One Stop Web Steering Committee – Guiding Principles
Revised July 2012

Scope & Purpose
This committee will provide oversight of the One Stop website to improve services that support all University students, staff, and faculty on University of Minnesota campuses statewide.

Members of this standing committee will attend bi-weekly meetings for discussions to:

- Ensure that the One Stop website reflects the role and values stated in Appendix A
- Prioritize issues, identify stakeholders, and anticipate conflicts
- Address usability concerns to inform timely, cohesive, accessible, and integrated content
- Promote quality assurance practices for ASR staff who contribute to the site.

Membership
The One Stop Web steering committee members contribute expertise and varying perspectives that inform One Stop’s direction, as follows:

The Director of One Stop will serve as team leader and is responsible for updating ASR leadership on the committee's actions. The One Stop director has responsibility for ensuring the integrity of the One Stop website (Julie Selander, goode021@umn.edu, 625-6579)

The Assistant Director of One Stop represents counselor and customer concerns and is responsible for issuing a call for agenda items before each meeting and disseminating an agenda (Carrie Otto, zast0020@umn.edu, 625-6051)

The Communications Manager brings an organizational/communications perspective, particularly with regard to finances, graduation planning, grades, and staff/faculty issues (Ingrid Nuttall, ingridn@umn.edu, 626-0075)

The ASR Writer & Editor ensures site content meets University standards for consistency, clarity, style, grammar, and factual accuracy. Serve as a representative from the One Stop content review committee. (Mandee Kuglin, kugli005@umn.edu, 626-8189)

The ASR User Interface Designer/Developer serves as the technical and information architecture expert for the website, promoting its functionality through good usability and design. (Kim Doberstein, dobe0002@umn.edu, 625-8376)

The ASR Lead Business Analyst shares how enterprise systems, including self-service applications, are critical to the framework of One Stop Student Services and to the five-campus online environment. (Travis Trautman, trau0001@umn.edu, 626-7195)

The Operations Analyst for the Academic Records unit serves as a representative for the interests and perspective of that unit. (Dan Delaney, delan021@umn.edu, 625-7864)

Representatives from other business units are welcome to join the committee; in their absence, their interests and perspective will be represented by the current members.
Committee Meetings
Meetings are held bi-weekly
Every meeting will be preceded by an agenda.

Resources
Committee members, supervisors, and managers willing to support the priorities and work of the committee

Communication
Outside of scheduled meetings, the primary means of communication between group members is e-mail. If a response to e-mail is requested, team members should do their best to respond within 48 hours or the deadline indicated in the e-mail.

Communication with ASR leadership
The Director for One Stop will update ASR administrators and managers on the committee’s progress. However, each member of the team is responsible for informing his or her unit manager.

Discussion
Your full participation in critical analysis and discussion of issues is valued and necessary. Your constructive comments and opinions are welcome and encouraged. Please listen for understanding and treat the opinions shared by other committee members and other ASR staff with respect.

Meetings
Whenever possible, meetings will be scheduled to accommodate all of the members’ schedules. Your timely attendance at meetings is requested. Your active participation in the work of the committee is required. If you cannot attend a meeting, you are responsible for staying informed on the team’s progress.

Collaboration
The One Stop Web Steering committee members address ongoing maintenance and development issues identified through ongoing review, usability studies, and/or institutional prerogatives. The One Stop Director will determine, based on committee input, the most important issues and their resolution. The steering committee will identify available resources and projected outcomes. The team as a whole will support decisions as they become implemented, though the One Stop Director has final decision-making authority of the team’s proposals.

Commitment
The One Stop Web Steering committee is integral to ASR’s productivity and success. Time management and prioritization of efforts will be critical.
APPENDIX A:
One Stop Web site role & values
Revised in July 2012

A. Role of the One Stop Web site – “One Stop will provide help and comprehensive business-oriented information related to campus-based services.”

B. Communication values for the One Stop Web site
   a. Visibility based on relative importance
      i. Low scrolling
      ii. Logical pathways
      iii. Category-based navigation (rather than hierarchy-based)
      iv. Self-service applications (taking care of business) are a priority
   
   b. Consistent content (Language)
      i. Plain English
      ii. Shared tone, voice, consistent use of language
         1. 2nd person (“you”)
      iii. Accurate and timely
         1. Timestamp pages (last updated…)
   
   c. Comprehensive and Complete
      i. Space in architecture for non ASR content if demanded by audience
      ii. Not competing with my Portal for “personalization”
   
   d. Fast and easy to use (and to maintain)
      i. Quick download times
      ii. Intuitive navigation
         1. Similar navigational patterns in each section and on each page
         2. Use consistent vocabulary across campus (be willing to compromise to forge a shared subject taxonomy.)
         3. Separate related (direct sub category) vs. associated information.
      iii. Direct pathways to information
   
   e. Consistent look and feel
      i. Style guide or look and feel
   
   f. Context-based decisions (design decisions make sense for the content.)
   
   g. One Stop will be designed to function effectively on widely-used browsers. We will not make extraordinary efforts to keep the look consistent on browsers that are little used or obsolete.
   
   h. Evaluate and base changes on evaluation