

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

**Attending in Person**

EERE Communications – Alex Clayborne, ActioNet

Buildings – Nate Shelter, Energetics

Education –Stephanie von Numers, ActioNet

FEMP –Joe Konrad

Manufacturing –Amy Manheim

Strategic Programs – Kristen Honey; Jon Weers, NREL

Vehicles – Shannon Shea

Wind and Water – Liz Hartman

**Attending by Phone**

Buildings –Linh Truong, Amy Vaughn (Solar Decathlon), NREL; Wendy Graves, Akoya

Bioenergy –Reanna Trudell, BCS

FEMP – Courtney Fieber, DB Interactive

Fuel Cells – Kristen Nawoj; Sara Havig, NREL

Strategic Programs – Debbie Brodt-Giles, NREL

Strategic Energy Analysis Center—Ann Brennan, NREL

Vehicles – Natalie Committee; Vicki Skonicki, ANL; Trish Cozart, Matt Rahill, NREL

Wind and Water -- Allison Seyferth, BCS

WIP – Nicole Harrison, NREL

EERE Communications – Carolyn Hinkley, Golden; Allison Casey, Amy Glickson, Ken Dykes, Michelle Resnick, Elizabeth Spencer, Paige Terlip, Shauna Fjeld, NREL; Jason Kardell, David Brown, ActioNet

**Summary**

This was the 68th meeting of EERE’s Web coordinators.

**Introduction – Carolyn Hinkley**

Carolyn opened the floor for project introductions, or problems they would like to share with the group. She also put out an open call for Demos to share with the group on future Web Coordinator Meetings. Additionally, Atiq from PA has been invited to sync goals and to improve, as well as for tracking web campaigns in Google Analytics.

Carolyn also encouraged the team to join a Plain Language webinar: October 28, hosted by DigitalGovUniversity: <https://www2.gotomeeting.com/register/540920738>

**OpenEI Demo – Jon Weers**

Jon gave a background of OpenEI, explored data set relationships (compared it to “Wikipedia on steroids”). Jon also described how EERE content will from into energy.gov.

Note: This will not replace the CMS in energy.gov. These tools have different purposes.

Reviewed dynamic facets that will develop on-the-fly as data is added. Jon also demonstrated how to add a data set, including tagging, licensing, etc. – OpenEI can also link to outside sources when licensing is not possible. Reviewed the “master plan on slide 10-11”.

EERE is funding this, and each office will be contacted with more information about how to participate.

**Communications Standards Update – Elizabeth Spencer**

Elizabeth Spencer gave a Communications Standards update about video standards. The changes include the new process to make a video public with in YouTube. Any EERE video can be posted in the energy.gov YouTube site, and can be posted on your site. But, in order to be public they need to meet specific requirements and signed off by EERE communications. Other updates for 508 compliance, caption file format, and posting information are included in this change, and can be viewed at: <http://www1.eere.energy.gov/communicationstandards/videos.html>.

**News Feeds on Topic Landing Pages – Paige Terlip**

Paige updated the team on office-level news listings vs. EERE program-level topic landing page news listing blocks. The solution to these mismatched news feeds is to remove news blocks from all EERE landing pages temporarily. This decision was made after discovering that matching the feeds disturbs the EERE top-level news listing curated by the media team and is supported by Crazy Egg data showing that 3% of the clicks on the landing pages were on the news blocks.

**Migration Update - Alex Clayborne**

Solid State Lighting is wrapping up, and the Postdoctoral Research Awards is in process. Next up are the Solar Energy Resource Center and the Analysis site. Once these are complete, other EERE Databases and Applications will be considered for reskinning.