

**The University of Southern Mississippi**  
**Web Committee Meeting Agenda**

Meeting: Web Committee	Date: January 17, 2008
Location: COAL conference room	Time: 10 AM – 11 AM

Chair: Margie Jepson, Director, Marketing and Public Relations

Vice chair: Allan Edgar, Web Manager, Marketing and Public Relations

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|-----------------------------------------|-----------------------------------|
| Richard Baker - IDS                     | Sharon Meyers – Foundation        |
| Reagan Bridley – Student representative | Steven Moser – Arts and Letters   |
| Jim Coll – Alumni                       | Kristi Motter- Admissions         |
| Vince Fabra – Student representative    | Steve Oshrin - Faculty Senate     |
| John Hayman - Staff Council             | Barbara Ross - Student Activities |
| Judy Isbell – Gulf Coast                | Larry Morgan - iTech              |
| Angela Kilcrease - Arts and Letters     | Steven Turner – Libraries         |
| Karen Lott, Disability Accommodations   | Aaron Green – Marketing/PR        |
| Lance Blackwell - iTech                 | Jay Gunn – Marketing/PR           |
|                                         | Francesca David – Marketing/PR    |

***Our Vision***

The University of Southern Mississippi will be a leading university in  
engaging and empowering individuals to transform lives and communities.

Agenda Item	Presenting	Time	Notes
1. Welcome!	Allan	1 minutes	
2. Overview	Allan	5 minutes	1. SPV
3. Search	Allan	10 minutes	Google Mini
4. IT Governance: Standardize software for Web use – Dreamweaver	Allan, Lance	10 minutes	• Update
5. Web analytics software	Allan	5 minutes	WebTrends, Google Urchin 5, Sawmill
6. Accessibility for disabled users	Rich Baker	5 minutes	Update from subgroup
7. Next steps/ Next meeting: February 21, 10 AM CoAL Dean’s Conf Rm	Allan	3 minutes	What are the agenda items for the next meeting/action? Other?

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Notes

Allan called meeting to order 10:02 a.m. in Rm 304 LAB.

Commercials: Maris, West and Baker

Allan's job was to handle Web portion that students are referred to on the commercial call to action. Will be adding more SPVs to the five currently up on the Web.

Web Analytics

Tools to track users within our Web site. Currently using Webalizer (freeware) gives top 20 pages – but not nearly the whole story.

Google analytics code on some pages to get much better stats, but installing that code on every page is a real issue. My recommendation is to analyze better packages out there. We'd have to pay for them but we should just analyze them and see if the cost would be worth it.

Google's Urchin - \$850

Web Trends – Cadillac

Sawmill – mid range

Can generally get 15-day free preview of this software – before next committee meeting, do a trial run with each and compare apples to apples.

Search Complaints

Poor – doesn't give people relevant information. What they're really looking for is buried deep – it doesn't give them relevant information. We're using a free search by Yahoo. You generally get what you pay for. Had a phone call with Google. Self-contained box to run all their searches. Generally using Google's search algorithm. Search would be contained within our walls – doesn't send out. Pricing – just shy of \$6,000. Seems pretty reasonable, especially for whole campus.

Can set it to index what you want it to index – can exclude certain types of files.

Dreamweaver

IT Governance didn't take up the issue of Dreamweaver. Major changes coming to IT Governance, and this decision could be done without IT Governance.

Contribute may be a consideration for people who want to put things up on the Web. Had checked on pricing for license for Contribute – Aaron said Contribute was roughly \$59 per seat. Dreamweaver CS3 was about \$95 a seat.

Contribute could be an option for users who don't want or can't use advanced functionality. We have quite a few people on campus who want to do creative things on Web, but the bulk of people just want to make text changes.

Accessibility – Rich

Rich passed out schedule of achieving accessibility taking into account the flux of people coming and going, etc.

Council will digest schedule and come back next meeting.

Student Powered Videos online now are currently out of bounds of Section 508 compliance. Technical aspect of making it happen, Allan Edgar to take on responsibility of getting the student powered videos captioned. Need to make people higher up the chain that there's additional work hidden from their view to get Web tasks accomplished – videos can't just go up, they must go up properly.

Additional Business – Larry on A-Z Index

Tried to use the site again yesterday, using A-Z index because search is not really the way to go. Tried to find Cochran Center, couldn't find reference to it. Certain common terms need to be added to the A-Z index. Need to have the more common terms there for people to look up. A lot of terms are not on the index.

Not an exact pairing – just a common sense sort of search looking for services. Users don't know how to phrase in our verbage, but they do know their's. Add a mailto at the end of the page so that users can add suggestions to the list.

Almost every building on campus should be listed on that index as well, said Larry.

Addresses and phone numbers are being pushed as a content item on templates as well so that people can get contact information more easily.

Accessibility for online courses – captioning not complete on Web CT.