

**EERE Web Coordinator’s Meeting Minutes  
*Thursday, March 20, 2014***

**Attending in Person**

EERE Communications – Drew Bittner; Alex Clayborne, ActioNet

Buildings – Nate Shelter, Energetics

Education – Stephanie von Numers, ActioNet

FEMP – Joe Konrade

Vehicles – Shannon Shea

Wind and Water – Liz Hartman; Dimetrius Simon, BCS

**Attending by Phone**

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

Bioenergy – Shari Brown, BCS

Buildings – Wendy Graves, Akoya; Linh Truong, Emily Laidlaw, Gail Werren, NREL; Shan Osborn, PNL

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

Fuel Cells – Sara Havig, Julia Thomas, NREL

Solar – Jamie Nolan, Stratacomm

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

Wind – Alex Lemke, Alexis Powers, NREL

WIP – Deb Lastowka, NREL

EERE Communications – Michelle Resnick, Chris Stewart, Nicole Harrison, Allison Casey, Elizabeth Spencer, NREL; Billie Bates, ActioNet

**Summary**

This was the 62nd meeting of EERE’s Web coordinators.

**Current Business**

*Updates*

* WIP and Solar are live in Energy.gov. There are some subsites that will migrate in April.
* Buildings has piloted an auto-feed of stories in Energy.gov, but without great results (not all items fed in were relevant). We need to look at how we’re tagging items. If you would like to request a new office-specific tag, email that to Chris and Michelle at NREL, copying Drew, and they’ll work with PA.
* Wind and Water just updated their budget pages, moving them up a level in the left navigation to the About section rather than under the un-migrated PIR page.
* FEMP briefed its management on the proposed post-migration redesign. The program is planning on making the site more user-friendly over the next year or two.
* Vehicles is in the midst of its migration. Once it’s live, the office is moving to a topic-based navigation, and Shannon hopes to present on this at a future Web coordinator’s meeting. Vehicles is also doing a best practices brown-bag on social media on Tuesday. Drew will forward this around to the Web coordinators.
* Education has put up its redirects for the migrated site. The office is also working on the Solar career map and Wind career map, planning to streamline these and any future career maps into one location.

*DOE Web Council Update*

Last week’s meeting was brief, Drew said, including an update on the server “fail-over” to Las Vegas. It will be tried again in the summer. Traffic to Energy.gov is doing very well, up to 1.8 million visitors a month. Mobile has risen from 4 percent of users in 2012 to 20 percent now. DOE will begin implementing passwords for certain features, with a 60-day turnover. There will be a new council co-chair next-month (from FE).

*Google Analytics Follow-up*

Drew asked how everyone is using Google Analytics and if the recent training was helpful. Gail Werren said that since Building America lost its own GA profile in the migration, it has proposed that it be the pilot for advanced segments in GA. The ActioNet team is taking a look at how the monthly stats reports can utilize features such as advanced segments. Was there a summary of what the GA trainer went through? Drew will ask her. Trish Cozart is also happy to help users with GA. Nate Shelter mentioned the navigation summary as being useful for Buildings. He’s also been looking at PDF views through the Events menu, which seem to show that users drop off dramatically between viewing the download page and actually opening the file.

*Communication Standards Update*

Nicole Harrison discussed the EERE Print-to-Web white paper, which describes six possible digital alternatives to fact sheets, brochures, booklets, and tech reports. You can find the white paper on the [Communication Standards Blog](http://www.eereblogs.energy.gov/communicationstandards/post/New-White-Paper-Helps-Guide-Web-Presence-for-Print-Products.aspx). What about PowerPoint presentations for merit reviews? Is there a better (more Web-friendly) way to present those? We’ll address that at a future meeting.

**Web Advisory Board Portion of the Meeting:**

*Migration Update*

Billie Bates gave a rundown of where we are in the overall migration into Energy.gov, with the list of sites moved and now live and the status of sites currently in the queue. With the move of WIP and Solar earlier this week, we’ve got much of the EERE content live, and we’re working on Geothermal, Fuel Cells and Vehicles next, along with a few subsites. The Sustainability Performance Office will move at least its home page by the end of next week, and Bioenergy and Solid-State Lighting are beginning next week.

*URL Format for Office Home Pages*

Alex Clayborne talked about the shift in URLs that has occurred with our move into Energy.gov. The URLs can get pretty long, as the last part of each URL is based on the page name / headline. The office sites would like to keep the URLs as short as possible and not necessarily move them under the pillars of EERE (you can see the pillars reflected on the topic landing page URLs, right before the topic). FEMP, for instance, would like to get users to their content in three or four clicks.

*Linking to Related Publications*

Drew discussed the linking policy, which has tended away from external items such as newspaper stories with a .com. How can we still link to relevant academic and scholarly pubs that result from our work? We don’t necessarily want to place these docs in the EERE library. Is there any guidance on how we share journal articles not available to the public? This is a question for EERE leadership. What is the current language?

*Post-Migration Fixes*

We’re going to release a draft maintenance plan similar to the current one, Drew said. We’re also going to look at linking between the offices and programs. We’ll begin semiannual meetings on maintenance and analytics in June. Can we run a report in Drupal on how many or which pages have been updated? This might not always bring relevant results, in terms of the maintenance plans.

*Energy.gov Release Cycle Update*

There was not an update in last week’s DOE Web Council. The item they’re working on right now is the news database. If your office site has lost functionality to the migration, or needs something in particular, raise that concern to Drew so he can take it to the DOE Web Council.

*Next Meeting*

The next Web coordinator’s meeting is scheduled for 1:30 p.m. on April 17.