

## School of Arts, Languages & Cultures

Web Committee Meeting on Wednesday 15th May 2013, 14:00

Venue: W3.13 Samuel Alexander

*Unconfirmed minutes*

Present: Dr Kostas Arvanitis (Chair), Anke Bernau, Daron Burrows, Andrew Crome, Warren Gates, Roddy Hawkins, Darren Jackson, Wendell Kimber, Phil Olsen, William Schroeder, Karen Wang, Mark Woolstencroft

Minutes: Ashton Bamfield

### 10. Apologies

Georg Christ, Francesca Smith, Rebecca Whitehead

### 11. Minutes of last meeting on 27<sup>th</sup> February 2013 (Enclosure 11)

Minutes of the previous meeting were confirmed as an accurate record.

### 12. Matters arising from the last meeting

The Chair, Kostas Arvanitis, requested that the following points be actioned:

**ACTION POINT: All Subject Area Web Officers to divide current staff from honorary/emeritus staff (where relevant). See example here:**

<http://www.alc.manchester.ac.uk/subjects/classicsancienthistory/people/> . If unsure, Web Officers asked to contact Phil Olsen [phil.olsen@manchester.ac.uk](mailto:phil.olsen@manchester.ac.uk)

**ACTION POINT: All Divisional Reps were forwarded a list of "hidden" subject area web pages and asked to share these with the Subject Area Web Officers.**

### 13. Report on recent developments and future action plan by Web Academic Director (Enclosure 13)

#### 13.1. Clarify and implement Web Governance

Kostas informed members that discussions had been held in March with Marie Gray and James Thompson, and a compromise reached in relation to moderator access. Moderator access could not be granted at subject level due to technical issues; however, updates would be actioned with a turnaround of one working day.

Ownership was discussed, with Kostas confirming to the Committee that subject areas are in joint ownership of web content with the Faculty Web Team. Kostas hoped that with the new SLA and Faculty guidelines we should have a framework we can operate within, thus moving on from such discussions.

Kostas asked members for any comments; William Schroeder asked if the technical issue preventing moderator access could be resolved in the future. Warren Gates suggested that this would have to be requested as an organisation from T4 which, unfortunately, is not a viable option.

Kostas stated that we have good support, and called for close collaboration between the subject Web Officers and the Faculty Web Content Editor, with Web Officers encouraged to utilise Phil Olsen's expertise.

Warren Gates advised members that the Faculty guidelines on style and format, which will include templates, were expected to be released for consultation within the coming days, and requested that members feed back any comments. It was noted that Georg Christ had developed guidelines, which would be sent to Faculty.

Kostas drew attention to the website resource area on the intranet, where members will be able to find previous minutes, analytics and guidelines.

### **13.2 Review navigation, usability and content**

Kostas suggested that content was revised in particular areas, members then discussed terms that could be used to get more hits on Google which would significantly improve the website.

### **13.3 T4 training for new subject area/divisional web officers**

Karen Wang told the committee that she was waiting to hear back from Tracy Timperley regarding T4 training.

### **13.4 Design and implement new subject area landing pages**

The Faculty had produced new landing page templates for subject areas. The new landing pages are a result of the user testing and evaluation that took place last year. The introduction of the new landing pages is underway.

### **13.5 Adopt Columba events system**

Kostas requested that Columba be used by members, and highlighted that when events are entered into this system, they will show on the events section of the web pages. There were also discussions regarding improving the visualisation of events publicity. Warren Gates asked members to note that Columba is not an internal system, so close collaboration with Columba to localise it to SALC was on-going.

**ACTION POINT: Before the start of the next academic year all Subject Areas to be on Columba**

### **13.6 Develop Centres websites (ULC, CNW, ICP (including Museology and Arts Management), CIDRAL, Martin Harris Centre)**

5 Centres were to be redeveloped before the start of the next academic year, however, the Committee had been asked not to redevelop any further centres until the School finishes its review. Karen Wang suggested that the starting point for the review of centres would be in the next couple of weeks.

### **13.7 Give web officers access to pool of images**

Kostas updated members on Third Light, which provides an interface for sharing images. It was noted that SALC was the first School to have access, and that there will be a pool of images for each subject area. Concerns about ownership were raised, to which Kostas informed members that fair usage would be the best way forward. There is a traffic light system that operates within Third Light; green indicates images are available to anyone, amber indicates that access must be requested from the account owner and red indicates that only the account owner is able to use these images. Kostas indicated that specific images, for example those used on the home page, could be set as red. Kostas also informed members that there was a drop-box containing a number of images that could be used for landing pages which Phil Olsen now had access to.

**ACTION POINT: Kostas to ask a bursary PhD student to add existing images to Third Light so members can access these.**

### **13.8 Develop SALC Web and Social Media Strategy**

Kostas told members that an initial meeting had been held with 'audience agency' to discuss preliminary ideas of how SALC could effectively use social media. Guidelines and strategies for the use of social media within SALC were in early draft format, these would allow for a more strategic and consistent approach in the next academic year, once the landing pages were completed.

#### **14 Service Level Agreement Draft (Enclosure 14)**

Kostas tabled comments on the Service Level Agreement which were discussed with members. Further discussions were held around the one working day turnaround time. One working day turnaround was clarified- 'anything submitted prior to 08:30 would be actioned on that day. After 08:30, completion could be expected by the next working day'. Phil Olsen further clarified this by stating that this would be dependent on the nature of the request. If a request was too complex to be completed within one working day, an e-mail would be sent indicating a time-frame for completion. Kostas asked members for additional comments- William Schroeder asked for it to be noted that one working day was oppressive to those actioning the requests. Kostas suggested that due to the simple nature of many requests, one working day was reasonable. He further informed members that should the Faculty Web Team have prior commitments, exceptions could be made.

#### **15 Feedback on T4 and Write for Website training (Enclosure 15)**

Kostas shared feedback with members of the group and asked if there were any further comments. Members, in reference to the second point on the enclosure, suggested that training should include exercises. Warren Gates agreed that this would improve training, and informed members that the plan was for future training to be more practical in nature. William Schroeder asked what the rationale was for extending the length of the 'Writing for the Web' training, suggesting that this was not necessary, which many members agreed with. Warren Gates highlighted that if training was to become more practical, further time would be necessary.

Kostas requested an update on when the next training session would be held. Karen Wang informed members that there were no plans for another training session this semester due to the requisite number of 8-10 trainees not being met. Kostas raised concerns that delaying training would not be beneficial.

**ACTION POINT: Karen Wang to follow up training with Tracy Timperley and request that training be scheduled sooner rather than later.**

Karen Wang highlighted that in the 'Languages & Intercultural Studies' Division, nobody is T4 trained, which she found disappointing.

**ACTION POINT: Daron Burrows to discuss his replacement with Matthew Philpotts (Head of Division)**

#### **16 Search engine analytics and survey on web terminology use (Enclosure 16, 16.1)**

The issue of using unfamiliar terminology, for example PGT, and the impact of this on applicants and recruitment were discussed at length. Enclosure 16 was talked over, with Kostas asking for further comments.

Warren Gates informed members that the URL navigation title, and the page title are of paramount importance. Warren went on to explain that Google prefers logical, consistent paths, in straight forward English- with a preference for hyphens being used to separate words. The URL should match the title of the page, or be a condensed version of it.

Warren Gates talked through the Google analytics report (enclosure 16.1). Kostas raised concerns relating to SALC's low indexing within Google, to which Warren Gates suggested that both legacy and historic links are stealing traffic from the new site. Kostas suggested that the current 10% of traffic which the School website was receiving needed to be improved, thus making the SALC website more visible.

After in-depth discussions, the members of the group, along with the Chair, agreed that terminology should incorporate the more commonly used phrases (MA and PhD), so that applicants would see Postgraduate (MA), and Postgraduate (PhD) when navigating the website.

**ACTION POINT: Warren Gates to action the implementation of the agreed terminology.**

Issues around Campus Solutions (CS) data not being accessible to the Faculty Web Team were raised. Kostas asked Darren Jackson if it would be possible for a link to take users from the CS course pages, to the subject area home pages. Darren Jackson agreed this would be possible.

**ACTION POINT: Darren Jackson to set up link from CS course page to subject area home pages.**

Kostas suggested to members that another survey be undertaken with students starting in September 2013, which would aim to evidence how suitable the new website had been, and whether it had encouraged applicants to take up a place at UoM.

#### **17 A. O. B.**

Kostas raised some points that Georg Christ had requested be added to the agenda. Georg had asked that public engagement and outreach/impact be added at subject area level. It was noted that there was already a 'Schools and Community Engagement' tab available for use, and that there would be difficulties in implementing School wide tabs as different subjects used different terminology.

Kostas asked members whether the setting up of subject area intranet spaces would be worthwhile. Members discussed how having a main repository would be helpful, but suggested the issue of intranet as an internal process may not be for the consideration of the Committee. Karen Wang suggested shared drives as an alternative.

#### **18 Date of the next meeting**

The next meeting is to be held in 2013-14 academic year.

**ACTION POINT: Kostas to update members via e-mail over the summer**