

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

**Attending in Person**

EERE Communications – Carolyn Hinkley, Golden; Scott Minos; Michelle Resnick, Ken Dykes, NREL; Alex Clayborne, Andrea Maher, Billie Bates, ActioNet

AMO – Amy Manheim; Scott Morgan, Energetics

Bioenergy – Sheila Dillard

Buildings – Nate Shelter, Energetics

Education – Stephanie von Numers, ActioNet

Solar – Jamie Nolan, Stratacomm

Vehicles – Shannon Shea

Wind and Water – Liz Hartman; Alex Lemke, NREL

DOE PA – Marissa Newhall, Atiq Warraich

**Attending by Phone**

AMO – Melissa Eichner, Energetics

Bioenergy – Reanna Trudell, BCS

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

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

Fuel Cells – Kathy Cisar, Sara Havig, NREL

Solar – Terri Marshburn, NREL

Vehicles – Trish Cozart, NREL; Suzanne Williams, Argonne

WIP – Nicole Harrison, NREL; Kristin Swineford, New West

EERE Communications – Allison Casey, Amy Glickson, Elizabeth Spencer, NREL; Jason Kardell, Karl Chan; Mary Treska, Golden

**Summary**

This was the 69th meeting of EERE’s Web coordinators.

**Current Business**

*DOE Public Affairs Update*

Marissa Newhall and Atiq Warraich gave an overview on PA’s work in Energy.gov and how EERE fits into the picture. Current areas of focus:

* Migrating content from the DOE offices
* Keeping sites up and running
* Building bridges with users and site coordinators

Though PA’s No. 1 goal right now is to complete migration, with the Office of Science being the current site moving into the Drupal environment, at the same time PA continues to work on fixes and requests from EERE. The staff has been small lately (8 to 10 people is the norm), but a new hire (Ryon Grau, former EERE migrator) is coming aboard to work with Maura Long. A user experience manager also will be hired. Big projects in the past six months have included an upgrade of organic groups and the media module. They also plan to bring the media module into the latest Drupal release. Once the Office of Science is migrated, the new focus for PA will be on content management. They are also focusing on site security, working with the CIO on complying with federal guidelines, working with the hosting provider, documenting approval process, and building out analytics.

The site coordinator process has been working and will continue (see accompanying slide). It’s important to provide context in your request, with screenshots. Describe what happened vs. what you expected to happen, and the steps you took in the process. A weekly scan of servers is now in place. We need better cross-linking and promotion of EERE content up to the Energy.gov level. Responses to requests regarding the DOE topic pages has been slow due to the small staff. But don’t be shy about telling folks when the request needs to be dealt with immediately.

Atiq said they are considering block editor training and suggested perhaps training one person per office in this role.

The slides show the current EERE requests in the queue, as well as the requests that are up for DOE Web Council consideration. How are our requests being prioritized? By level of effort on DOE’s part, whether or not they’re quick fixes and easy “wins,” etc. Search is a big thing PA is working on, and the keywords associated with it. We need to be careful not to request too much in this area, as it will lessen the effectiveness of keyword search. PA has also been working with Google Analytics. EERE can get access to DOE’s GA data by request. Marissa hopes to eventually assign one person on her team to be the POC for topic page search issues.

*Energy Literacy Principles*

Stephanie discussed the Energy Literacy principles and the need for EERE offices to tag their content so that it will come up in the Education Toolbox search. This will be helpful for educators who are looking for material for their lesson plans. The Education and Workforce Development team is also inventorying the content of the EERE office sites, but you should still plan on adding tags to your own content. Basic content (not too technical) as well as interactive content would be good. A list of the 7 Energy Literacy Principles is attached to the meeting minutes, and you can read more at the [Energy Literacy site](http://energy.gov/EERE/EnergyLiteracy) within Education.

*Communication Standards Update*

Elizabeth talked about the new maintenance plan process, which is on the [Communication Standards site](http://www1.eere.energy.gov/communicationstandards/maintenance.html). We are asking for a high-level view of the maintenance you’ve performed on your site, and you may be asked to present this at a special WGT meeting in December. ***Please send your completed Website Maintenance Report, available at*** [***www.eere.energy.gov/communicationstandards/docs/website\_maintenance\_template.doc***](http://www.eere.energy.gov/communicationstandards/docs/website_maintenance_template.doc)***, to Billie by December 5.*** Also, please check the list of [EERE office contacts](http://www1.eere.energy.gov/communicationstandards/contacts.html) and send in any edits.

*Migration Update*

Billie gave the snapshot of where as we wind down migration project: SSL is the most recent site to launch, and the Postdoctoral Research Awards site should launch soon. The Solar Energy Resource Center is migrating now, with the Analysis site to follow.

*Next Meeting*

The next Web coordinator’s meeting is scheduled for 1:30 p.m. on December 18.