

**EERE Web Coordinator’s Meeting Minutes  
*Thursday, September 18, 2014***

**Attending in Person**

EERE Communications – Drew Bittner; Alex Clayborne, ActioNet

Bioenergy – Sheila Dillard

Buildings – Nate Shelter, Energetics

Education – Erin Twamley and Stephanie von Numers, ActioNet

Vehicles – Shannon Shea

Wind and Water – Liz Hartman; Allison Seyferth, BCS

**Attending by Phone**

AMO – Lauren Giles, Scott Morgan, Energetics

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

FEMP – Courtney Fieber, DB Interactive

Fuel Cells – Kathy Cisar, Sara Havig, NREL

Solar – Jamie Nolan, Stratacomm

Vehicles – Suzanne Williams, Argonne

Wind and Water – Kelly Yaker, NREL

WIP – Nicole Harrison, NREL

EERE Communications – Carolyn Hinkley, Golden; Allison Casey, Paige Terlip, Leslie Gardner, Amy Glickson, Ken Dykes, Michael Oakley, Michelle Resnick, Elizabeth Spencer, NREL; Billie Bates, David Brown, ActioNet

**Summary**

This was the 67th meeting of EERE’s Web coordinators.

**Current Business**

*Updates*

* Best wishes to Drew: This is his last web coordinator’s meeting before going on his four-month detail.
* The Wind Technology Resource Center is going to the WGT today for a go-live request. Wind is also finishing up its career map and looking at ways to tie in with solar.
* SunShot just launched its Solar Powering America website, which is a partnership between DOE, EPA, USDA and HUD. It was featured in press info going out today.

*Data Tables*

Shannon Shea talked about the data tables that were implemented on the migrated Vehicles site for the merit review presentations of the past five years. This solution provides search and sorting by title, organization, topic, and date. The Solar Powering America website also uses a data table for its resources but with a slightly different appearance (more paragraph form): <http://energy.gov/eere/solarpoweringamerica/resources>. Though data tables are part of the hero space of the page, you can add intro text to them.

*Educator Toolbox*

Stephanie von Numers and Erin Twamley discussed the educator toolbox, a newly available block / tool that displays your educational content, using the CMS’ tagging system. Resources can be filtered by type, topic, grade level, and Energy Literacy principle. You can add your own office’s content by choosing “Educator Toolbox” from the office-specific topics when editing your content in the CMS. To add the toolbox to the right rail of a page within your site, search for the block “EERE: Education - Toolbox Promotion” from the editing page.

*Communication Standards Update*

Paige Terlip mentioned the newly updated publication templates: outreach (fact sheet), bifold pamphlet and trifold pamphlet. These templates are part of what has just been secured behind a log-in on the Comm Standards site. To apply for a log-in, complete the request at the site, which will go to Scott Minos for approval.

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

*Migration Update*

Billie gave a snapshot of the latest on the migration: Golden Reading Room just went live. SSL is in site owner review, and the Postdoctoral Research Awards subsite of Education began migration today. Queuing up next are the Solar Energy Resource Center and Analysis.

*Google Analytics Upgrade to Universal Analytics*

Michelle outlined how EERE recently upgraded its Google Analytics account to address some collection errors. This Universal Analytics upgrade has been tested and shown to be a good solution. After migration, we noticed increases in sessions and bounce rates, but decreases in session duration and returning users. Applying the update has corrected these numbers. For FY’14 reporting, notice that the upgrade happened for most sites on August 26 (with the exceptions being WIP, Geothermal, and Bioenergy, upgraded in the testing). This only applies to Energy.gov-hosted content.

*Web Council and Energy.gov Release Cycle Update*

Drew passed along what was discussed at last week’s meeting. Atiq Warriach is our new liaison with DOE. There’s nothing really EERE-specific in what they’re working on right now, other than a solution for Success Stories. We’re looking at creating a new article type for that. Alex mentioned a presentation on analytics data by Sarah Kaczmarek from GAO. Her portfolio is at <http://sarahkaczmarek.com/portfolio>.

*Next Meeting*

The next Web coordinator’s meeting is scheduled for 1:30 p.m. on October 16.