



UNIVERSITY COUNCIL ON TECHNOLOGY

Friday, November 4, 2011

2:00 p.m. to 4:00 p.m.

316 Kent Student Center

Attendees: Paul Albert (Educational Technology), Mark Ashmore (College of Technology), Cathy Bakes (Faculty Senate), Denise Bedford (Information Architecture & Knowledge Management), Ken Burhana (University Libraries), Gina Campana (Diversity, Equity and Inclusion), Mary Caplin (College of Nursing), J. P. Cooney (Graduate Studies), Lin Danes (University Communications & Marketing), Paul Farrell (Faculty Senate), Pam Grimm (Faculty Senate), Sameer Jaleel (Web Presence), Koon-Hwee Kan (School of Art), Jeff Pellegrino (FPDC), Arden Ruttan (Chair), Coleen Santee (Enterprise Support & Application Services), Matt Suhay (Web Presence), Rose Tran (Vice Chair)

- I. Welcome and Call to Order – Chair Ruttan called the meeting to order at 2:05 p.m.
- II. Minutes –Draft and revised minutes from May 6, 2011, September 9, 2011, and October 7, 2011, were distributed for review. Informational statements not germane to the argument were removed from the draft minutes to generate the revised minutes. All distributed minutes were approved.
- III. Plan Meeting Themes for Remaining Meetings – Security issues will be the theme for December’s meeting, distance learning for February, and Federated Services (ways to use effectively for maximizing potential) for March. After theme meetings, UCT should return suggestions and recommendations. Small groups could be utilized to generate recommendations. April’s and May’s meetings can be dedicated to discuss those recommendations brought forward.
- IV. Search Engine Configuration by Lin Danes, Sameer Jaleel, Matt Suhay, and Denise Bedford – The search engine project is a collaborative effort including both technical and content elements. Matt Suhay with Web Presence has worked diligently to advance the search engine to its current state. The search engine can be changed and tweaked and will grow.

UCM is evaluating good and bad searches. Bad searches are when no results are returned, such as with misspellings. UCM took the top 30 searches and tweaked the metadata, etc. Some immediate steps taken regard filtering searches to the Kent site. The advanced filter option has been made more visible by shading “All Campuses” to indicate it is a dropdown box. For searches frequently misspelled, such as calendar and Bursar, it can be built into the taxonomy, the classification scheme. Google searches work on frequency; so, the engine assumes that the one found most often in the index is what you are seeking.

It was noted that a search on GPS road maps returned the 2010-2011 maps, not the 2011-2012 maps. The active road maps are on the GPS application and not in CommonSpot. The archived maps are in CommonSpot. Since the best match is the one with the most hits, the search returns last year’s maps. The search engine can be tweaked to crawl to the current one.

Features discussed were best bets (forces desired or most relevant answers to the top of the list), key matches (matches for common searches used in best bets feature; i.e., event and academic calendars for searches on calendar) and adding internal advertising to the side of the pages (a list of recommended common sites; i.e. “you may also be interested in” type of links).

Phase II will have rich environmental little boxes with additional information and expanded searches. Meta tags will be inserted in the pages to add related topics. The search will then return metadata of pages on the side, a menu for further scoping the search. Facets are parameters for filtering. Organizations can ask to add custom

tags. Tags are assigned when pages are designed and this may be able to be done automatically. Google analytics is being utilized in all search results and provides elaboration (what searched on, etc.) for further search guidance.

The search appliance includes up to 500,000 pages, and our current count is 29,438 pages. There is an option to expand beyond CommonSpot. Highlighting research would require going off of CommonSpot. Helpdesk and knowledgebase articles will be reviewed. The next upgrade capacity is 500,000 pages and costs a little less than double.

An action group was formed for determining who to contact for assistance with generating advice for search engine optimization, and the following meeting attendees volunteered to serve on that action group: Jeff Pellegrino (co-lead), Denise Bedford (co-lead), Paul Farrell, Ken Burhana, and Lin Danes. Support was voiced to include Admissions, internal and external constituents, academic advisors, student learning, and students. Chair Ruttan offered his assistance as needed.

V. New Business – None presented.

VI. Member Concerns

- A. Web Page Responsibility - Pam Grimm expressed concern with individual responsibility for web pages. Changes were recently made to her web page by a person in authority and one of her programs cannot be found. Pam has now been informed that she is responsible for maintaining her web page, but indicated she lacks the skill set or time to do so. Changes to the web page occur infrequently, and it is not an intuitive interface. Lin Danes responded that open labs have been held but the best solution has not been determined. Training could be set up for new students. Support was expressed for having a pool of students trained in CommonSpot available for assistance chargeable to the department by the hour. Lin Danes will check into this. A recommendation was made to determine if this concern is a general issue which should be reviewed as a business process for the University. Part of the problem could be that there is no well defined process, and it could prove beneficial to establish standardized/best practices.
- B. PowerPoint Limit in CommonSpot – Cathy Bakes asked to have the PowerPoint limit in CommonSpot expanded. It takes a long time to upload. Sameer Jaleel responded that the PowerPoint limit can be increased, but the upload time issues will have to be investigated.
- C. Training for Faculty – Chair Ruttan stated that the mandated GPS training was an inefficient use of time and not well suited to faculty. The learning could have been accomplished on your own with the provision of a manual and account. The training was very remedial focusing on button by button steps, not the overall scope and how to use the software with the opportunity for experimentation. Pam Grimm added that the undergraduate advisor group found the training inadequate and did not feel competent on using it. The software is not intuitive. Jeff Pellegrino offered to convey the concern.
- D. Account Creation in Qualtrics – Ken Burhana reported he was unable to create an account in Qualtrics after receiving a message to create an account. Paul Albert responded that you log on by using your Flashline username. Paul will contact Qualtrics to check on changing the message to indicate to use your Flashline username to log on.

VII. Pam Grimm expressed her appreciation for the search engine optimization work and to Paul Albert for all his support in response to her e-mail requests.

VIII. Meeting adjourned at 3:43 p.m.
Minutes submitted by Debbie Dobrilovic