

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

**Attending in Person**

EERE Communications – Drew Bittner, Scott Minos, Cori Sue Morris; Alex Clayborne, Billie Newland, Michael Thomas, EES/Chenega; Chris Stewart, Michelle Resnick, NREL; Liz Penniman, BCS

Education – Erin Twamley, EES/Chenega

FEMP – Joe Konrade

Geothermal – Glenda Garcia, EES

**Attending by Phone**

AMO – Melissa Eichner, Energetics

Bioenergy – Taryn McKinnon, Morgan Evans, BCS

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

Energy Innovation Portal – Rebecca McEwen, Meghan Bader, NREL

FEMP – Heather Proc, NREL

Fuel Cells – Kristen Nawoj, Sentech; Sara Havig, NREL

Solar – Linh Truong, Alexis Powers, NREL

Vehicles – Shannon Shea; Trish Cozart, Matt Rahill, NREL; Vicki Skonicki, Suzanne Williams, Argonne

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

Weatherization – Julie McAlpin, Kristin Swineford, New West

EERE Communications – Carolyn Hinkley, Golden; Elizabeth Spencer, Leslie Gardner, Cha Snyder, Shauna Fjeld, Allison Casey, Nicole Harrison, Marsha Luevane, NREL

**Summary**

This was the 54th meeting of EERE’s Web coordinators.

**Current Business**

*Around the Table*

* Thanks to all who participated in the Advisory Board meeting this week.
* Bioenergy is holding a Web-centric brainstorming session in the office. The office is also updating the home page and adding content such as an accomplishments page.
* Buildings has a couple projects going to the WGT today, and has been working on updating content in the DOE Challenge Home database and the Home Energy Score site.
* Education is working on a career planning section of the site, as well as a move to Drupal.
* FEMP has completed its content inventory.
* Fuel Cells had a presentation this week from Wendy Littman on its recent Crazy Egg study, which provided some interesting information.
* Geothermal is looking at a home page redesign as well as a subscription setup for e-news.
* Solar is focusing in the next month on developing content for success stories and project highlights, as well as on the work at the labs.
* Vehicles is preparing for the 20th anniversary Clean Cities content, developing strategy around that.
* Wind and Water have been in conference-driven mode lately for three upcoming events. The programs are also working on their R&D content and content related to the launch of the Clean Energy Manufacturing Initiative (CEMI) site next week. Wind is working on a page on testing facilities.

*Rules for Feedback Widget*

Drew Bittner explained how recently EERE learned that the one-question feedback widgets or surveys we believed didn’t need OMB approval actually do require approval. We recently removed the “Find What You Needed?” right-column widget from the sites (and if you haven’t yet, please do). So what does this mean, moving forward? OMB approval is required whenever we ask any number of questions of 10 or more members of the public. See WGT guidance on any survey you may be planning. Can we do a blanket request to the OMB for this kind of survey or widget for all the offices? No. How useful has the information been from these widgets? Education used it and pulled a monthly report on it, and Geothermal used it for a while. What about the webmaster contact form – doesn’t that qualify as asking for information from the user in this way? No. Are we still doing the EERE annual survey of users? Yes.

*New EERE Landing Pages*

Allison Casey talked about the plan for the new topic landing pages, which will have deeper content than the current ones, will highlight some of the most important office content, and will include related content from cross-cutting sites as well as user-friendly links. Next steps include meetings with communications leads and with each office. Right now the redesigned EERE home page is scheduled to go live with the current topic landing pages in the next two weeks, then new landing pages will go live three or four weeks after that. The new landing pages will not incorporate the data from the content inventories just completed in CIMS, though that will be used for a future update.

*Links to Energy Saver*

With the recent move of the Energy Savers site to Energy.gov, and the content reorganization and rename to Energy Saver, Allison Casey asked for offices to review their sites during maintenance for any links to the content that need to be updated. What criteria were used in the redesign of the Energy Saver site? This was driven by Public Affairs. EERE was able to give some input into the blocks on the page.

*Transition Update – Analysis Phase*

Michelle Resnick gave a rundown on where we are right now with the transition: An analysis is underway of all the content inventories completed (which is nearly all of them), with the focus first being on the renewables. Linh Truong gave a thanks to the most recent chairs for the Advisory Board and mentioned that Glenda Garcia will be the chair for the next three months. Drew added that it has been difficult to find folks to fill this chair position, and more federal representation is needed here.

*Product Governance Team*

Cori Sue Morris introduced the new Product Governance Team, which follows the model of the EERE Web Governance Team. See the slides for more detailed info on this new process, which requires products such as logos, templates, exhibits, and outreach publications to be reviewed for consistency, style, and other criteria. The PGT calls happen every other week, with the next one on March 27. Is Bill Martin from the EERE Mail Center involved in this process? Cori Sue will follow up with him. What about electronic fact sheets posted only on the websites – do these need to follow the process? Yes, these get a print number and are still “publications.” At what stage does a product need to come to the PGT? Before its creation, in the planning stage. The deadline for submitting items for a PGT call is noon Eastern on the Tuesday before that Wednesday’s meeting.

*Communication Standards Tip*

Elizabeth Spencer discussed a recent addition of content to the EERE Style Guide, which includes entries unique to publications and exhibits, and scientific terms and how EERE uses them. See a complete list of changes at <http://www.eereblogs.energy.gov/communicationstandards/>.

*Next Meeting*

The next Web coordinator’s meeting is scheduled for 1:30 p.m. on April 18.