

BSUFA MEET AND CONFER AGENDA
SINGLE ITEM
January 8, 2014 4 PM
DEPUTY 301A

Present: President Hanson, Bill Maki, Martin Tadlock, Scott Faust, Marybeth Christenson, James Parker, Jim Pulliam, Bob Griggs, BSUFA Chris Brown, Mike Murray, Mike Morgan, Keith Marek, Sheila Paul, Josephina Li

SINGLE ITEM: Web site redesign due to the MBA online degree Cohort development

Mr. Scott Faust:

BSU must have a great website but the website is currently dated. We have needed to update the website. Therefore we are going to do a complete overhaul of the whole BSU website. Right now the MBA is on the leading edge of the whole website. We sent out RFPs in October and received 16 proposals by November 4th. White Whale, out of Oakland, California was a mid-priced competitor that will allow BSU to administer the website.

BSU will pay \$208,000 for entire site not just content. White Whale creates websites exclusively for education; mostly in higher education. They are pursuing an aggressive time table. The website must be done in 1 year. White Whale has done work for MIT and NYU. Individuals in BSU's IT department liked what they have seen of White Whale; however, the contract has not been completed.

By February 6th

White Whale will complete research phase and phone meetings, and finalize campus visit.

March 21st

Meetings with dean and VPs, unions, sep with students, packed to cover in 2 days
Must hear from stakeholders

April 11

Complete design, with 3 alternative designs, templates, and admissions content –
April 11 – MBA

Beginning of May

Conferring with people in academic offices
Deans will shape this information
Better understanding and concerns
On a schedule
Each department correct and update
Send to vendor

Review and hand over best content to vendor

On backend – stakeholders early September (pages built)

Set of departments – enrollment Ed, Nursing, Biology, Business Admin

Chris Brown

Lots less drafty than this appears

Scott

Timeline – this needs to be workable for the vendor

Jeff

This seems to me, what is the strategy for maintaining this, are you going to have an expert to bring this in?

Scott

Absolutely

We need people who are trained to maintain the webcontent. Staff will need to maintain the web content. It will not be maintained by the vendor or Jim's staff.

People across the departments will be responsible for doing this.

Rachele asked

Website is being designed for laypeople

Jeff asked – answer:

BSU specific website, the website is being designed so that BSU employees will be able to enter information into it.

Mike Morgan

Who is going to be maintaining the template?

Scott

Jim and Sam are going to maintain the template

Mike Morgan

On our servers?

Scott

Our servers

Mike Morgan

Departments will be inconsistent

Scott

Reason for choosing White Whale – creating the content, the tone

Website looking for

Mike Murray

Do we not have someone on staff can write this website?

Scott

We have someone on site but not to this extent. We need 2000 pages
Wait a minute, the Departments are writing all the material. White Whale is creating the template

Mike Morgan

They will take the updated and cleaned up content and produce it. Need common content.

Scott

No we don't have the time to build this.

Jeff

Who has the final say on the language to represent my Department? Is it my Department or White Whale?

Bob Griggs

Very similar to the last time.

Mike Morgan

I read the proposal the sites are mediocre. Are these friends of yours?

Scott

I have worked with them.

Jeff

Individual faculty design their own website how is that going to be handled?

Scott

I don't have experience with that. I don't think that is a big problem.

Mike Morgan

Want to bring in student work and faculty work – “to bring us into the story” – to determine the appropriate narrative voice

No user testing – what about accessibility – it is not in the proposal

What about languages – it is not in the proposal

Jim

It is part of the web team and helping them with ADA testing

Chris

Are you confident in White Whale?

Jim

Absolutely

Scott
Looking at April 4 – to access faculty

Mike Murray
Whose role is it right now to update and maintain the current website?

Scott
The departments
Mike Murray
The website is incorrect, my name is not in the directory, our department is in the wrong building

Chris Brown
We will take this information to the Senate
Bob
Ask IFO and ACC to assist in this process

Jeff
Who is the final word?

Bob
Collaborative process

Jeff
Departments want to write our stuff, want to represent ourselves, Write your

Scott
We want white whale to review that material, they will provide training.

Chris
It only makes since for the faculty who make up the department to have final approval

Scott
We are hiring a vendor to have the best communication, the best way to present the stories,
We are hiring them to help us to be outstanding

Mike Murray
Will there be a standardized process to maintain the website?

Scott
It is going to be encumbant on all of us to develop this

Adjourned at 4:50 pm

NEXT REGULAR SCHEDULED MEET AND CONFER MEETING: