Minutes of the UNSW Web Reference Group meeting held at 11.00am on Thursday 6 October 2011, in Committee Room 3, the Chancellery.

IN ATTENDANCE:

Judy Brookman, Director, Media & Communications
Sue-Anne Chew, Director, Marketing Services
John Pejkovic, Operations Portfolio Manager, ITS
Patrick Stoddart, Manager, Technology Enabled Learning
David Turnbull, Manager UNSW Web and Innovation
Keryl Harmon, Academic Administration

Minutes:

Tim Bennett, Web Specialist, Central Web Unit

1. **APOLOGIES:**

   Adam Goc, Enterprise Architect, ITS
   Fiona Mclean, Marketing Manager, Faculty of Science
   Luc Betbeder, IT Manager, Faculty of Medicine
   Kate Clark, Marketing Manager, Faculty of Arts and Social Sciences
   Howard Amos, Deputy University Librarian
   Kelley Johnson, Web Manager, Australian School of Business

2. **CONFIRMATION OF MINUTES FROM 4 AUGUST 2011**

   Approved

3. **ONLINE BRANDING GUIDELINES UPDATE**

   There was a great deal of consultation with the reference groups, faculties, centers and business units across UNSW. A great deal of feedback was gathered and reviewed with much of the feedback being implemented in the latest iteration of the Brand Guideline.

   The next steps for the guidelines are to give it a cover sheet and have it posted on the Governance and Support website. Controlled entities are now included in the scope of the document; Sue-Anne Chew is meeting with them to bring them on board. It was affirmed that exemptions are available where compliance is difficult due to technical restrictions.

   Most major business units are on brand or coming on brand soon. The Research Gateway and the Faculty of Law have recently come on brand. ADFA requested and is getting design assistance from the CWU as is the Faculty of Engineering.

   Conference sites are not covered by the guidelines, but the proposed conference gateway will make branding these sites easier by providing a semi-white label solution.

4. **CENTRAL WEB UNIT SITE**

   This site is coming soon and will provide an automated domain name application service. The site will be circulated among the web reference group for feedback once content is developed further.
5. **PROPOSED CHANGE TO SECTION 4.3 OF THE WEB POLICY**

It was discussed that the rationale behind the proposed change was to get people to choose an appropriate CMS, and limit the number of CMSs in use across UNSW. Owing to the difficulties in reaching agreement on which systems will be supported, the new language states that preferred systems will be identified.

**CURRENT CLAUSE:**

The University will identify preferred content management systems for developing or redeveloping UNSW websites. Websites using these nominated systems will be network supported and hosted internally by IT@UNSW.

**PROPOSED NEW LANGUAGE:**

The University will evaluate and identify preferred content management systems for developing and/or redeveloping UNSW websites. Those involved in developing or redeveloping websites should contact the Central Web Unit for advice and assistance.

There was further discussion of upcoming web strategy discussions for 2012. There will be less of the narrow focus on CMSs and more consideration of the 2007 web strategy document. The respective roles of CWU and IT need to be clarified, especially consultation processes in situations where IT decisions will affect the web development environment. The example given was the Verity/Idol upgrade path, where an incremental vendor update for a little-used search indexing system means no consideration has been given to improving the strategically-important search function on university websites. The domain management strategy, which replaces the ITIP process, will have an important role in web governance.

Identifying out-of-date core information hosted online is an important task in particular there are documents all over the place that are linked to directly which then are not deleted when the documents are subsequently updated. Furthermore, the documents themselves contain no version information, expiry dates, or information on how to verify that a document is current.

This is the issue that the proposed PDF Engine will seek to address in 2012.

6. **OTHER BUSINESS**

Discussion of getting the UNSW Top Level Domain is cost prohibitive (over $500k) and no other universities have claimed theirs in the first round. The Marketing team discussed the benefit and decided it was limited for the cost.

7. **NEXT MEETING**

Scheduled for 11:00am, Thursday 1 December 2011 in Committee Room 3, The Chancellery.