

**EERE Web Coordinator’s Meeting Minutes
*Thursday, January 15, 2015***

**Attending in Person**

EERE Communications – Alex Clayborne, Billie Bates, ActioNet

AMO – Amy Manheim

Buildings – Nate Shelter, Energetics

Education – Stephanie von Numers, ActioNet

FEMP – Joe Konrade; Heather Proc, NREL

Solar – Jamie Nolan, Stratacomm

Vehicles – Shannon Shea; Trish Cozart, NREL

Wind and Water – Liz Hartman

Plus, EERE AAAS fellow Kristen Honey for Open Data

**Attending by Phone**

Bioenergy – Sheila Dillard; Reanna Trudell, BCS

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

FEMP – Courtney Fieber, DB Interactive

Fuel Cells – Kathy Cisar, Sara Havig, NREL

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

Wind and Water – Kelly Yaker, NREL

WIP – Steve Lommele, Nicole Harrison, NREL

EERE Communications – Carolyn Hinkley, Golden; Ken Dykes, Leslie Gardner, Allison Casey, Amy Glickson, Elizabeth Spencer, Paige Terlip, Alexis Powers, Penny Rummel, NREL; David Brown, Jason Kardell, Karl Chan, ActioNet

**Summary**

This was the 71st meeting of EERE’s Web coordinators.

**Around the Room**

* Next month’s meeting will include a presentation from Jonathan Rubin, the User Experience Program Manager of GSA, on available usability training and resources to improve digital services across the Federal government.
* Beginning next month, this meeting will start at 1 p.m. Eastern and we will try to keep it to one hour.
* Did the DOE branding change to “Energy Department”? SunShot has adopted this term, moving forward, though they are not going through past content for a search-and-replace. We need firm guidelines from PA on this. The EERE style has been to use Energy Department for press materials but Department of Energy / DOE for everything else.
* Vehicles has finally relaunched its Green Racing Cup website and its redirects.
* Kristen Honey gave an update on the Open Data work. A plan was presented to directors, which went well. They are compiling a list of people who have worked on data in the past five years, which includes our EERE Web coordinators. They have worked with the OCIO on entering data sets, and this is in its final stages, developing a plan to get data from Energy.gov to Data.gov. Eventually, content entered into Open EI will go to Data.gov within 24 hours. Who is the contact person for Green Button? You can contact Kristen, or Chris Irwin.
* We are developing a plan to retire the RedDot / OpenText CMS, where there are very few sites left post-migration. Stay tuned for more details on that.

**Current Business**

*www4 Server Update*

Alex recapped the details around the www4 defacement that occurred in December. It was an old site, the state projects map created in Linux, that was attacked, with the hacker placing a link to this site on it. The IT folks caught it right away and the server activity was cut off. A new server was spun up in ECWHE (EERE Centralized Web Hosting Environment), and the www4 sites were moved to this www5 space. Redirects are in place from www4 to www5. One good result of all of this is that it facilitated a major server cleanup. What about yesterday’s redirect looping on energy.gov? This was a separate incident, and we don’t yet know the story behind it.

*Success Stories Migration Update*

Nicole discussed the new Success Stories site, which is now live. Stories and listing blocks are available for the EERE offices and programs, and there is a blanket redirect in place so that users no longer hit the old Success Stories site. Are we required to place this new content under the “About” section of our site? Card sorts have shown people putting this type of content under a news section. Ken will look into this. Are the new listing blocks for Success Stories geared more toward the right rail or center content areas? They can be used for both; there are no images in them to be distorted in larger blocks.

*Communication Standards Update*

Paige mentioned that the “Mosaic” PowerPoint template has been updated for the EERE color scheme.

*Energy Saver Resolution Campaign*

Paige suggested sharing your New Year’s energy-saving resolutions for #EnergyResolution on Twitter. The Energy Saver Twitter account was just launched in November. Email Paige with your resolution.

*Maintenance Plans Best Practices to Share*

*Education:*

Stephanie outlined the efforts of the Education and Workforce Development team to compile / link to information from each of the tech offices. Two key focus areas are competitions and careers. Education will most likely have tech offices review their career info on the site annually and the competitions info quarterly. The office receives a lot of requests to link to external educational training and programs out there. The team is working on a map to help users find programs in their location of interest. An intern coming to the office next week will work on this. If you know of any good educational programs to add to the site’s listings, contact Stephanie. As part of its maintenance plan, the office is also working on a site inventory.

*SunShot:*

Jamie explained how the EERE migration into Energy.gov gave the office a good opportunity to look through every page of the site. It revealed that the navigation within each of the subprograms was different. For the office’s spring summit, the team produced a hard-copy report, the 2014 SunShot Initiative Portfolio Book, which required the subprograms to identify key focus areas. This helped determine a new organization for the website. The book also required a lot of new content, which then added to the website’s content. The Photovoltaics section is currently being updated, with the Soft Costs and Systems Integration sections following behind. The book will be updated every year, too. It’s been very well-received. You can download the PDF from the site. Jamie also shared a process that has helped with asking program folks to write website content: using a table and group threads to show what content is needed and to keep everybody accountable.

*Next Meeting*

The next Web coordinator’s meeting is scheduled for our new time of 1 p.m. on February 19.