re.web
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Wednesday, April 18, 2007
AGENDA and NOTES

Present: Ambler, Bailey, Broaddus, Carpenter, Evans, Kane, Klipple, Kuffel, Martin, Mellor, and Rojas (ex officio - Bauserman, Connolly, and Jones)

Unable to Attend: Donaldson and Gamage

1. Introductions and W&M Web Redesign Organizational Structure

    The committee reviewed a document that summarized the organizational structure for the re.web project. There was a general discussion about the list of committee and project team members and the charge for both groups.

2. Communication
    - re.web project web site
    - faculty/staff and student opinion surveys

    There was discussion about the importance of increasing awareness about the re.web project and encouraging all faculty, staff and students to visit and review the project web site - http://www.wm.edu/reweb. Susan Evans presented two draft opinion surveys to be offered - one for faculty and staff, and one for students. Many expressed concern about the number of surveys distributed on campus and the difficulty of compiling and analyzing numerous responses to open-ended questions. The general consensus was that focus groups are a more effective way to solicit information from the campus community, and that the web consultants we plan to engage will work with us to establish and implement a methodology for focus groups. The committee endorsed the idea of creating a feedback link on the re.web site and using the proposed survey questions there.

    > Action
    > - Feedback option on re.web (Susan)
    > - Communication Plan for review at the April 25 meeting (Susan)

3. Project Scope

    The committee's initial discussion about the scope of the project included:
    - participation by the professional schools (Business, Education, Law, and VIMS)
    - a standard look and feel (graphics, logos, and brand)
    - the value of sharing content
    - policy decisions that will be necessary

4. Best in Class Sites

Many colleges and universities have recently completed similar web redesign projects. The re.web site includes a collection of links to best in class sites. The committee was encouraged to review web sites and forward to Susan any best in class sites they identify.

5. Pre Planning Update

Susan Evans summarized the pre planning activities as follows:
- 15 briefings with senior administrators
- technical planning with IT engineers and web programmers
- web site for project communication
- structure for project management of re.web
- 4 informal telephone calls with web consultants specializing in higher education
- assessment of some products used to manage web sites and content
- RFP draft and orientation to the procurement process
- budget

6. Web Consultants

Sam Jones is identifying funds to be used for engaging web consultants. At the April 25, 2007 meeting, we will review the draft Request for Proposal document.

> Action
> - Draft of RFP provided to the committee (Susan)

Attachments
- re.web Organization
- copy of Web Assessment Report
- copy of faculty/staff and student opinion surveys

Susan T. Evans
4/22/2007