Faculty of Information
Information Services Committee

Report to Council
Friday, November 25, 2011

1. The Information Services Committee met on Tuesday, November 8, 2011

a) The Chair, Prof. Seamus Ross, welcomed members, especially new and student members, to the first meeting of the academic year

b) Distributed the Terms of Reference of the Committee

c) Discussed draft 1.0 of the Faculty of Information Web Vision and Strategy document, to be presented at an upcoming Faculty Council meeting. To be discussed further at the next meeting

d) Discussed the Academica Report on the iSchool’s Website, and accepted/rejected a number of significant recommendations, including:

   - Accepted: Implement the look and resultant information architecture of the website to match the web-page mock-ups provided by Academica
   - Accepted: Implement content-specific landing pages to match the mock-ups provided by Academica
   - Accepted: Remove all old versions of documents and pages from the current, public, and searchable website, after a snapshot of the current website is taken and archived
   - Accepted: Create high level navigation tabs for ‘Alumni’ and ‘Institutes’
   - Accepted: Password protect the JobSite
   - Rejected: Remove password protection on the scholarship information

   To be discussed further at the next IS Committee meeting

e) Discussed the iSchool Service Level Agreement, 2011-2012. Still under active discussion

f) Distributed the Information Services User Survey 2011: Results and Action Plan, for discussion at a later meeting of the IS Committee
2. The Information Services Committee met on Friday, November 18, 2011

a. Faculty of Information IT Services – Marden Paul & Patrick Copewell report

Discussed the Marden/Copewell recommendations, and spoke to the progress on the items, and reasoning for rejected recommendations. Discussion points summarized as follows:

i. Discussed use of T-space

ii. More student involvement in web operations
   - Students are now on web-related committees.
   - Students will be involved in usability testing in this next phase of website changes.

iii. KMDI hardware
   - IT working to get KMDI better outfitted by the end of December 2011.

iv. Back-up routines/AC
   - Discussed a statement about our back-up routines for the next ISC meeting
   - Also consider a 1-day independent consultant for an audit of our procedures.
   - Ivan to follow up with J. Corinthios about the status of central Facilities paying for our AC upgrade.

v. Power failures
   - Updated Committee about provisions for power failures

vi. Next steps
   - Discussed a follow up report for next ISC meeting.

b. iSchool Web Vision & Strategy document

Discussed this document consisting of the Web & Social Media at the iSchool policy, Web & Social Media Strategies; Web Design Goals; and, a table of the implementation of Academica recommendations.

The following changes would be made:
   - Separate the policy portion from both the strategy section, and the Academica implementations.
   - Include recommendations from the Social Media Subcommittee.
   - Include a point about review of this policy.
   - Include a point to delegate authority to the ISC to:
     - Make minor changes to the policy
     - Approve decisions to represent new social media tools in a timely manner
     - Handle orderly close-downs of FI presence in particular social media venues
     - Annually review social media presence, and provide a brief report
• Next steps:
  o Policy will be sent to the next Faculty Council for approval.

c. Other business

• Issue of innovative teaching technology (M. McCaffrey) – to be discussed at the next ISC meeting
• Inforum space issues – to be discussed at next ISC meeting
• Next ISC meeting – mid January.

3. Motion: I therefore move that the Faculty of Information Council approve the Policy on Web and Social Media as contained in Attachment #1

Respectfully submitted,

Prof. Seamus Ross
Chair, Information Services Committee
Policy on Web and Social Media at the iSchool

1. Introduction
The web and social media presence of the Faculty of Information (iSchool) is an essential element in building the iSchool community and in promoting its academic mission, strategic vision, and educational goals and objectives, both locally and internationally.

2. Objectives
The objectives of the iSchool’s web and social media presence are to:

a. Support the mission of the iSchool
   i. Focus all web and social media efforts to position the Faculty’s online presence to be consistent with the Faculty’s goals and objectives, as articulated in our mission statement <http://www.ischool.utoronto.ca/mission-history>; and
   ii. Create a virtual showcase of the achievements of the iSchool, including research accomplishments of its core faculty, teaching of its instructors, learning success of its students, career opportunities and contributions of its alumni, and the iSchool’s engagement with scholarly, institutional, alumni, social, and business communities.

b. Provide targeted user experience
   i. Focus on targeted user experiences driven by our key audiences, including faculty, current and future students, staff, alumni, employers, visitors and neighbours, and the general public;
   ii. Open avenues for student/alumni/faculty research participation and collaboration in projects and initiatives;
   iii. Serve as an effective informational and marketing tool for the Faculty and its audiences, enhancing the iSchool’s online presence;
   iv. Enable audience self-sufficiency through social networking tools, simple site navigation, and encouragement of user feedback;
   v. Serve as a mechanism to allow completion of key functional processes;
   vi. Include capabilities for faculty and student interaction, discussion, and for sharing rich media content; and
   vii. Leverage social media to further Faculty goals.

c. Ensure accurate, timely, and relevant content
   i. Develop informational, educational, and engaging content that is presented in an attractive, consistent, and professional manner, thereby becoming an invaluable...
resource for the dissemination of current information related to the Faculty of Information and its audiences; and

ii. Enable visitors to navigate the web site easily and effectively by providing user-friendly navigation and logically defined content areas, with content optimized for download speed and web accessibility.

d. Promote the contribution of managed content

i. Support the implementation of solutions which allow non-experts to develop and maintain web content;

ii. Promote the managed contribution of content and information to the website by a broad array of community members with content expertise;

iii. Improve communication and collaboration among all those involved in the process of providing content to the Faculty website and social media by encouraging a sharing of expertise, capitalizing on re-use and re-purposing of resources, and increasing the value of all Faculty digital presence;

iv. Foster an environment of distributed content creation and maintenance, allowing end users and clients to easily create, manage, maintain, and update the iSchool presence.

3. Conclusion

The Faculty of Information website and social media target prospective students and those who influence their decisions. Our website and social media must actively engage and interact with researchers, collaborators, alumni, and external stakeholders. Our information architecture needs to accurately reflect the targeted audiences, provide the information and activities they wish to perform, and allow for the call to actions we would like visitors to focus on. By engaging our audience and serving as a platform for collaboration and discussion, we will be creating a centre of focus for our Faculty and showcasing its innovative faculty, students, programs, and research.

4. Implementation and Updates to this Policy

The Faculty of Information, Information Services Committee is responsible for the oversight of this Policy, and consults and advises the iSchool Information Services unit on its strategic directions and implementation.

Due to the changing nature of web technology and social media, this Policy will be updated on an annual basis in the Fall Session by the Information Services Committee, with reference to its objectives and its implementation, particularly in regards to the uptake of new media and the discontinuance of less used media.

End of Policy

Approved by the Information Services Committee, Faculty of Information, November 18, 2011
Approved by the Faculty of Information Council, date