

THE UNIVERSITY OF MELBOURNE

PSYCHOLOGICAL SCIENCES

Website Sub Committee

March 12<sup>th</sup>, 2012  
11:00 am

Room 1206 REDMOND BARRY BUILDING

MINUTES

Present: Paul Dudgeon (Convenor), Philip Smith, Daniel Little, Mei Lai, Malini Chandrakumar, Simon Hall (Executive Officer)

Minutes	Action
<p><b>1. Apologies</b></p> <p>1.1. None</p>	
<p><b>2. Minutes of the previous meeting</b></p> <p>2.1. Minutes were last recorded in the format of a powerpoint presentation and were approved</p> <p>2.2. Matters arising/outstanding action items from previous minutes Simon Hall reported on the action items from the previous meeting. All items completed</p> <ul style="list-style-type: none"><li>• CMS Review vs External redesign</li><li>• Wordpress integration</li><li>• Timeframe: MSPS momentum</li><li>• Staff consultation</li><li>• Faculty: FRU + MMS staff recommendations</li></ul>	<p>SH to review membership and terms of reference and bring to future committee for approval</p>
<p><b>3. Web development overview</b></p> <p>3.1. Simon presented three proposals to the committee for consideration (slides available following these minutes):</p> <ul style="list-style-type: none"><li>• Continue with current system, including a redesign of the website using an external designer, plus a through refreshing of all content</li><li>• Migrate to the University's CMS product, including a redesign and incorporation of University's brand template</li><li>• Migrate to a Drupal (<a href="http://www.drupal.org">www.drupal.org</a>) platform, employing the services of an external communications and web development company, Insight Media (<a href="http://www.insights.net.au/">http://www.insights.net.au/</a>)</li></ul> <p>3.2. The Committee broadly agreed on the following:</p> <ul style="list-style-type: none"><li>• Option 3.1.1 not favoured due to the continued issue of individual staff members being unable to create their own content independently. The design of the website, despite the improved front web page, would not be attractive moving forward</li><li>• Option 3.1.2 not favoured due to the continued issue of the structure of the website being general restrictive. Discussions with colleagues in other department who have moved to this platform have demonstrated general mediocre results/impressions. The design of the website also would not be attractive moving forward</li><li>• Option 3.1.3, Drupal, was broadly favoured as a platform which could potentially provide a positive development to both refresh the website under a new design, as well as provide staff with the opportunity to generate their own rich content. Insight Media can potentially also assist with communication of our areas (e.g. Research) as well as enhanced web user accessibility of our information</li></ul> <p>3.3. The committee agreed on the following:</p>	

- The potential upfront investment of c.\$20,000 for such a development would be a strategically important use of funds and therefore is an area of expenditure which should receive support
- Issues such as security and server hosting would require more consultation
- The creation of the Melbourne School of Psychological Sciences provides momentum for a new website to potentially be delivered by early June 2012

3.4. The committee agreed on the following next steps:

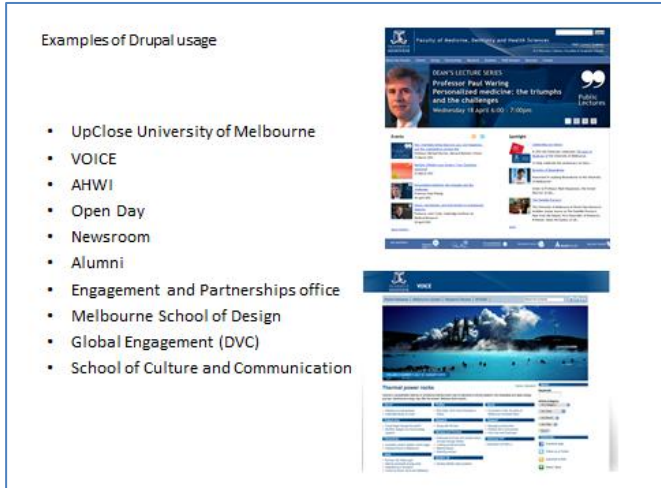
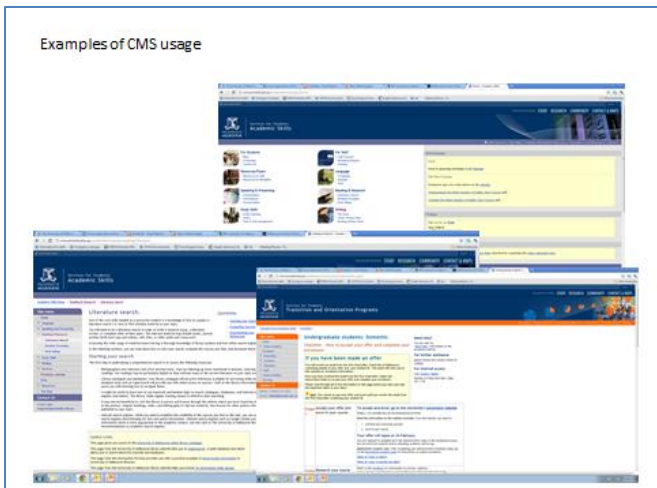
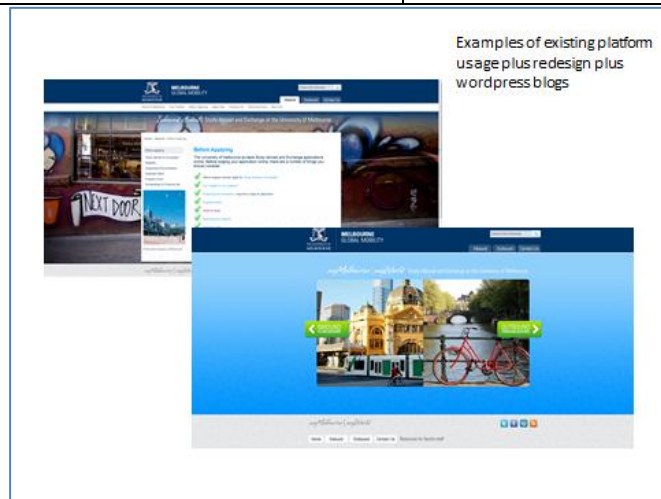
- The proposal of a new Drupal platform should be presented to the technical services committee with particular input to be sought around server hosting and hardware capacity as well as security issues
- The proposal should be brought to the next Executive Committee at the earliest opportunity with a view to seeking consultation and approval to proceed
- The Insight Media team should be brought in to present the Drupal product to members of the Web Sub Committee and the Executive Committee
- Committee members, as well as colleagues on the Technical Services Committee, are requested to explore the supplementary information provided by Simon as well as to come back with feedback and questions from the presentation materials in advance of the next meeting
- In order to maintain momentum, should extraordinary meetings of the Web Sub Committee or other committees (e.g. Technical Services) be required, these should be facilitated
- The School Planning Conference in early July should be used as an opportunity for colleagues to review the (aspired) delivery of a new/refreshed website

SH to arrange presentation from Insight Media and to forward presentation and accompanying information to committee members

4. Next meetings

4.1. Meetings have been agreed for the following dates and times:

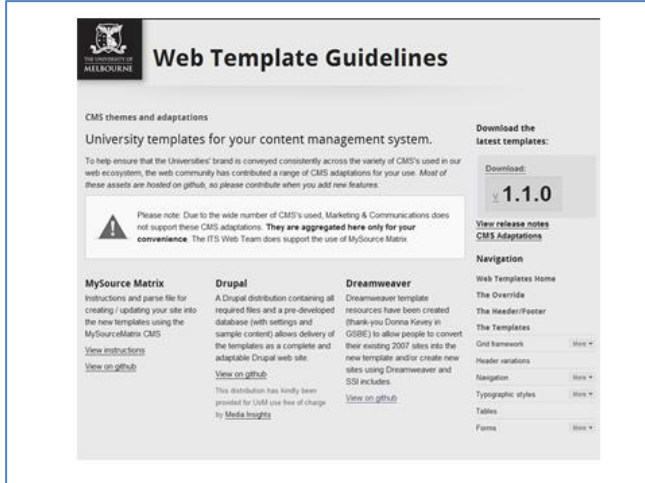
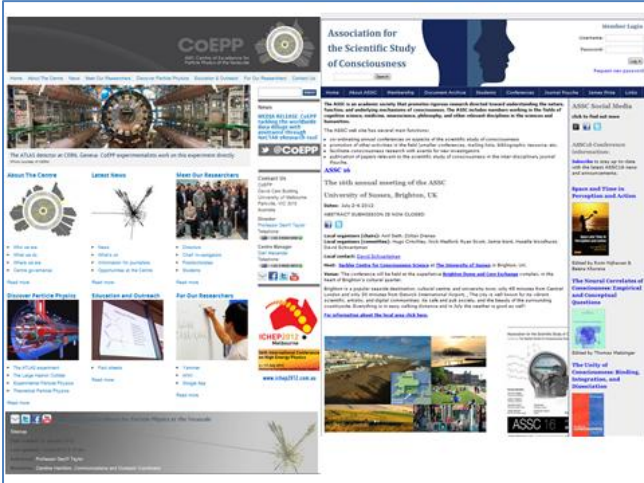
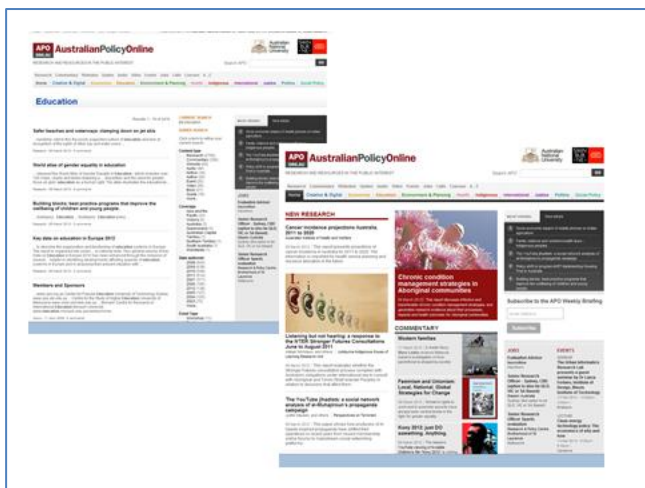
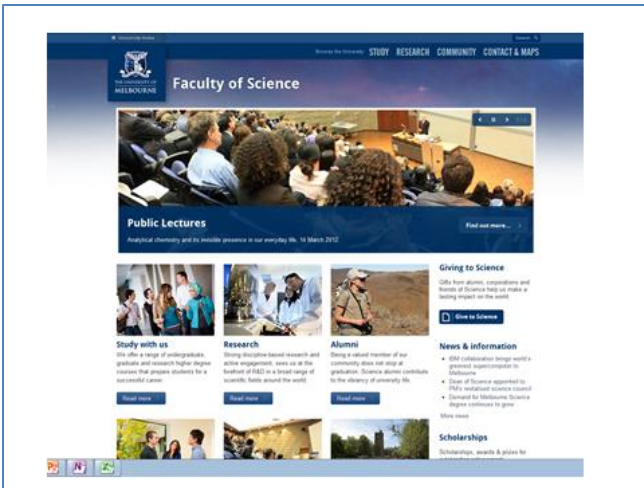
- Thursday 12<sup>th</sup> April, 10am
- Tuesday 15<sup>th</sup> May, 2.15pm
- Tuesday 12<sup>th</sup> June, 3pm
- Tuesday 10<sup>th</sup> July, 2.15pm



Examples of Drupal usage

- UpClose University of Melbourne
- VOICE
- AHWI
- Open Day
- Newsroom
- Alumni
- Engagement and Partnerships office
- Melbourne School of Design
- Global Engagement (DVC)
- School of Culture and Communication





Pros and Cons		
<p><b>Existing</b></p> <ul style="list-style-type: none"> <li>✓ Maximum control</li> <li>✓ University template</li> </ul>	<p><b>CMS</b></p> <ul style="list-style-type: none"> <li>✓ Some level of content creation possibilities for all designated staff</li> <li>✓ University template</li> </ul>	<p><b>Drupal</b></p> <ul style="list-style-type: none"> <li>✓ Significant level of content creation</li> <li>✓ Easy add-ons:               <ul style="list-style-type: none"> <li>✓ Events</li> <li>✓ Calendar</li> <li>✓ Blogs</li> <li>✓ Media</li> <li>✓ University template</li> </ul> </li> </ul>
<p><b>Existing</b></p> <ul style="list-style-type: none"> <li>× University departments clearly moving away from this model</li> <li>× Same issues re content management</li> <li>× All staff would require dreamweaver training</li> <li>× Unattractive design</li> </ul>	<p><b>CMS</b></p> <ul style="list-style-type: none"> <li>× Unattractive design</li> <li>× Time and labour intensive for relatively little impact</li> </ul>	<p><b>Drupal</b></p> <ul style="list-style-type: none"> <li>× Potential complications with LDAP user authentication</li> <li>× External provider –service level agreement? Sustainability?</li> <li>× Labour intensive for SH and ML until fully established</li> </ul>
<p><b>\$6,000 for redesign</b></p>	<p><b>\$15-\$20,000 Up to 3 months</b></p>	<p><b>\$15 - \$20,000 6-8 weeks</b></p>

**Further resources:**

Drupal: [www.drupal.org](http://www.drupal.org)

CMS: <http://web.unimelb.edu.au/tools/cms> and <http://web.unimelb.edu.au/tools/cms/introduction#Benefits>

University web publishing resources: <http://web.unimelb.edu.au/home>