Staff Employees’ Council Web Site Committee ● 2013-2014 Annual Report
Submitted February 18, 2014 by Ashley Andrews, Chair

Committee Members: Ashley Andrews and Cheyenne Magpantay
Purpose of committee

A committee of at least three (3), including the Public Relations Coordinator, shall review and update the SEC web site on an ongoing basis. The committee shall also make recommendations for major web site revisions or improvements to the Council for review.

Charges

I. Develop and maintain the SEC web site (annual/standing).
II. Develop and maintain the SEC Facebook page (Executive Board).
III. Accept anonymous Hot Topic submissions (Executive Board).
IV. Submit an annual report in February 2014 (Executive Board).

Action taken on charges

I. Develop and Maintain the SEC web site—

Every SEC Web Site Committee member received web site Content Management System (CMS) training from Integrated Marketing (IM), qualifying committee members to provide professional web site maintenance services to the Council. Since the last Web Site Committee Annual Report in July 2013, these web site maintenance services included more than 60 informational and style guide consistency web site updates, creation of one new page, heavy remodeling of one existing page and the addition of integrated social media functionality to the SEC web site.

**New Page Development:** Recently, the SEC began publishing twice-yearly newsletters to improve communication between the Council and its constituents. To maximize the effectiveness of this communication campaign, the Web Site Committee created a web page designed to increase SEC Newsletter visibility and accessibility. The Committee utilized newsletter content to develop and post web page verbiage, and organized and uploaded copies of past and current SEC Newsletters.

**Existing Page Remodeling:** The SEC Web Site Committee transformed the existing Meeting Minutes page into a Meeting Materials page and posted Council agendas and other available meeting materials retroactively to 2010 to the remodeled page. This
action more widely distributes agendas in advance of meetings and allows meeting material access after meetings.

**Integrated Social Media:** Integrating functionality from the SEC Facebook page into the SEC web site harnesses the power of social media to increase communication between the Council and its constituents across mediums. The Committee added Facebook like buttons to each SEC web site page, an abbreviated like box to the SEC home page and an expanded like box to the Contact Us page. Through these features, site visitors can benefit from and pass along to others the information disseminated through the SEC Facebook page without leaving the SEC web site.

II. Develop and maintain the SEC Facebook page—

The Committee created an SEC Facebook page on October 17, 2014, and populated the page with content retroactively through January 2007. Since then, the Committee has utilized the page to share more than 200 important updates and 25 events with classified staff. To date, nearly 30 classified employees actively follow the page.

III. Accept anonymous Hot Topic submissions—

Constituents can submit Hot Topics to the Council through a form on the SEC web site. To encourage the use of this feature and to improve the quality of topics received, the SEC Web Site Committee worked with Integrated Marketing to configure the Hot Topic form to accept anonymous submissions.

IV. Submit an annual report in February—

The Committee Chair submitted this annual report on February 18, 2014.

Other Activities

**Budget:** The SEC Web Site Committee did not have a budget allocation and did not incur any expenses this year.

Timeline

The Web Site Committee follows the below timeline to provide an up-to-date and useful SEC web site for University classified employees.

**Monthly:** Update the “Next SEC Meeting” link on page x13893 following the detailed instructions contained in the Committee’s “Updating the website for
each SEC meeting” document found in the SEC Sharepoint Website Committee Documents folder. Post each month’s meeting agenda as it becomes available to page x14264. Post each month’s meeting minutes as they are finalized to page x14264. Post each month’s meeting materials (ie PowerPoint presentations, handouts, etc.) to page x14264. Move the Classified Employees of the Month from page x14260 to page x26710 and post the new Classified Employees of the Month to page x14260.

Annually: Post new SEC officers and representatives to page x14259 and move past officers to page x14805 at the beginning of each new term. Update page x21011 with Open House information (i.e. date, time, location, flyer, photos) as it becomes available. Update page x16472 with Classified Recognition Reception information (i.e. date, time location, flyer, photos) as it becomes available. Update page x14260 with Annual Distinguished Classified Employee information (deadline, flyer, form) as it becomes available. Update the Annual Distinguished Classified Employee awardee information on page x14260 and move previous awardee information to page x26709 when the new awardee is announced.

As Needed: Update all SEC web pages not listed above, but most frequently the Committees (x14613), Representatives (x14259), Newsletters (x36409), Open House (x21011), Annual Classified Recognition Reception (x16472), Forms and Resources (x14986) pages as needed. Meet with committee members as necessary.

Recommendations

Committee Membership: To ensure that the Committee is able to perform its responsibilities in a timely manner, to avoid Committee member burnout, and to meet the minimum Committee member requirement as outlined in the SEC bylaws, the Web Site Committee and SEC Executive Board are encouraged to place a strong emphasis on recruiting, training and sustaining new committee members.

Council-wide Communication: In order to keep the website up-to-date, the Executive Board, Committee Chairs and Council members should inform the Web Site Committee Chair immediately upon any changes to the following:

- Annual Classified Recognition Reception (date, time, location, flyer)
- Annual Distinguished Classified Employee
- Awards
Committee Security: To ensure the continued security of the SEC web site and Web Site Committee accounts, Committee security policies and procedures should be developed, implemented and posted to SharePoint for future reference immediately. Suggested policies include:

- Immediately notifying Integrated Marketing to remove web site access as Committee membership changes.
- Compiling a list of Committee accounts, URLs, usernames and passwords; uploading that list to an SEC SharePoint folder accessible only by Committee and Executive Board members; and constantly updating account passwords and folder access as Committee and Executive Board membership change.

Committee Bylaws: To preserve the SEC Facebook page, the Committee recommends this charge be formally added to the Committee’s purpose listed in the Council bylaws.