

**EERE Web Coordinator’s Meeting Minutes  
*Thursday, June 20, 2013***

**Attending in Person**

EERE Communications – Drew Bittner, Alex Clayborne, Billie Bates, EES/Chenega; Liz Penniman, BCS

Analysis / Strategic Programs – Zack Baize, Energetics

Bioenergy – Taryn McKinnon and Kristin Rubisch, BCS

Education – Erin Twamley, EES/Chenega

FEMP – Joe Konrade

Geothermal – Glenda Garcia, EES

**Attending by Phone**

AMO – Melissa Eichner, Bory Buth, and Winnie Kwok, Energetics

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

FEMP – Heather Proc, Adrian Schulte, NREL

Fuel Cells – Sara Havig, NREL

Solar – Tina Eichner, Linh Truong, NREL

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

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

EERE Communications – Elizabeth Spencer, Leslie Gardner, Allison Casey, Nicole Harrison, Marsha Luevane, Michelle Resnick, NREL; Michael Thomas, Pallavi Gupta, EES/Chenega

**Summary**

This was the 56th meeting of EERE’s Web coordinators.

**Current Business**

*Around the Table*

* Please submit your IT budgeting information by June 25.
* Congratulations to Shannon Shea and her husband as they welcome baby Dylan!
* Carolyn Hinkley will be out of office for a while following surgery.
* A reminder that all usability studies must be reviewed by the WGT, with the exception of Crazy Egg studies. We’ve created a shorter, targeted project info form for usability studies, and you’ll receive a copy of that with this month’s minutes and slides. The process is changing somewhat in that you’ll complete the form, but you will not need to call in to a WGT meeting unless we have questions for you on the information you submitted.
* A redesign of the Energy Analysis site was recently launched by Strategic Programs team. Note that developers are still addressing tech issues with the functionality on the home page on IE – it does not appear to be working from within the firewall at Forrestal. How will the mobile platforms affect projects like this? Responsive design is something EERE is addressing right now.
* AMO is redesigning its home page and its Technical Assistance section. Winnie Kwok is moving on to a startup in Palo Alto.
* Bioenergy now has Google Analytics set up on its blog and would like to see any stats the other offices may have for blogs. The Bioenergy Blog will be added to the EERE blog list. Do any of the offices have good strategies for increasing conference participation? Send your ideas to Taryn McKinnon or Kristin Rubisch, and note that Taryn is moving on to a new opportunity at the beginning of July and Kristin will be taking over her Bioenergy web work. Also note that Bioenergy is changing its URL to /bioenergy rather than /biomass – ***please adjust any Bioenergy links you have on your sites to reflect this.*** (Post-meeting note: the change will be live by June 27.)
* Education just finished a Crazy Egg study on its clean energy jobs pages. The office is working on a social media series and is interested to hear if any offices are using plug-ins for social media like Facebook or Twitter – email examples to Erin Twamley.
* FEMP has a regulations database in beta testing; the database should give more interactivity to the site. The program has also submitted a budget to revamp the site.
* Vehicles is working on the EV Everywhere Grand Challenge and has added pages with a U.S. map. Clean Cities is celebrating its anniversary and getting ready to launch the Clean Cities Blog.

*Conference Registration Form Fields*

DOE / PA is working on a conference registration system that EERE will be able to use; offices were asked to review the draft list of fields and provide feedback ASAP, on the day of the meeting. This will be an external facing form that we will use and it will go over to GSA. One goal of it is to limit the amount of PII (personally identifiable information) we collect.

*EERE Home Page and Landing Pages*

Allison Casey discussed the recent changes to the EERE home page and topical landing pages, which were made to better align them with the Energy.gov look and feel, address user research, and meet new content requirements for EERE. The home page is live, and the landing pages were planned for launch in the next week. How do you navigate to the landing pages? They will replace the pages that are now linked by topics from the home page. Can offices use the redesigned tech icons? There are no concrete guidelines for their usage yet, but yes, contact Allison if you’d like the image files, with the caution to keep in mind that they’re not logos.

*Mobile Application Guidelines*

Erica Augustine shared some guidelines for EERE mobile app branding from a strategy document recently developed. The guidelines, which focus on data sharing and ease of use, address such things as fonts, colors, minimizing header space to maximize actual content space, and the app submission process. Look for these guidelines on the Communication Standards site soon. One challenge is to get analytics for our mobile apps – for instance, we haven’t yet been able to access AppStore stats for our Teach and Learn app. A question was raised as to whether there are any licensing agreements to consider in developing these apps, and because we’re using open source tools, there really aren’t.

*EERE Successes Web Presence*

Liz Penniman and Michelle Resnick highlighted the new EERE Successes site, which replaces the Weekly Wins and for which Liz will now be contacting the offices for five contributions per quarter each, per David Danielson’s request. Will videos such as YouTube promotions be useful for this (such as videos produced by FEMP partners)? They can be linked to as a “learn more about …” option. Images can be submitted with your success stories. One goal of this is to get more traffic for and interest in your site. Do submissions need to be project-specific? No.

*Website Transition Update*

Glenda Garcia gave an update on the transition effort. The identification of content types and topics and subtopics, and the content mapping have been completed. Now the technical working group will convene on June 28 to take a closer look at the content types.

*Communication Standards Tip*

Elizabeth Spencer gave the update that IE10 is now part of our standard browser testing suite, as it is now being used by more than 5 percent of our audience. A tongue-in-cheek question was raised about retiring IE8, but that version is still used by 16 percent of our visitors. For more about our browser testing suite, 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 July 18.