

The Information Technology Council

Meeting Minutes

April 3, 2018

I. Call to order/Approval of Minutes from Last Meeting

- a. Karen King called to order the meeting of the Information Technology Council at 8:28 AM on April 3, 2018 at East Tennessee State University in the President's Conference Room.
- b. The following persons were present: David Currie, Andrea Di Fabio, Tisha Harrison, Bill Hemphill, Myra Jones, Karen King, Michaele Laws, Margaret Pate, Tony Pittarese.
- c. Karen King asked for a motion that the February minutes be approved. Tony Pittarese moved and Tisha Harrison seconded. The minutes were approved as a posted with all in favor. The Council did not meet in March due to Spring Break.

II. Action Items

a. External Email Notifications – Karen King

- i. Testing internally an external stamp on any email that comes from outside the institution that puts 'External' in the subject line and adds the sentence "this email does not originate from an ETSU person or service"
- ii. Whitelist domains that are associated with ETSU, not from any particular domain
- iii. Email best practice to help students/faculty/staff recognize phishing scams
- iv. No action is required by the user
- v. Recraft message and move to bottom of email
- vi. All were in favor

Action item: Prepare response and include in communication plan

b. TAF Innovative Proposal Recommendations – Myra Jones

- i. Family Medicine Facilities Multimedia Classrooms
 1. Family Medicine has already purchased equipment for classrooms in Family Medicine facilities, and is requesting to be placed on TAF rotation for future equipment replacement
 2. ITS currently provides maintenance is already provided
 3. No current costs associated with approval

4. Recommendation from the committee; no motion needed
 5. All were in favor
- ii. Bachelor of Science in Engineering Labs and Classroom
1. Engineering has invested their own funds to purchase additional memory, video cards, etc. and TAF has previously allowed them to retain these computers
 2. Engineering would like to repurpose these computers to be used in new labs created to support new BS in Engineering joint degree program with TTU
 3. Recommendation from the committee; no motion needed
 4. All were in favor
- iii. Mathematics Video
1. Requested WebEx room in Warf Pickel
 2. Request was denied by TAF and sent to ETSU Online
 3. ETSU Online will review and provide funding if appropriate
 4. Informational only; no action taken.
- iv. Sherrod Library
1. Computers from the computer lab and a color printer were moved to the Sherrod Library from the Culp Center due to renovation
 2. Request is to replace the color printer on the first floor of the library and the computer located inside the Help Desk used by students
 3. Recommendation from the Committee; no motion needed
 4. All were in favor
- v. Orientation Services Office move to Brooks Gym
1. Orientation Services needs place inside Brooks Gym to provide orientation over the next two years due to renovation of the Culp Center and is requesting funding for network drops and projectors
 2. Would require new telecom closet that would be permanent
 3. Request was submitted for estimated cost of \$26,000.00; Tim Ferguson estimated cost is \$45,000.00 to provide appropriate equipment
 4. TAF subcommittee recommends providing \$25,000.00 to help defray some costs
 5. Other offices located inside Brooks Gym will be using the equipment as well, and should be responsible for a portion of the costs
 6. Cost to prepare Brooks Gym for new student orientation was not covered in Culp Center renovation budget

7. Request is being used for technology needs, not furnishings or other expenses related to temporary move and setup
8. Recommendation from the committee; no motion needed
9. All were in favor

c. **Web Steering – Michaele Laws** (reference slides presented during meeting that are provided at the end of these minutes)

i. Informational Items

1. Template-Only Migration Complete
2. Google Analytics Platform
3. More Accurate Data

ii. Calendar Upgrade

1. Branding of Calendar
2. Landing Page of Calendar
3. Layout of Individual Calendars
4. Campus Communication
5. All were in favor

iii. Homepage Plans and Goals

1. Internal Only Homepage Layout and Design
2. Update Mission Statement
3. Updated Timeline
4. New Design Website
5. All were in favor

iv. Result of Web Portal/App Committee

1. In planning phase
2. Tabled until next meeting

v. App Development Website

1. In planning phase
2. Tabled until next meeting

III. **Discussion/Information Items – Karen King**

a. **Potential Establishment of a demilitarized zone (DMZ)/ perimeter network**

high risk servers – Tony Pittarese

- i. Department of Computing education server was blacklisted and course work was not available to students off campus
- ii. Academic servers to be put in a DMZ to add firewall of security
- iii. Necessary to allow faculty and students a teaching and learning environment, and protect the university from unnecessary risk

- iv. Other academic departments on campus could also put servers in the DMZ

Acton Item: ITS will address this and pursue cost, timeline, and network team actions

b. Mandatory Security Training Policy – Karen King

- i. State requirements and sanction
- ii. Other university audits found a lack of security training and no descriptive solution for end users that don't comply
- iii. Must address as a serious risk
- iv. No action taken

c. Preferred Name Discussion – Karen King

- i. Tabled until next meeting

d. Follow up items from previous meeting

- i. Tabled until next meeting

e. Extend meeting time to one and a half hours to allow for more in-depth discussion of topics beginning with May meeting

IV. Subcommittee Reports

- i. Tabled until next meeting


V. Old Business – None

VI. Adjournment

- i. Karen King adjourned the meeting at 9:46 A.M.

Web Steering


Report from Meeting on 03/09/2018



INFORMATION TECHNOLOGY SERVICES
EAST TENNESSEE STATE UNIVERSITY

Informational Items

- **Template-Only Migration Complete**
 - 248 sites
 - October 2016 – March 2018
 - ETSU sites have same look and feel
 - Still need to revisit accessibility
- **Google Analytics Platform**
 - Revamp configuration
 - Implement Google Tag Manager



INFORMATION TECHNOLOGY SERVICES
EAST TENNESSEE STATE UNIVERSITY

Informational Items

More Accurate Data!

Account


- Consolidate existing accounts
- Better implementation across ETSU Sites

Cross Domain Tracking

- keep up with users as they move across ETSU sites
- 1->2->3 progression instead of 1 -> 1 -> 1

Device & Location Tracking

- Better device data
- Expanded Internal vs External user data



INFORMATION TECHNOLOGY SERVICES
EAST TENNESSEE STATE UNIVERSITY

Calendar Items

- **Branding of Calendar**
 - Default: [Default Calendar Layout](#)
 - <https://go.activecalendar.com/etsu/>
- **Layout of individual Calendars**
 - <https://go.activecalendar.com/etsu/site/academicdates/>
 - <https://go.activecalendar.com/etsu/site/planning/>
- **Landing page of Calendar**
 - <https://go.activecalendar.com/etsu/directory>
- **Campus Communication**



INFORMATION TECHNOLOGY SERVICES
EAST TENNESSEE STATE UNIVERSITY

Calendar Items

- Campus Communication
 - wait until after graduation to make live
 - run a "coming soon" campaign before the launch
 - run an informational "look what's new" campaign after launch and early fall

Homepage Plans and Goals

- Current Homepage
 - Internal Only homepage layout and design
 - [Internal-Only Homepage](#)
 - Communication Plan
 - wait until after graduation to launch
 - work with UR to help with communicating to campus
 - perhaps a model window with explanation to acknowledge changes, set a cookie to dismiss and not show again

Updated Mission statement

- Current Web Mission Statement:

Promote the dissemination of organized and relevant information for our audiences. The web site audiences include prospective and current students and their families, current and prospective employees, alumni, colleagues outside the University, campus visitors, the media, and the general public.

- Approved Web Mission statement:

Deliver accessible, mobile friendly information relevant to our target audiences. Provide information for prospective students and their families on the university homepage. Provide information for additional web audiences, to include current students and their families, current and prospective employees, alumni, colleagues outside the University, campus visitors, the media, and the general public on top level pages.


Updated Timeline

- Create an accessible, "mobile first" homepage that has a primary audience of prospective students
- **Phase 1 (May 2017):** Implement a design refresh of our homepage and top level pages with current content in place [**Phase 1 Completed August 2017**]
 - Evaluate current data from Noel Levitz to see how students are using University homepages and what information is important to them
 - Apply lessons learned from Noel Levitz to prioritize our existing content
 - Where possible, implement progressive web app technology
 - Where possible, implement lessons from Nielson Norman Research on **User Experience for Mobile Applications and Websites**

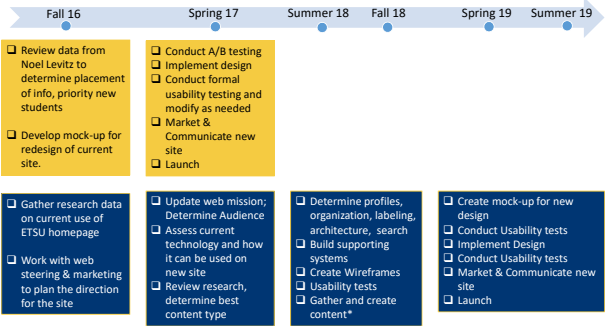
Updated Timeline

Phase 2 (August 2018 2019): Implement a total update of our homepage and top level pages


- Conduct research on the use of our existing website by various audiences
- Evaluate content needed for the site
- Create specifications and build supporting systems for content
- Update the web mission statement; Create user profiles
- Assess current technology and how it can be used on a new site
- Review and select an organization scheme
- Review and select a labeling system
- Review and select a searching system
- Consider and create an updated, accessible information architecture
- Evaluate and implement best usability and accessibility practices
- Evaluate and implement best design practices, as they balance with usability and accessibility
- Implement content and design that aligns with the marketing goals for the University



Timeline for Development of Homepage and Top Level Pages




Fall 16	Spring 17	Summer 18	Fall 18	Spring 19	Summer 19
<ul style="list-style-type: none"> Review data from Noel Levitz to determine placement of info, priority new students Develop mock-up for redesign of current site. 	<ul style="list-style-type: none"> Conduct A/B testing Implement design Conduct formal usability testing and modify as needed Market & Communicate new site Launch 	<ul style="list-style-type: none"> Gather research data on current use of ETSU homepage Work with web steering & marketing to plan the direction for the site 	<ul style="list-style-type: none"> Update web mission; Determine Audience Assess current technology and how it can be used on new site Review research, determine best content type 	<ul style="list-style-type: none"> Determine profiles, organization, labeling, architecture, search Build supporting systems Create Wireframes Usability tests Gather and create content* 	<ul style="list-style-type: none"> Create mock-up for new design Conduct Usability tests Implement Design Conduct Usability tests Market & Communicate new site Launch



ETSU Homepage & Top Level Pages


- New Design Website

<https://www.etsu.edu/its/webtech/projects/homepage/>



Web Portal/App

Report from Meeting on 03/26/2018



ETSU Mobile App Development

- Mission & purpose
 - Back End -> Structure
 - Back End -> Server Side
 - Back End -> Push Notifications
 - Overall Design/Layout
 - App Development
- Website: <https://www.etsu.edu/its/webtech/projects/mobileapp/>