

**EERE Web Coordinator’s Meeting Minutes  
*Thursday, February 21, 2013***

**Attending in Person**

EERE Communications – Drew Bittner; Alex Clayborne, Billie Newland, Michael Thomas, EES

AMO – Melissa Eichner, Energetics

Education – Erin Twamley, EES/Chenega

FEMP – Joe Konrade

Geothermal – Glenda Garcia, EES

Vehicles – Shannon Shea

Wind and Water – Liz Hartman

**Attending by Phone**

AMO – Bory Buth and Winnie Kwok, Energetics

Bioenergy – Taryn McKinnon, BCS

Buildings – Brent Radcliffe, Energetics; Shan Osborn, PNL; Emily Laidlaw, Amy Vaughn (Solar Decathlon), NREL; Wendy Graves, Akoya

FEMP – Heather Proc, NREL

Fuel Cells – Kristen Nawoj, Sentech

Solar – Linh Truong, NREL

Vehicles – Trish Cozart and Matt Rahill, NREL; Natalie Committee, New West; Vicki Skonicki and Suzanne Williams, Argonne

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

Weatherization: Christine Platt; Kristin Swineford, New West

EERE Communications – Carolyn Hinkley, Golden; Elizabeth Spencer, Leslie Gardner, Cha Snyder, Allison Casey, Nicole Harrison, Marsha Luevane, and Michelle Resnick, NREL; Liz Penniman, BCS

**Summary**

This was the 53rd meeting of EERE’s Web coordinators.

**Current Business**

*Around the Table*

* Drew Bittner put out a call for nominees for Advisory Board chair. One possibility is to cycle through the tech offices for this. ***Please let Drew know if you or someone in your area can serve as chair.***
* The DOE National Library of Energy, a compendium of all energy materials across government, was discussed at last week’s DOE Web Council. See the email from Drew for more information. Can we get a demo from OSTI, showing how to do advanced search, explaining what is public content? Drew will follow up with OSTI about this. Drew is also following up with Ben Dotson on the EERE topical links that have been implemented on Energy.gov. Ben will be coming to a future Web coordinator’s meeting.
* Advanced Manufacturing has just launched a new site section for the Advanced Manufacturing Partnership and is looking at the possibility of renaming some current initiatives.
* Bioenergy updated the R&D section, implemented its name change across the site, and finished its content inventories in CIMS. The office is incorporating peer review information on the site. Bioenergy is also looking at ways to highlight accomplishments – what are the other offices doing for this? What about an automated means of displaying relevant posts from the Energy Blog? Vehicles has asked DOE about this; Allison Casey will follow up.
* Buildings has been finishing up its Emerging Technologies section, the last section of the overall site redesign. The office is also asking managers to provide success stories. There are new operations folks in the office who are getting the lay of the land; as a result some information audits are underway.
* Education is focusing on its home page layout. The office knows that users are looking for basic energy info. Career mapping is another priority area; contact Education if this is something your office is interested in.
* FEMP did its content inventories in CIMS and has been looking at other EERE sites for links of interest to federal energy managers. Buildings and AMO are the first areas being examined. FEMP also plans to update its home page and is working on enabling CEU credits for its training courses. The program is coming to the WGT today for a new project, the Laws and Regulations database.
* Fuel Cells has finished its own content inventories for the EERE pages, though is still working on the DOE Hydrogen site. The office is working on its R&D content and has implemented the name change.
* Geothermal has completed its content inventories and its name change across the site. The office is looking at enhancements to its projects database and might incorporate links to OpenEI and improve the Congressional district info in the search.
* Solar is finishing its content inventories and the name change. The office has also kicked off a user-centered design approach.
* Vehicles added a new section for the EV Everywhere Grand Challenge. The office is updating content on its technology pages and is nearly done with the content inventories. Vehicles is looking at doing a card sort across all of the transportation technologies. FuelEconomy.gov participated in First Fridays. The office also launched an EV readiness scorecard tool and is seeing a spike in users from that.
* Weatherization is planning to circle up with Drew regarding the content inventories. The Solution Center inventory is complete. The name change is in process on the sites.
* Wind and Water have finished their content inventories for the most part. Updated content for how a wind turbine works is live. There is an updated rotator and layout on wind.energy.gov, including some edits to the content below the rotator. The programs are looking at adding intro text to the contacts pages that explains the office structure. Have offices received any guidance on position names, such as “program director” vs. “office director”? Not yet. Wind and Water are also in the early stages of figuring out good ways to promote the list-servs. Have other offices done this successfully? Are Facebook and Twitter possibilities? What about outreach on LinkedIn – are any offices using it? Is there any guidance pertaining to that? Vehicles has a LinkedIn group for the Clean Cities coordinators, but this is a collaborative space for them, not outreach. Drew will bring up this question at the next DOE Web Council.

*Featured Publications Widget Update*

Glenda Garcia explained how the widget for featured pubs in the EERE Publication and Product Library has just been updated: The “Related Publications” and “Go to Library” links now take the user to the library for that particular office or area, rather than the EERE library. You may need to republish the pages that have the widget on them, though the recent global publishes to implement the office name changes have likely taken care of that. If you have questions, please contact your EES technical rep.

*FY’12 Annual Report*

Drew Bittner, Nicole Harrison, Allison Casey, and Michelle Resnick discussed some key results from the EERE Web FY’12 annual report, which is posted on the Communication Standards site: [www.eere.energy.gov/communicationstandards/website\_reports.html](http://www.eere.energy.gov/communicationstandards/website_reports.html). See the meeting slides for more detailed info, but overall, visits are slowly building again after a fall-off last year (factors include the move of the Energy Savers site, as well as Energy.gov no longer referring traffic to us). Google is by far our top referrer, and “energy plus” is the top search term leading users to EERE. Are we using campaign traffic code? There is a way to track this in Google Analytics. Vehicles uses it. For Facebook, did the numbers drop after Facebook instituted a new policy for paid ads? Not known.

*Office Name Change Progress*

Alex Clayborne gave a rundown of where we are with the office name changes across the sites. Most of the major sites – 10 out of 11 – have been updated. Buildings is undergoing its change today, and after it is implemented, we will have captured 82 percent of what we’re tracking. It looks like the lion’s share of the changes will be done by March 1.

*Transition Update*

Michelle Resnick and Linh Truong gave an update on the transition efforts. Thanks to everyone who completed the content inventories; next steps are an analysis of the content from those, as well as drafting the transition content strategy. From this effort will come a list of EERE topics and subtopics, plus the identification of cross-cutting and common content.

*Communication Standards Tip*

Elizabeth Spencer highlighted the new page on partnership website standards: [www.eere.energy.gov/communicationstandards/partnership\_websites.html](http://www1.eere.energy.gov/communicationstandards/partnership_websites.html). A partnership site is one focusing on an effort between EERE and another DOE office, another agency, or an outside entity. Partnership websites can have their own branding and a unique URL, though there are still federal requirements to meet even if your site is outside the EERE template and standards. A partnership site does need to come to the WGT.

*Next Meeting*

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