

**EERE Web Coordinator’s Meeting Minutes  
*Thursday, May 16, 2013***

**Attending in Person**

EERE Communications – Drew Bittner, Alex Clayborne, Wendy Littman, EES/Chenega; Liz Penniman, BCS

AMO – Melissa Eichner, Energetics

Bioenergy – Taryn McKinnon, BCS

FEMP – Joe Konrade

Geothermal – Glenda Garcia, EES

Vehicles – Shannon Shea; Natalie Committee, New West

**Attending by Phone**

AMO – Winnie Kwok and Bory Buth, Energetics

Bioenergy – Morgan Evans, BCS

Buildings – Brent Radcliffe, Energetics; Shan Osborn, PNL; Wendy Graves, Akoya

Education – Erin Twamley, EES/Chenega

FEMP – Heather Proc, Adrian Schulte, NREL

Fuel Cells – Sara Havig, NREL

Solar – Linh Truong, NREL

Vehicles – Trish Cozart, Matt Rahill, NREL; Suzanne Williams, Argonne

Wind and Water – Julie Jones, NREL; Steven Goldman, Energetics

Weatherization – Christine Platt, Kristin Swineford, New West

EERE Communications – Carolyn Hinkley, Golden; Elizabeth Spencer, Leslie Gardner, Shauna Fjeld, Allison Casey, Nicole Harrison, Marsha Luevane, Chris Stewart, Michelle Resnick, NREL; Michael Thomas, Mike Peck, Billie Bates, EES/Chenega

**Summary**

This was the 55th meeting of EERE’s Web coordinators.

**Current Business**

*Around the Table*

* We had a good Web Advisory Board meeting earlier this week, discussing content types. Ask Shannon Shea if you need the materials from the meeting.
* We met with Public Affairs yesterday.
* We will soon be launching the EERE Successes web presence; thanks to everyone who contributed.
* AMO is planning to redesign the home page, given new priorities for the office, then the office will get ready for migration.
* Bioenergy had its quarterly brainstorming meeting and is working on getting accomplishments on the website, also may be changing its URL to /bioenergy.
* A new Buildings Performance Database site should be launching in the next couple weeks.
* Education is adding some career planning tools to the site, including green jobs fact sheets.
* FEMP is getting ready to launch in the next couple months a new regulations database that will interact with all service areas. The program also submitted a budget for FY’14 to redo the home page.
* Geothermal just went through the whole peer review process and posted all of the presentation files, which may eventually go into a database. The office created a general e-news GovDelivery profile and did a Crazy Egg study, and is looking at a home page redesign.
* Solar refreshed its home page earlier this week. The emphasis is on the awardees and projects. The office updated some lower-level areas like the resource center and is building out product pages for the photovoltaic section.
* Vehicles is continuing its content overhaul and working on its new merit review database. The office is also doing a usability study.
* Wind is sending live its distributed wind widget.
* Weatherization is working with management on displaying Recovery Act data, as well as working on wireframes.

*Measurements with Meaning: Developing an Analytics Strategy*

Trish Cozart offered an adapted presentation she gave for GSA in D.C., focusing on developing an analytics strategy and using the Clean Cities and AFDC websites as examples. Analytics come from everywhere, not just Google Analytics--from server side stats, Flite and GovDelivery, program reporting, and many other places. The first step in building a metrics strategy is to understand why your business exists and what outcomes are expected. Then you need to know the strategies used to accomplish those outcomes, and determine if the Web can be used as a tool to support them. An example of designing a Web strategy to achieve key business outcomes is in the redesign of the Clean Cities website to help public- and private-sector stakeholders join local coalitions of others committed to reducing petroleum use. The next step is to make sure the analytics measured on the website show how you’re meeting your strategic outcomes. Metrics should include to both leading indicators that measure efficiency/process (such as coalition profile page views) and lagging indicators that show impact (such as coalition stakeholder numbers).

*Taking Full Advantage of Statistics Reports*

Alex Clayborne talked about the different stats EERE currently has through Google Analytics, what “treasures” there are among them and how you can use what you have available. We’re collecting elements such as visits, unique visits, page views, page views per visit, visit duration and bounce rates. You can learn what browsers or mobile devices users are on, and what social media tools they use. We’re also investigating how to track referrals from specific Facebook pages, for instance. A high bounce rate for a page is not necessarily a bad thing – a user could’ve found exactly what he or she needed then left. A session timeout is also considered a bounce. Keep in mind that stats are not enough to tell you what you need to know about your site; look at other options such as a usability study. Also note that if you’re developing a site or application outside the CMS, you’ll need to add the EERE stats code manually yourself.

*Update on Feedback Widget*

Wendy Littman gave an update on this issue, based on some additional research and seeing what other agencies like HHS are doing. If you’re interested in using the feedback widget, you need to get the approval of both the WGT and OMB. You’ll be asked to justify the purpose, report on your feedback collection plan, limit the burden to the public, and be prepared to provide URLs and screenshots.

*Website Redesign Update*

Shannon Shea explained that the EERE topics and subtopics are currently being reviewed by the offices. Offices are also providing feedback on the content types outlined in this week’s Web Advisory Board. Next steps are to deliver a content strategy and refine the content types.

*Communication Standards Tip*

Elizabeth Spencer discussed the Plain Writing Act of 2010 and how it affects federal websites, requiring us to use writing that is clear, well-organized, and appropriate to the subject and intended audience. Many of our writing-related pages on Communication Standards include best practices. See <http://www.eere.energy.gov/communicationstandards/plain_language.html>.

*Next Meeting*

The next Web coordinator’s meeting is scheduled for 1:30 p.m. on June 20.