WUG
January 2014

In attendance: Dan Labelle, E.C. Tevioldale, Christoper Jones, Amy Brimmer, Jessica Brooks, Beth Van den Hombergh, Nancy Kroes, Gary Barton, Brandi Engel, Madeleine Lakatos Fojtik, Alex Aivars

Announcements:
Presented by Alex Aivars, WUG meeting date and time will remain the same this year, last Wednesday of each month, except for November and December. Visit http://www.wmich.edu/webmasters/meetings for 2014 dates and topics. Visit the expert list at WUG, for those interested in support. Also a reminder for those interested in University Relations social media group, check with Cara Barnes for more information.

Article review - list
Discussion topic with the following article: http://24ways.org/2013/what-to-do-with-faqs/

• FAQ’s duplicate content
• If there is a need, put the questions throughout the website as part of the content, a better solution more usable
• Write the content to answer those questions to begin with
• No longer have the search option within a WMU site – moved to the WMU algorithm
• In the CMS a search within a WMU site may again be an option—a toggle option to switch between search WMU or your site
• Send to those who may want it, can read this article
• Dan’s opinion on FAQ’s, it is a failure of site design. Content can address those questions
• Back it up with data

CMS Update
Presented by Dan Labelle
• YouTube embed is in beta testing this afternoon – live at the end of the week – don’t use with image caption, caption and embed options don’t play well together
• Security improvements to forms and directory pages will roll out with the YouTube release
• Email links on directory pages will link to forms, addressing the email address security concerns
• Forms will have Honeypot protection—replaces the CAPTCHA
• Student contributors will have access to directory pages
• Running bug – they are working on it, file attachments to a page, later remove… doesn’t get clean off the server. Solution don’t make it no more revisions. Big job
• Supplemental option at the button – change will occur – will appear as a box not in the spotlight area Not used often, this may go away
• Conditional email is now supported, this option is several emails can be submitted—email address will be viewable - change the submitted value, not an email address

Coming soon
• Training is move to D2L Elearning by the end of February–there will be no more live trainings offered
• This will be new forms for new users, new sections, etc.
• www.wmich.edu/cms — coming soon, this will be an information page
• Login link coming, also Dan will look at putting the login in GoWMU as well

CMS v2
Alex Aivars will be working with University Relations half time to get this ready, in terms of strategies, etc. More information will come later. This timeline is the end of 2014, rolled out in phases.

Addressing the login issue yesterday—the server back end systems were having problems communication. If you see a problem, first thing to do is call the help desk.
New roles

- Contributor will have all three roles author plus reporter
- Author will author plus publisher
- Manager will be managers
- Students author with internal flag

In February Dan will present the WUG update in a more presentational format. D2L Elearning will have this same information posted as well.

- Manager will have form access—internal messaging to approval will come.
- News spotlight system CMS 1.0 will be done – there will be bug fixes only at this point— note this will act more like a slideshow rather than how spotlight are done now
- Leads into CMS 2.0 will move forward

Current trends on the web

Presented by Alex Aivars

- Infographics—very popular, information presented in a very visual way and understandable
- By the numbers—number and one fact or graphic is popular on the web
- One page website fullpage.js good options to look at
- Parallax scrolling—pseudo layer affect
- Flat design is easier to use

Notes

- Stuff like “by the numbers” on my Web page
  - [http://admissions.duke.edu/](http://admissions.duke.edu/) (scroll down)
  - College of Ed website wmich.edu/education
  - U of M umich.edu
- How mobile has been increasing
  - WMU stats for the last month, 25% mobile/tablet
  - On my church’s website, 50% of hits in December were mobile/tablet
- One-page brochure websites
  - [http://www.bju.edu/why/](http://www.bju.edu/why/)
- Flat design

Roundtable discussion and sharing

Next meeting is February 26, 9 a.m. Dan Labelle will present CMS updates, including time for questions and community feedback.
WUG
Feb. 2014


Announcements: experts list, Phishing website (wmich.edu/phishing), Social media lunch (UR) BC noon (check Facebook page for more information)

State of the CMS presented by Dan Labelle

- Migration status – 175 sections as of Feb. 2014
- New web forms, field based recipient is now available
- Supplemental information – will go away if not many users
- Director pages now are contact forms not emails
- YouTube added to media manager
- Training is moving to Elearning
- Will launch about a week before the new rolls are available. How will we get access to the training?
- Request will move to wmich.edu/cms

New roles and moderation system

- Author is the basic role, basic pages, directory pages, needs review – narrow scope – everyone will have this role
- Publisher, publish marks needs review, responsible for writing system and standards compliance – publish or un-publish
- Reporter, news article, events and submit to WMU news
- Manager – spotlights, social media badges, slideshows, directory lists, web forms, menu links
- Rules Publishers can not publish their own changes
- Roles can be assigned in any combo or all 4
- All sections must have at least two users
- One publisher and one manager, can be the same person
- Could have at least one reporter, not required
- Student employees can only be authors
- Email alert will be available at some point

Bugs

- File attachment if deleted isn’t actually deleted
- Spotlight images disappear when editing limit/exclude
- Apostrophe display as &apos; in browser page
- Revert, un-publish and moderation history may not be accessible
- Text wraps on directory list in IE8
- YouTube captions don’t work, embed
- Copy and paste buttons may produce an error in Firefox
- Table captions may not allow spaces in Chrome
- Spellcheck doesn’t toggle in IE10
- Web form results are not accessible

Web Dev Group – more of a discussion forum, more information to come.

Open Discussion (a question and answer session)
Next meeting is March 26, 2014, 9 to 10:30 a.m. TBA on the topic, information to come.
Webmaster’s User Group Meeting
April 30, 2014

In attendance
Alex Aivars, Gary Barton, Brandi Engel, Chris Jones, Nancy Kroes, Michael Sisk E.C. Teviotdale, Beth Van den Hombergh, Joe VanDerBos, Michael Whang

Announcements

Social media lunch at Miller Auditorium. Email cara.barnes@wmich.edu for more information about times and locations of future lunches.

WUG leadership changes: Nancy Kroes has stepped down as member at large and Madeleine Fojtik as Secretary as

The website wmich.edu/cms is now able to accept requests for sections to be added to the CMS, you should no longer email Dan Lobelle directly.

News article discussion

Why Duplicate Content Is Bad for the Web
http://meetcontent.com/blog/duplicate-content-bad-web/

Key discussion points
• Links are easier to keep updated than duplicated content
• Duplicated content is sometimes needed when the site structure is hard to navigate, for example WMU site search isn’t that relevant. It would be easier if you could search within sections.
• You can search specific sections through advanced search on WMU sites, but it isn’t very easy to find those options.

Meeting topic: Helper programs

Roundtable discussion of the programs people use, included the following tools:

Integrity Link Checker – will give you a list of broken images, broken links on your site. Not as useful for the cms because the relative links are almost always broken

Check My Links – Chrome extension that checks for broken links.

Firebug – Similar to inspect element built in to most browsers, it allows you to inspect HTML, modify CSS and debug JavaScript

MAMP– Installs a local server environment for site building.
Chocolat - $50 text editor for mac, does markup and autocompleting.

Coda – Web design software similar to Dreamweaver.

Flow – FTP client for Mac computers.

MySQL Workbench – Visual tool for managing SQL

Sequel Pro – For database management

Paparazzi – Utility for Mac that takes a screenshot of entire screen instead of just what's visible. Lets you specify height and width and also batch screenshots with your own naming conventions.

GitHub – Collaborative software development tool

PhpStorm– Php editor and development environment.

OneNote – Windows notetaking application. Useful because you can add checkboxes to items for to-do list

M8 Free Clipboard – Keeps track of clipboard history, up to 500 clips. Flycut is a mac equivalent.

Round table discussion
Next meeting will be held May 28, 2014. The topic will be Google Analytics.
Web User Group Meeting Notes
May 28, 2014

In Attendance
Gary Barton, Dan Lobelle, Deb Withee, Nancy Kroes, Bradley Horstman, Amy Brimmer, Alex Nguyen, E.C. Teviotdale, Christopher Jones, Michael Sisk, Beth Vanden Hombergh, Cindy Wagner

Announcements
There is an experts group available to answer questions on the WUG website http://www.wmich.edu/webmasters/expertslist
No meetings in June and August

Article Discussion

Stop Wasting User’s Time
http://www.smashingmagazine.com/2014/04/25/stop-wasting-users-time/

The takeaway from this article for the group was not to be guilty of designing pages and sites to be easier for you to update but harder for the user to get what they need from your site.

CMS Status Update from Dan Lobelle

Highlights:
• CMS version 1.0 should launch in July
• Version 2.0 will feature new templates, admin UI, new content types, new layout and navigation
• Dan asked questions that center the content strategy process:
  o Why do we have a website?
  o What do people go to your site for?
  o How do you know you are successful?
• Showed examples of site designs that are successful and unsuccessful.

Ending
WUG lunch will be June 9 at noon in the Bernhard Center cafeteria.
Web Users Group Meeting Notes  
July 30, 2014

In attendance  
Gary Barton, E.C. Teviotdale, Bradley Horstman, Michael Sisk, Michael Whang, Nancy Kroes, Emma Perk, Dan Lobelle, Alex Nyugen, Amy Brimmer

Announcements  
No meeting in August  
Next meeting will be held on Sept. 24

Article discussion  
*Making users remember your website*

Takeaways:  
- Intelligent search is a requirement for large sites  
  - Replacement of WMU site search is hindered by adoption of the CMS - can't update search indexing of legacy sites  
- Have a clear content strategy and make sure your content is relevant to your audience  
- Optimize your images for speed  
  - CMS does optimize but do as much as you can as you create Web graphics. Jpeg files can be compressed with Photoshop, optimize pngs through [additional software](https://developers.google.com/web/fundamentals/performance/optimizing-images/optimizing-images)  
  - [srcset](https://developer.mozilla.org/en-US/docs/Web/HTML/Element/picture) allows you to display different pictures for different displays  

Analytics presentation  
*Studying online behavior to improve the users experience*  
By Bradley Horstman

Google Analytics  
  - Can: collect a lot of data; make measurements  
  - Cant: tell us why we have a website, improve site for us

Anatomy of a visit
- Traffic is attracted to the site
- Users take action (fill out forms, download files, find phone numbers)
- Measure conversion (how many people submitted that form)

Typical workflow for Bradley
- Create the scenario (is anyone from India visiting the research site)
- Apply analytics (Audience>geo>location)
- Learn what we see (India is 5% of audience)
- Set goals

Goals and conversions
- Getting visitors to our site is not good enough
- Goals help us determine quality

Segmentation is true analysis
Get all that data, but then segment the data to get more specific measurements

What we have set up for Western
- Analytics for the CMS
- Created a view for each CMS section
- Added users to those views with edit privileges

Western’s site search
Analytics includes site search keywords but you can’t separate those keywords from other search engines

Meeting wrap-up

Roundtable discussion of what those in attendance are working on.
Web Users Group Meeting Notes
Sept. 24, 2014

In attendance
Alex Aivars, Gary Barton, Amy Brimmer, E.C. Teviotdale, Bradley Horstman, Brandi Engel, Michael Sisk, John Mackenzie, Anita Ludwig, Margaret von Steinen, Tyler Payne

Announcements
● WUG is changing its name from Webmasters’ User Group to Web Users Group to be more inclusive to all web users and not just those with the title webmaster. This also allows us to maintain the same acronym.

● HighEdWeb Conference in Portland Oct 19-22
  ○ Cindy Wagner and Alex Aivars will be attending.

● Social Media group - Cara Barnes, the group organizer, is on maternity leave. Check with Emily Plucinak for information about any scheduled meetings.

Presentations

Bradley Horstman University Relations
Presented services University Relations provides to other departments.
Contacts for services:
● Advertising and Marketing - Chris Hunt
● Electronic communication (virtually all things that relate to web) - Dan
● Graphic Design and Print Communication - Kim Nelson
● Media and Public Relations - Cheryl Roland
● News Service - Cara Barnes
● Photography - Sue Beougher

Web resources:
● /cms anything you need for the cms
● /visualidentity where you get all your logos, templates,
● /writing for WMU writing style guide
● /web Web standards and information

John Mackenzie Office of Information Technology
Video capture software available to the campus community.
● Textsmith Relay is a screen capture program available for use on computer, iPad and iPhone that is available for free to all faculty, staff and students at no cost.
● Has been very successful, initially had storage problems because it was so well utilized.
- Users have created 880 presentations and 203 hours of content produced over the last 7 months.
- Will provide training if needed.
- wmic.camtasiarelay.com

**Tyler Payne** *OIT Help Desk*

Services the Help Desk provides:
- Tracks all technical issues on campus.
- Notify technical staff on campus when there are problems - [Help Desk blog](mailto:helpdesk@wmich.edu) to sign up for email list.
- Lists of departments on campus and who their tech staff are
- BroncoNet ID and password help
- Help with personal computers
- Network assistance, helping people get connected to the network
- Set up homepages for faculty staff and students

Cannot help with:
- CMS support,
- Dreamweaver support

**Alex Aivars** *WUG President*

WUG resources
- Website [wmich.edu/webmasters](http://wmich.edu/webmasters) (URL to change in the future)
- [Experts list](http://wmich.edu/webmasters) on website

**Margaret Von Steinen** *Haenicke Institute for Global Education*

EduWeb Conference

Highlights:
Margaret came from a business background and it was hard to adjust to how academia works. There were some presentations that put this into perspectives - Universities have too many levels of decisionmaking in a fast moving society.

We are selling an education now, people are spending money to get something from us. We have to strategize that way to keep people. Pool of graduates is smaller.

Universities are afraid to fail and we are afraid to take a risk. In business it's all about risk. It's challenging to be reflexive in the constraints of a university decision making structure.

**Brandi Engel** *Student Affairs Marketing and Communication*

High Ed Web Michigan Conference

YouTube video presentation [https://www.youtube.com/watch?v=SG0dle8eN_Y](https://www.youtube.com/watch?v=SG0dle8eN_Y)

Next meeting: Oct. 29 at 9 a.m. in the Stuart Tower conference room
Web Users Group Meeting Notes  
Oct. 29, 2014

In Attendance  
Robin Lenkart, Cindy Town, Nancy Kroes, Amy Brimmer, Emma Perk, Joe VanDerBos, Beth van den Homberg, Michael Sisk, Christopher Jones, Garald (Gary) Austin Barton IV

Announcements  
• Experts available to answer questions  
• WUG Board in directory  
• Social media group – Contact Cara Barnes

Article discussion  
http://link.highedweb.org/2014/10/words-of-wisdom-from-100-tech-savvy-students/

Topic: Working in the CMS  
• To easily find pages, add homepage to worklist and navigate through to the page you need to edit.  
• When adding multiple PDFs, copy the common URL into the HTML and add file name separately instead of copy and pasting each separately.  
• Dan can delete PDFs if needed, as well as pages.  
• Change the order of your slides often to increase engagement.  
• Create a dummy page to park spotlights that you will need later since spotlights automatically delete when not used.  
• Open in new tab if you are working on a lot of pages at once instead of navigating back to the page you are working on.  
• Change items per page so that you don’t have so many pages to navigate through.  
• Use HTML view to make a nested list.  
• When copying images from one page to another, the code, not the image, will show up in page but when you save and come back it displays correctly.  
• To line up left aligned text and images, clear floats in next paragraph.

CMS Update  
Looking to release 1.0 before the end of the year.

Roundtable discussion  
• Admissions is moving Provost site into CMS  
• Sindecuse working on healthy campus website  
• Human Resources site in CMS! Congrats, Amy.  
• Moving environmental health and safety site into HR from public safety
• University Relations working on performance improvements on CMS that should improve response on admin side. Goal of all of academic units in CMS by this time next year. Fixing architectural issues that prevented new roles.

Next WUG meeting will take place Wednesday, **Nov. 19, 2014**.
Next WUG lunch will be **Nov. 13, 2014** in the Bernhard Center dining area.
Web Users Group Meeting Notes
Nov. 19, 2014

In attendance
Alex Aivers, Chris Jones, Gary Barton, Nancy Kroes, Brandi Engel, Amy Brimmer, Beth Van Den Hombergh, Michael Wang, Michael Sisk

Announcements
CMS Update:
• Webform will have WIN number content type
• Diff module will show what content has been edited between revisions
• Will be able to search pages by title
• Added social media icons for google+, instagram

Roundtable question and answers

Next meeting will be Dec. 17, 2014. Our December meeting is a brunch potluck, please feel free to bring a dish to pass.

There will be no WUG lunch in December.