relations since 2001 where he is presently Web manager. As Web manager, he manages the design, development, and maintenance of Web sites central to the University's mission.

Member-at-Large: Deb Withee

Deb is the Webmaster in the College of Education's Educational Technology Services. She has worked at WMU for 29 years and creates and maintains the Web pages within the College of Education. In addition, she researches, develops, and evaluates strategies for marketing the College of Education.

Presentation of the new University file and folder naming standards by Thom Myers:

- Bradley Horstman, Nancy Kroes, Lisa Knutson, Tonya, Durach, Deb Withee, and Nancy Meister helped Thom develop the standards.
- File-naming conventions used U wide so there is consistency to how URLs are labeled.
- Suggesting that as we move forward, begin to use these standards; don't worry about changing file names that already exist now.
- Susan Kamman expressed concern about shortened naming for URLs may make pages harder to find. Discussion by group and suggestions made.
- File name is not the name of the document—don't try to replicate document names as file names.
- U is adopting branding standards, we're going to brand one Web address. When looking for info on Internet about WMU, everything should be marketed using www.wmich.edu address.
- If you're trying to market URL's people will remember, use common English words, not acronyms, like OIT.
- Commercial industry is way ahead of higher ed in marketing through their Web sites and naming of their URLs.
- Early 2009, direction for standards will be developed.
- Once in CMS, all URL's are going to have to be compatible for ease of running the CMS. May be 2-3 years to get all Web sites into CMS.
- We need consistent set of names for Web files, such as image folders, staff directories, etc.
- Sue Kamman noted that very familiar acronyms, such as HR, might be better to use than using "human resources" at the end of the URL. www.wmich.edu/hr instead of www.wmich.edu/humanresources
- Susan Kamman asked: if a naming convention is going to be an essential part of the management system, shouldn't we start changing our file names now? Nancy Kroes said she is adopting new standards for naming files as she performs updates of her Web sites.
- Deb Withee said there are about 400 U accounts for Web sites.
- U wants to move most of the Web sites currently not on the U server to the U server for security reasons. Satellite servers are OK for unique applications.

WUG Meeting day/time

Scheduling of meetings for 2009 – we didn't see an increase in attendance by switching times during 2008 between 9 a.m. and 11 a.m., Nancy Kroes asked if we should go back to 9-10:30 a.m. unless otherwise announced. The group was in favor. 2009 meetings shall be the last Wednesday of the month, 9-10:30 a.m.

Round Table – Updates from members

Deb W – College of Ed

Looking at Facebook/social networking presence

Thom

May need to monitor a social networking site every day for objectionable content.

Susan Kaman

Facilities Web site needs to communicate with campus.

For example, road closures and construction.

Maintains project management database for construction planning.

Nancy M

Hope to have new informational Student Life video and podcast online before spring semester.

Carolyn Fink

New to Student Affairs Marketing – primarily print and web.

Appreciates direction for organizing web and structure.

Andrew Huang – ATIS

Developing online surveys using EFM Community software.

Are able to send out an email, and restrict responses to invitees only.

Alex Aivars – College of Arts & Sciences

Moving the 27 departments of A&S to the new template.

Ryan McGregor – Public Safety

Moving Environmental Safety and Management to new template.

Working on Credit Card ecommerce site with UPay.

Joe Fee – Evaluation Center

Will roll out the Evaluation Resource Center site within a week and the Evaluation International within the next month.

Setting up evaluation standards.

Kalamazoo Promise evaluation.

Ken Shaefer – Office of Admissions

High priority right now is to fill MVP web position, which is currently posted both internally and externally.

Daren Webb – Sindecuse Health Center

Working on PHP development for students and staff to register for workshops online.

Sue Copeland – Math

Redesigned Web site last summer, but need to update content.

Closing from Nancy K

No meeting in December

Next meeting will be January 28 at 9 a.m.

Meeting adjourned at 12:30 p.m.