

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

**Attending in Person**

EERE Communications – Drew Bittner, Chris Morrison; Alex Clayborne, Billie Bates, ActioNet

Buildings – Miriam Berg, Nate Shelter, Energetics

Education – Erin Twamley, Stephanie von Numers, EES

Fuel Cells – Kristen Nawoj, SRA

Vehicles – Shannon Shea

Wind and Water – Dimetrius Simon, BCS

**Attending by Phone**

AMO – Lauren Giles, Melissa Eichner, Scott Morgan, Bory Buth, Energetics

Bioenergy – Shari Brown, BCS

Buildings – Wendy Graves, Akoya; Linh Truong, Amy Vaughn, Emily Laidlaw, NREL; Shan Osborn, PNL

FEMP – Heather Proc, NREL; Courtney Fieber, DB Interactive

Fuel Cells – Sara Havig, NREL

Geothermal – Emily Zhang, ActioNet

SBIR – Tina Kaarsberg

Solar – Alexis Powers, NREL

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

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

WIP – Jimmy Jones, NREL; Kristen Swineford, New West

EERE Communications – Chris Stewart, Michelle Resnick, Nicole Harrison, Allison Casey, Elizabeth Spencer, Marsha Luevane, Heidi Rex, NREL; Liz Penniman, BCS; Carolyn Hinkley, Golden

**Summary**

This was the 59th meeting of EERE’s Web coordinators.

**Current Business**

*Updates*

* The Washington Post has compiled a scorecard of federal agencies and their usage of plain language. EERE got a B. Only a few Bs were given, and even fewer As. Remember, as we’re migrating content, to think in terms of plain language.
* Steven Goldman announced that this is his last Web coordinator’s meeting – he’s leaving DOE for the Environmental Defense Fund.
* Chris Morrison, who’s on detail to EERE for six months, will be assisting with migration activities, specifically the Wind and Water migrations.
* WIP is undergoing a content update to remove redundant, outdated, and trivial info in preparation for its January migration.
* Are there stats available for the EERE home page since it moved into Energy.gov? Yes, and we will be having regular stats updates. What is a reasonable amount of increase for Web stats, as a goal for setting a yearly Web strategy?

*SBIR Web Presence*

Tina Kaarsberg discussed how the Small Business Innovation Research (SBIR) presence on the EERE sites is scattered in lots of little places among the office sites. SBIR would like to work with you on standardizing the format of the main [SBIR page](http://www1.eere.energy.gov/office_eere/oe_sbir.html), including the addition of standard elements and the links to the tech offices. Models include the faceted search on the [Analysis home page](http://www1.eere.energy.gov/analysis) and the charts on the [PIR corporate site](http://www1.eere.energy.gov/pir). It would be advantageous for offices that are doing press releases to link up to the main SBIR page. For press releases that don’t have a link to SBIR worked into the center content, a link on the right rail could be used.

*Success Stories on Your Sites*

Michelle Resnick and Liz Penniman discussed EERE success stories. The goal is to get the offices the info as quickly as possible. One option is to adopt a template element (in development) that you will be able to drop into the right column of a page. You can also promote individual stories via your photo rotator or in other center content. A left navigation label “Success Stories” is pre-approved for your About section. There is an RSS feed for success stories. John Chu will be helping out with this effort, as well.

*Feedback Widget and OMB*

The feedback widget was recently taken off the EERE sites because of OMB rules. Trish Cozart explained how she requested from OMB permission to use this tool on both the AFDC and SEE Action Network sites. Her request via the fast-track process has been approved.

*DOE Web Council Update*

Drew Bittner ran down some of the items discussed at last week’s DOE Web Council. The OpenData effort is always looking for more info. Also, we have a large capacity in our EERE hosting environment, so Drew extended the invite to the other DOE offices to make use of this. Legacy Management expressed interest. Energy.gov has just been updated for responsive design. Migrating the EERE content is now a top priority for DOE/PA. DOE is also going to develop its own communication standards.

*Communication Standards Tip*

Elizabeth Spencer discussed the redesign of the [Communication Standards](http://www1.eere.energy.gov/communicationstandards/) site, following some user testing. Updates include new pages and organization for the PGT and WGT, and combining “Publications, Exhibits, and Logos” with “Exhibits.”

*Web Advisory Board*

Kristen Nawoj has been named the new Web Advisory Board chair. Trish Cozart mentioned that we are planning to combine the Web Advisory Board meetings with the Web coordinator’s meetings (see info on meeting frequency below).

*Migration Update*

Billie Bates gave a rundown of the status of sites currently in the queue, and Michelle Resnick talked about using content in dynamic lists. Current dynamic lists on the EERE sites include News and Events. This content auto-populates in reverse chronological order and includes dates. The EERE Successes site also has dynamic lists. We saw some other examples from Energy.gov. In order to be included in a dynamic list, news and blog articles need to be tagged with the same topic. Note that whatever manual lists you currently have on your sites will be migrated as manual lists in Drupal.

*Meeting Frequency Feedback*

Drew sent an email last month soliciting feedback on these meetings – how often should we have them, how long should they be. Many people did say they want to continue having the monthly meetings. We will continue to provide good meeting topics outside of the migration realm, though migration is a huge focus for us right now. We will plan an hour-long meeting on core Web topics, then include a half-hour for the migration. We’ll probably continue to streamline the around-the-room feature.

*Next Meeting*

The next Web coordinator’s meeting is scheduled for 1:30 p.m. on December 19. We may incorporate a holiday party.