

**EERE Web Coordinator’s Meeting Minutes  
*Thursday, July 24, 2014***

**Attending in Person**

EERE Communications – Drew Bittner; Alex Clayborne, Jason Kardell, ActioNet; Ken Dykes, Michelle Resnick, NREL

AMO – Melissa Eichner, Energetics; Amy Manheim

Buildings – Nate Shelter, Energetics

Solar – Jamie Nolan, Stratacomm

**Attending by Phone**

AMO – Scott Morgan, Energetics

Bioenergy – Reanna Trudell, BCS

Buildings – Wendy Graves, Akoya; Amy Vaughn, Linh Truong, NREL; Shan Osborn, PNNL

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

Fuel Cells – Kathy Cisar, Sara Havig, Julia Thomas, NREL

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

Wind – Kelly Yaker, NREL

WIP – Nicole Harrison, Steve Lommele, NREL

EERE Communications – Scott Minos; Allison Casey, Paige Terlip, Amy Glickson, Leslie Gardner, Chris Stewart, NREL; Billie Bates, ActioNet; Carolyn Hinkley, Golden

**Summary**

This was the 65th meeting of EERE’s Web coordinators.

**Current Business**

*Updates*

* We’re scrubbing the data of the state and local project maps. Drew emailed some offices about this yesterday.
* Rob Roberts, Ben Dotson and Erin Pierce are leaving DOE.
* Geothermal launched its FORGE initiative and website, energy.gov/forge.

*Topic Landing Page Crazy Egg Results*

Allison highlighted some results of the Crazy Egg testing done earlier this year. Through July 16, Solar, Wind, and Homes have continued to get the most traffic. The test ran for about two weeks, showing consistent traffic with what we’ve seen the rest of the fiscal year. Less than half of the clicks on these topic landing pages are actually going to the content we’re intending. Intro areas where there are no links get the most clicks. We will want to explore some layout options that better emphasize links to content.

*DOE Web Council Update*

Drew shared the highlight that the site coordination role was discussed, and Jason Kardell elaborated on that. Our site coordinators are our first line for development requests; they will evaluate them and send them to Drew, Alex, and Ken, who will then send on to PA.

*Communication Standards Update*

Paige Terlip talked about the new guidance on Communication Standards regarding identity and design, which applies mainly to print but sometimes to Web. Offices are strongly encouraged to use the publication templates on Comm Standards, which include a design layer with formatting tips. The topic of a fact sheet needs to go into the header, and the printing statement is no longer required.

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

*Migration Update*

Billie summarized the latest on the sites currently in the migration process. The WIP Solution Center soft-launched on Friday; Procuring Solar for Federal Facilities should launch soon. We are also beginning to reskin applications, with the latest being FEMP Standby Power and FEMP CTS. Look for more info on that, and email Billie with your interest in starting this process sooner rather than later.

*Energy.gov Release Cycle Update*

There haven’t been any new releases lately. We have put in some requests. There will be an update soon to the organic group setup.

*FY’15 Website Plans*

Michelle encouraged offices to share updates they are planning in FY’15. FEMP and Vehicles, for instance, are redoing their home pages.

*Post-Migration Cleanup*

Ken Dykes talked about this effort. In the feedback received from the Web coordinators, overall themes include who does what in the new Drupal CMS and DOE environment and how new elements are being developed with PA. We are going to be working together to prioritize items moving forward. This will be an ongoing process, so continue to send your requests.

*Next Meeting*

The next Web coordinator’s meeting is scheduled for 1:30 p.m. on August 21.