

**EERE Web Coordinator’s Meeting Minutes
*Thursday, April 17, 2014***

**Attending in Person**

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

AMO – Amy Manheim; Melissa Eichner, Energetics

Buildings – Miriam Berg, Energetics

Education – Stephanie von Numers, ActioNet

Vehicles – Shannon Shea

Wind and Water – Dimetrius Simon, BCS

DOE PA – Alex Cohen

**Attending by Phone**

AMO – Scott Morgan, Energetics

Bioenergy – Shari Brown, Alicia Moulton, BCS

Buildings – Gail Werren, Amy Vaughn, NREL

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

Fuel Cells – Kristen Nawoj, Sentech; Sara Havig, NREL

Solar – Jamie Nolan, Stratacomm

Vehicles – Trish Cozart, Matt Rahill, NREL; Natalie Committee, New West; Suzanne Williams, Argonne

Wind – Alexis Powers, NREL

EERE Communications – Michelle Resnick, Chris Stewart, Nicole Harrison, Allison Casey, Marsha Luevane, Elizabeth Spencer, NREL

**Summary**

This was the 63rd meeting of EERE’s Web coordinators.

**Current Business**

*Updates*

* FEMP is currently in website redesign mode.
* SunShot has a new staff person, Kenny Gayles.
* Vehicles just launched its migrated site.
* Alex Cohen is leaving DOE to take a new position at the Census Bureau. Rob Roberts will fill in. Please use the Drupal CMS helpdesk email, doecms-support@hq.doe.gov, to make requests.

*DOE Web Council Update*

Drew passed along some items from last week’s meeting. There is a new co-chair, John Fox. The new look and feel for the video gallery was discussed. A photo gallery is also now available on Energy.gov. Plain language was discussed. DOE aims to have a few power users from each of its offices; EERE is planning to have two, Jason Kardell and Amy Glickson. This will be a pilot for now. A presentation was also made on Women in Energy (from ED). Take Our Daughters and Sons to Work Day is next week.

*Maintenance Plans*

These maintenance plans should be a fundamental part of our day-to-day work. Drew explained that now that we’re mostly through the migration, we need to think about this. How much content have you updated on your site? There will be a consultation with each program or office in June. We will follow up on items such as GovDelivery and social media. What changes are you planning to make to your site(s)? A draft for maintenance plans was circulated via email. The Drupal CMS does tell us when a page was last modified. Plan to bring to your office’s meeting a sense of what content you’ve updated.

*Communication Standards Update*

Elizabeth Spencer talked about the update of the video standards, broken down into steps you take for having your video posted on YouTube per DOE’s standards and for generating captions and transcript, which are both still required. Are we still using Vimeo? Yes, but mostly for when you want to offer a download of your video.

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

*Migration Update*

Billie Bates gave a look at what sites are live in Energy.gov and what sites are still in the queue. Vehicles and Geothermal just launched; Fuel Cells will likely be next, with Bioenergy not too far behind. We’re in the first phase of the Solid-State Lighting migration, and we’re looking at a couple subsites (from WIP and Solar) to begin in the next few weeks. We’re also queuing up the Golden Reading Room.

*Post-Migration Cleanup*

Much of our EERE content has been brought into Energy.gov but not tagged. Alex Cohen discussed the importance of this, particularly in categorizing items such as active solicitations. An internal link list can pull in content from elsewhere on the site. Another cleanup item is your collection of download pages: Make sure you have good descriptive text for them for search optimization (if there is no summary, it will pull from the body), as well as an accurate date that reflects the document itself rather than the default of the date it was migrated. Can you opt out of the right rail on download pages? No, PA has found that these right rail items do well in analytics. Are the “more docs” blocks pulling from other EERE offices, or just your own nested group? Alex needs to check on that.

For events, left nav is now available for calendars. We want to streamline event calendars. News is also ready for your input, so no more double-entry is needed – please switch over to the new system (see the instructions coming via email). The success stories element is still being worked out. There is now an office-specific tag for EERE, however, that is “All – Success Stories,” so please use that tag now.

*Energy.gov Release Cycle Update*

Drew ran down the list of new and upcoming features in Energy.gov, which include, as mentioned, video and photo galleries. Data tables are coming soon, and we have a DOE Style Guide to use, as well as timelines and accordions (see the links in the meeting slides). Please also note that Google Analytics accounts are now created for all nested groups. Energy.gov has its own GA account, but stay tuned for how this will tie into EERE’s GA account. A question came up on search, using the example of WIP, which seems to be calling up results from all of DOE rather than just searching across EERE. Alex Cohen said to keep in mind that you can do featured results in your search and give certain content higher priority.

*Next Meeting*

The next Web coordinator’s meeting is scheduled for 1:30 p.m. on May 15.