

**EERE Web Coordinator’s Meeting Minutes  
*Thursday, August, 15, 2013***

**Attending in Person**

EERE Communications – Drew Bittner; Wendy Littman, EES

Bioenergy – Kristin Rubisch, BCS

Education – Erin Twamley, EES/Chenega

Fuel Cells – Kristen Nawoj, SRA

Geothermal – Glenda Garcia, EES

Vehicles – Natalie Committee, New West

Wind and Water – Liz Hartman

**Attending by Phone**

AMO – Melissa Eichner and Bory Buth, Energetics

Bioenergy – Evan Adams, BCS

Buildings – Wendy Graves, Akoya; Amy Vaughn, NREL

FEMP – Joe Konrade; Heather Proc, Adrian Schulte, NREL

Fuel Cells – Sara Havig, NREL

Solar – Tina Eichner, NREL

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

WIP – Jimmy Jones, NREL

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

EERE Communications – Chris Stewart, Nicole Harrison, Michelle Resnick, Allison Casey, Marsha Luevane, NREL; Liz Penniman, BCS

**Summary**

This was the 57th meeting of EERE’s Web coordinators.

**Current Business**

*Around the Table*

* AMO - focus on developing a facilities section.
* Bioenergy – nothing major to report.
* FEMP – waiting for transition to Energy.gov.
* Fuel Cells – updating majority of content (the whole office is involved).
* Geothermal – content cleanup.
* Vehicles – updates to EV Everywhere section; Trish Cozart noted a cool update to the maps and data tool/section on the AFDC: <http://www.afdc.energy.gov/data/> – check it out!
* WIP – working on Solution Center subsite – was redesigned about a month ago; working on content for two new sections.
* Wind and Water – updating content; focus on R&D page; two widgets approved by WGT to go-live soon: 1) how hydropower works, 2) water power projects. Liz noted the different homepage designs for the Wind and Water sites and her interest in identifying which site design has the best format for encouraging interaction. Liz also mentioned an interest in a “add to calendar” function in the Events database; Chris Stewart said that the plan is to retire the current database and replace it with a new version on the new platform – this would be part of new requirements. Liz also noted a recently added video presentation whereby the voiceover recorder was synced with the PPT presentation – this follows the Solar model and is a cool way to show presentations: [wind.energy.gov/windvision](http://www1.eere.energy.gov/wind/windvision.html).

*Migrating to Energy.gov – Drew Bittner (presentation slides available)*

* We are looking to migrate from EERE to energy.gov as fast as we can. The deadline is March 31, 2014. There will be a legacy presence on EERE; we recognize that some items can’t move due to technological/other reasons.
* We will be discussing the migration schedule over the next week or so. We have a draft schedule in review. We’ll eventually send it to the WAB and request feedback. Moving over first: Energy Basics, Education.
* Goal is to move “as is”; do clean-up/changes afterward but as quickly as possible afterward.
* We’re building the EERE homepage now.
* Every program/office will have a kick-off meeting – it will cover the process, POCS, deadlines, etc; sites will be frozen while migrating (except News and Events).
* As each site is migrated, content managers will be trained (close to office’s migration time).
* Migration site tracker spreadsheet – every site is represented; maps out categories of content, hosts, POCs, # of pages, etc. (available on the Basecamp for the migration tracker).
* Contact Billie Bates to get on migration/training schedule; tell Billie who will be trained.
* We’ll make sure everyone stays informed and is supported properly. PA is committed to providing us with support.

*Identifying ROT Content – Chris Stewart (presentation slides available)*

One activity that could save you time and headaches: delete/archive ROT content.

Remove ROT before migration. Some criteria for identifying ROT content is included in slide 6.

Follow-up note from Glenda Garcia: To obtain an orphan file report and/or a list of all of your Web pages, contact your EES/Chenega client representative.

*AddThis Statistics in Google Analytics – Nicole Harrison (presentation slides available)*

New Google Analytics feature allows us to see “Share” stats (referring to “Share” button in upper right of most Web pages). Previously we had to go into the “add this” system to get these stats.

To get there:

**Content** (left button) > **Events** > **TopEvents** > scroll until you find “**AddThis**” > **Share Links**; look under “Secondary dimension” to drill down.

*Responsive GovDelivery Templates – Michelle Resnick (presentation slides available)*

We are updating EERE templates to function better on mobile/tablet devices. For instance, we are enlarging the default font so text is easier to read on different size devices. You will be notified before we start on the work.

Best practices to make emails for mobile-friendly:

* Use smaller images; go easy on images.
* Streamline content for mobile; be concise as possible; develop bigger call to action buttons.
* Add space between links so that they’re easy to touch on mobile device.
* Use a single column layout.

Other news: EERE is reviewing GovDelivery’s capabilities and costs to evaluate integration of email capabilities with Salesforce.

*Communication Standards Ti p – Michelle Resnick (presentation slides available)*

E-newsletters – see slide 11 for best practices.

Communication Standards link: <https://www.eere.energy.gov/communicationstandards/enews.html>

*Presenters Wanted!*

Do you have a project, area of interest, or idea to present on or discuss at an upcoming meeting?

Send your ideas to [andrew.bittner@ee.doe.gov](mailto:andrew.bittner@ee.doe.gov).

*Next Meeting*

The next Web coordinator’s meeting is scheduled for 1:30 p.m. on September 19.