

**EERE Web Coordinator’s Meeting Minutes  
*Thursday, January 16, 2014***

**Attending in Person**

EERE Communications – Drew Bittner; Alex Clayborne, ActioNet

Buildings – Miriam Berg

Education – Erin Twamley, Stephanie von Numers, EES

Geothermal – Emily Zhang, ActioNet

Vehicles – Shannon Shea; Natalie Committee, New West

Wind and Water – Liz Hartman; Dimetrius Simon, BCS

**Attending by Phone**

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

Bioenergy – Shari Brown, BCS

Buildings – Nate Shelter, Energetics; Wendy Graves, Akoya; Linh Truong, Gail Werren, Amy Vaughn (Solar Decathlon), NREL

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

Fuel Cells – Sara Havig, NREL

Solar – Jamie Nolan, Stratacomm; Alexis Powers, NREL

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

Wind and Water – Julie Jones, Alex Lemke, NREL

WIP – Deb Lastowka, NREL; Kristen Swineford, New West

EERE Communications – Chris Stewart, Michelle Resnick, Leslie Gardner, Nicole Harrison, Elizabeth Spencer, Marsha Luevane, NREL; Billie Bates, ActioNet

**Summary**

This was the 60th meeting of EERE’s Web coordinators.

**Current Business**

*Updates*

* FEMP goes live Friday 1/17. Our team is meeting to decide if Buildings can also go live. Other sites (e.g., AMO, About Us – see below) are getting closer.
* We have a meeting coming up to talk about how best to coordinate or merge the Web Governance Team with the Product Governance Team.
* Buildings is writing up a maintenance plan. They’re using the current template; we’ll coach them if our new maintenance strategy affects their plan.
* Education is still reviewing its migrated site. A few overarching comments: Some blocks translated vertically and needed to be rearranged, YouTube videos may be listed as private and need to be changed to public later if you want them public, rotator images are a different size than what you may have on your site now.

*EERE’s Video Standards*

Elizabeth Spencer discussed the process for videos as we all move into Energy.gov. The big difference is that we’ll use DOE’s YouTube account for all videos, though some will be posted as private links. Vimeo will be used when we want users to be able to download the video. Andrew Doyle of ActioNet will be the contact person for DOE videos, so send any videos to him for uploading. The video standards page on Comm Standards will be updated to reflect the changes. In the past, videos weren’t always accepted to DOE’s YouTube channel – will this change? Yes, all EERE videos will be set to private on the channel unless we request otherwise. Are offices charged by PA for the time in working on videos? Not clear. Offices will pay for ActioNet’s time in processing videos the same as in working on the rest of the migration.

*Wallpaper for EERE Initiatives*

Erin Twamley asked if EERE has ever done this or if there’s an interest in it. We don’t seem to have ever used this. Historically there’s been a challenge for EERE in picking one compelling image or a collage of images. Erin will work with NREL on this in the next month.

*Teacher Toolbox*

Shari Brown talked about a project Bioenergy is working on right now, a resource for educators. The model was based on the Clean Cities toolbox, with the idea of putting all of these resources in one easy-to-access place. We’re looking at making this enterprise-wide.

Will there be one landing page for all EERE for applying this to the different offices? Yes, one landing area that can be filtered for the different offices / topics. Some content types for this have already been brainstormed.

*GovDelivery Template Update*

Michelle Resnick outlined changes on the way for the GovDelivery template, in order to minimize user confusion when they click on a link from an email, and to find a middle ground on changes to the look and feel so that users still associate the email with the list they subscribed to.

*Migration Update*

Billie Bates gave a rundown of the status of sites currently in the queue:

* FEMP and Buildings are set to go live tomorrow.
* AMO should be close behind, and About Us is in the final steps for launch.
* Education has been reviewing its migrated pages.
* For the Wind and Water sites, migrators have been implementing the site owner feedback, and both of those sites have their left nav implemented, too.
* The Better Buildings Neighborhood Program was locked down on Monday, and the content is being moved.
* Both WIP and Solar have had their kickoff meetings, technical discoveries, and content discussions and are scheduled to freeze in the next couple weeks.
* Queued up next are Geothermal, Fuel Cells, and Vehicles, which have all had their kickoff meetings and will have content discussions and technical discoveries during the month of January.

Alex Clayborne talked about a change in the process for reviewing staged content before it goes live: Our content reviewers will have user accounts in the CMS, with which they’ll log in to view URLs that site editors send them. They won’t be editing or publishing content, just reviewing it. Send your requests for reviewer accounts to Billie Bates.

*Left Navigation in Energy.gov*

Michelle Resnick showed an example of left nav currently implemented in Energy.gov. We do know that there is a planned enhancement for the “on” state of left nav (that is, a visual cue to where visitors are in that navigation). Is there a default of whether left nav is cascaded out? The left nav is collapsed except for the section that you’re in. Do the breadcrumbs move with the navigation? Energy.gov is going to revisit the business rules for how the breadcrumbs appear. It helps when the federal website owner comes to the table for these discussions.

*Search Optimization*

Michelle pointed out the guidance for SEO on Comm Standards (see the links on the slide). Those best practices still apply for us in Energy.gov. The content checklist, for example, tells how to optimize content, including headers, subheaders, and body content.

*Next Meeting*

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