

re.web

Wednesday, April 25, 2007

AGENDA and NOTES

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

Unable to Attend: Donaldson

1. Communication Plan - phase one

The group reviewed and approved a proposed plan for increasing campus awareness about the re.web project. Elements of the communication plan include announcements via WMDigest, Student Happenings, myWM, Alumni eConnections, Student Class listservs, and various campus newspapers.

Henry suggested using the Admitted and New Students tabs in myWM to include incoming students. Sarah agreed that these new students are likely to review the re.web project site and provide feedback.

Jennifer suggested sending a communication about re.web to College web managers and Susan confirmed that a list of these individuals is available.

Lorne recommended a plan for tabulating results from the feedback option that is now available on the re.web site.

Action

- The first set of results will be tabulated and provided to the committee in late May
- Susan will send web links to the raw data submitted to the feedback form to the group

2. Request for Proposal

- **Outline of the Process**
- **Time line**
- **Draft RFP Document**
- **RFP Committee**

Susan outlined the process for engaging consultants at W&M. Discussion about the posting period for the RFP resulted in a recommendation from Courtney that the RFP be advertised for three weeks. The committee spent time on a detailed review of the RFP document, making changes and suggestions that will be incorporated into the final RFP. Lorne recommended that we notify the consultants who worked with Brown University on their recent redesign effort.

There was discussion about the W&M Logo Committee and Susan suggested the option of using the Web Redesign Consultants engaged for re.web to consult on the College logo. Stewart, a

member of the Logo Committee, is pursuing this option with the Logo Committee Chair, Sam Sadler.

A list of the members of the RFP Committee for the web information architecture and design phase was provided. Members are Andrew Bauserman, Henry Broaddus, Courtney Carpenter, Susan Evans, Tim Jones, and Jack Martin.

Action

- Susan will send the committee the list of vendors who will be notified of the RFP
- Stewart will talk with Sam Sadler about using web consultants to benefit the Logo Committee's work
- Susan will work with Sandra Eatmon in Procurement to post the RFP by May 1

3. Discussion about Information Architecture

There was minimal time for a discussion about IA. This description of the concept was provided to the members of the W&M Web Advisory Committee:

The core of the W&M web is information and services. The top priority for re.web is to engage consultants who can work with us to analyze our web content and to structure the information effectively. Web information architecture is the *blueprint* – it is essential for strategic message, navigation, search capabilities, and a sustainable web presence. Information architecture is also the road map for a web redesign; it supports the evolution of the interim web presence and makes a future content model possible.

4. Next Steps, next meeting?

Susan proposed that the next series of meetings could occur in June when consultants submitting proposals for the Web Redesign RFP will be on campus making presentations. The group agreed to receive updates and participate in discussions via email.

Attachments

- Communication Plan - phase one
- Draft Request for Proposal