

**EERE Web Coordinator’s Meeting Minutes
*Thursday, January 17, 2013***

**Attending in Person**

EERE Communications & Outreach – Drew Bittner; Alex Clayborne, Billie Newland, EES

FEMP – Joe Konrade

Fuel Cells – Kristen Nawoj, Sentech

Geothermal – Glenda Garcia, EES

Vehicles – Shannon Shea

Wind and Water – Liz Hartman

**Attending by Phone**

AMO – Bory Buth and Winnie Kwok, Energetics

Biomass – Taryn McKinnon, BCS

Buildings – Brent Radcliffe, Energetics; Natalie Gregory, Emily Laidlaw, Amy Vaughn (Solar Decathlon), NREL; Wendy Graves, Akoya

FEMP – Heidi Blakley, NREL

Fuel Cells – Sara Havig, NREL

Solar – Linh Truong and Tina Eichner, NREL

Vehicles – Trish Cozart, Matt Rahill, NREL

Wind and Water – Alex Lemke, NREL; Steven Goldman, Energetics

Weatherization: Karen Petersen, NREL

EERE Communications & Outreach – Scott Minos; Elizabeth Spencer, Leslie Gardner, Cha Snyder, Allison Casey, Nicole Harrison, Chris Stewart, Marsha Luevane, and Michelle Resnick, NREL; Wendy Littman and Michael Thomas, EES; Liz Penniman, BCS

Golden – Mary Treska

**Summary**

This was the 52nd meeting of EERE’s Web coordinators.

**Current Business**

*Around the Table*

* Drew Bittner mentioned that the various areas of EERE are now going through the orientation for content inventories and using the CIMS tool, as part of our transition efforts.
* Billie Newland gave a Web Governance Team update: There is a new version of the project information form you complete when you bring a project to the WGT. It’s on the WGT wiki and Communication Standards site, and it will be sent out with the meeting minutes. Please replace any versions you have with this new one.
* Shannon Shea asked about the state stories links that are broken on the corporate sites (from the news area on the right). Chris Stewart said this is an area under development right now and meant to be hidden; there will be an update on this project in a future meeting.
* Advanced Manufacturing is working on its About section. Content inventory orientation is scheduled for next week.
* Biomass has a big update of its R&D section going on to reflect a recent reorganization within the office. Content inventories will be starting soon.
* Buildings is wrapping up the last section of its overall corporate redesign, as well as launching the Building American Solution Center and undergoing CIMS training.
* FEMP is looking at redoing its home page and training pages based on a recent Crazy Egg study. ***Question for the group: Are there any training, tools, or case studies within your area that would be of interest to federal energy managers? Please send the info to Joe Konrade so that these can be promoted.***
* Fuel Cells is working on a map of funded projects and planning a Crazy Egg study for next month, as well as assessing content.
* Geothermal has started its content inventories and is considering a Crazy Egg study. The office is also beefing up some content, such as the budget page.
* Solar is starting its own content inventories and supplementing its project database, particularly in the systems integration area. The office has been working on other items such as posts on DOE’s Energy Blog, and is coming to the WGT in the next couple weeks for a new peer review project.
* Vehicles is doing a usability study for FuelEconomy.gov. A new section of pages for EV Everywhere is going up soon; some content is still being developed. There are new overview pages for two of the technologies areas. Also, updates are being made to the maps and data pages. A YouTube channel for Clean Cities just launched.
* Wind and Water has been very busy the past couple weeks updating content. New content for how a wind turbine works – the site’s most popular – will go live in the next couple days. There is a widget that accompanies this content; where on EERE can that widget be placed? If we fund a publication that is branded to a for-profit organization, can it be part of the EERE library? The answer has traditionally been no, but whether or not it resides on the EERE servers is a factor. Lab-branded products are allowed.

*Changing Program/Office Names*

Drew Bittner and Alex Clayborne discussed this process, which could begin at any time. EERE is now working on a new design for its home page and topical landing pages. We need the programs/offices to comb through their center content and make the appropriate name changes for staging as we wait for the OK to officially publish the changes. EES will implement all name changes to the template: banner, breadcrumbs, etc. As you are staging center content changes and we await the official go-ahead, be especially careful of any left navigation changes you may be making for other site edits you are doing. Left nav changes can bypass the workflow process, and they can go live with the global publishes we’ll be doing to implement the template changes. So be aware of that as you do other site edits in the next few weeks.

Names on the sub-office level aren’t changing, as far as we know. An example is the Wind Program and Water Program, both under the Wind and Water Technologies Office. Please make sure, also, that the applications within your sites residing outside the CMS are updated for the name changes, too. Will the GovDelivery templates be updated? Yes, NREL will coordinate those banner changes with the EES template changes.

*“Find What You Needed?” Widget*

Drew explained that recently Buildings was contacted by OMB and asked to remove a feedback element from its right-column accordion, for lack of proper approval. This element, which asked one question of the user on what they thought of the site, is very similar to the “Find What You Needed?” right-column widget we use throughout many of the EERE sites. Wendy Littman is working with OMB on this issue, as it has been our understanding that asking this one question of the user is allowed. ***Question for the group: Which of your sites use the “Find What You Needed?” widget? Please send your info to Drew and Wendy.***

*Transition Update*

Michelle Resnick gave a rundown of what’s happening right now with the EERE transition. We’ve held about 10 orientation sessions so far with the various areas of EERE. We hope to have the content inventories completed by February 15. We’re looking specifically at topical collections of content. Drew suggested we have a quick webinar (15 or 20 minutes) with everyone at their desk to assess any feedback, at the end of January or early February. Thanks to Amy Konigsburg for serving as the previous Advisory Board chair, and welcome Linh Truong to that position.

*Communication Standards Tip*

Elizabeth Spencer discussed title tags, which are added by coders and which are captured in searches and in browser bookmarks. EERE requires these title tags to be coded in a certain way. Refer to the page in Communication Standards, particularly if your coder may not be aware of these requirements: <http://www.eere.energy.gov/communicationstandards/titletags.html>.

*Next Meeting*

The next Web coordinator’s meeting is scheduled for 1:30 p.m. on February 21.

***Addendum; Drew asked that this info be added to this month’s minutes:***

An issue was raised recently about the “You are leaving DOE …” message that comes up for links going outside the DOE sites, and that it doesn’t come up for all documents in the EERE Publication and Product Library. The library URLs are coded in such a way as to enable a count of the number of clicks on a publication. For this reason the script for the “You are leaving DOE …” message that runs for all the other pages in EERE does not work for library or the dynamic PIR pages. The library’s tech team is looking into a way to work that script for library and dynamic PIR pages.