Proposing a UCLA Web Council: An Outline
ITPB — February 2001

UCLA recognizes the value and potential of the web as a tool in support of its mission of teaching, research and service. In turn, the Information Technology Planning Board (ITPB) recognizes a need for addressing a broad and wide-ranging set of issues surrounding the campus’ myriad web activities. Addressing these issues is fundamental to effectively utilizing this medium. A Web Council charged with responsibility for addressing these issues would provide to the ITPB analysis for strategic planning and recommendations on operational policy matters.

A Web Council would serve as the primary body to:
- Provide analysis, benchmarking and feedback on issues and trends that affect the UCLA Web.
- Define the roles and appropriate use of Web-enabled technologies that contribute to the overall representation, presence and reputation of UCLA and UC, mindful of both institutional and departmental/unit needs.
- Develop and recommend operating policies and implementation strategies related to the UCLA Web.


Membership will be drawn from major academic, administrative and student service areas to provide a broad view of campus Web use and needs. Please note that the suggested membership for the core group and the resource panels is simply that: a suggestion. We do not know of the availability or interest of any of the individuals whose titles are listed.

Core Group
Faculty members drawn from the School of Law, the College of Letters & Science, The Anderson School, the Department of Computer Science, the Graduate School of Education & Information Studies, and the Health Sciences schools.
Administrative staff potentially including the Associate University Librarian; Associate Provost, College of Letters & Science; Associate Registrar, Student & Faculty Relations; Director of Administrative Information Systems; Manager of Technology and Development, Communications Technology Services; and Assistant Director for Education Technology, Office of Instructional Development.

Resource Panels
The consulting members could include the Campus Counsel; Associate Dean for Administration, School of Public Health; Administrative Policies Coordinator; Manager of Visualization Portal, Academic Technology Services; Senior Associate Dean of Students; Manager of Campus Services, Administrative Information Systems; Manager of Classroom Services, Office of Instructional Development; Director of Business Development, ASUCLA; and General Manager, UCLA Trademarks and Licensing.
A Laundry List of Issues/Needs

Trends

- Portals
- Privacy
- E-business
- Access technologies

Campus policy

- Designation of “official” campus web pages/sites
- Use of University name, seals and trademarks
- Domain names
- Representation, advertising, promotion, fundraising and endorsements
- Privacy
- Security
- Campus e-image
- Affiliates
- Outsourcing
- Responsible use

Campus website standards and expectations

- Content quality and freshness
- “Look and feel”
- Usability and accessibility
- Compliance with and promulgation of University policies