

**EERE Web Coordinator’s Meeting Minutes  
*Thursday, January 21, 2016***

**Attending in Person**

EERE Communications – Alex Clayborne, Billie Bates, ActioNet

Vehicles – Shannon Shea; Nay Chehab, New West

Wind and Water – Liz Hartman

DOE PA – Atiq Warraich

**Attending by Phone**

Bioenergy – Reanna Trudell, BCS

Buildings – Nate Shelter, Energetics; Shan Osborn, PNNL; Wendy Graves, Akoya; Linh Truong, Michael Oakley, NREL

Education – Clarissa Childers, ActioNet

FEMP – Joe Konrade; Courtney Fieber, DB Interactive; Heather Proc, Heidi Blakley, Nicole Harrison, NREL

Fuel Cells – Kathy Cisar, Sara Havig, NREL

Solar/SunShot – Susanna Murley, Clean Energy Communications

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

Wind and Water – Kelly Yaker, Julie Jones, NREL

WIP – Emiley Mallory, Hannon Group

EERE Communications – Carolyn Hinkley, Drew Bittner; Elizabeth Spencer, Amy Vaughn Liles, Linda McConnell, Alexis Powers, Shauna Fjeld, Amy Glickson, Leslie Gardner, Ken Dykes, Tom Miner, Adrienne Elmore, Darlene Steward, NREL; Jason Kardell, ActioNet

**Summary**

This was the 82nd meeting of EERE’s Web coordinators.

**Around the Room**

* EERE’s analytics presentation from last week’s DOE Web Council meeting went well and may become part of a series. The next presentation EERE makes will likely be a hands-on one about Google Analytics and social media tools.
* EERE now has a LinkedIn account, which should be a great new way to engage users. Check it out and follow it.
* Adrienne Elmore is EERE’s new template coordinator.
* Keep in mind that EERE does have an application template for any sites not in DOE’s Drupal CMS, and remember to bring any new application / database projects to the Web Governance Team first.
* A new version of the EERE site map, covering the period through October 1, will be sent out with the notes from this meeting.
* Liz Hartman will be on detail with EPSA beginning February 1.

**Current Business**

*Graphics for Landing Pages*

Billie showed some interactive graphics that have been developed in the Buildings website in recent months. See the slides for links. These were created using the “Map Reference” content type embedded in the hero space of pages in the CMS. They are responsive in design and Section 508 accessible. Buildings has also recently added new icons to its home page, after a Crazy Egg study showed that the existing icons got more clicks than other content. Another Crazy Egg study on the home page is now running, and Nate will report on the results at a future meeting.

*Template Redesign Feedback for HUGE*

Carolyn and Alex provided feedback for this in December. The Web team listed out top concerns, such as navigation and the number of help tickets outstanding. HUGE is considering mobile first in the planned redesign and will be creating a style guide. Other items being considered include designing a navigation and IA for the entire enterprise, testing the home page for usability, keeping search engines from indexing PDFs on unpublished download pages, and changing the 15-minute timeout in the CMS editor. How users get to the EERE content within Energy.gov is something else we need to consider. When will we hear more about the redesign? After the Office of Science migration, before the year-end. Note that the redesign will also mean an update for the EERE application template. This is a great opportunity for EERE to be involved in the decisions affecting the redesign. The HUGE design proposals will go to DOE upper management for approval.

*Newly Available Energy.gov Features*

Atiq discussed some new features in the works, including a FAQs or step-by-step feature and a FOA content type. For the FOA element, PA is now working on the global fields, such as dates, funding amounts, requirements. Atiq will send screenshots of these new features, which are still in test mode. He can give a demo of these features, as well, after they are shown in the DOE Web Council. Also, Atiq said that we can display external links in a list or in a block. In addition, Webmaster Tools is now set up in the Google Analytics account. DOE found that 1.6 million users came to Energy.gov from Google search in December, so we would like to put some effort into Google tools. Users can filter their search by energy.gov/eere, too. NREL will add Webmaster tools for EERE and inform everyone when available. Can we put the “share” icons on other pages besides articles? DOE will look into this for the redesign.

*Updating Energy Basics*

Ken explained the need to update the Energy Basics site, which hosts general information about how our EE and RE technologies work. This is content belonging to each of the EERE offices, so please review your own content in FY16. You will receive an inventory that shows all of the pages you own on the site.

*FY15 Digital Media Report*

Leslie talked through some of the details of this report, which includes not only our EERE website but also our Facebook, Twitter, and other social media sites. The EERE site had nearly 28 million views, and Success Stories saw a 145 percent increase. The EERE Facebook page’s likes went up dramatically. Pages on how a wind turbine works and the AFDC were high up on the list. See the slides for the numbers in each area, and the report is also posted on the [Communication Standards site](http://energy.gov/eere/communicationstandards/downloads/eere-annual-website-reports). Why does it not include Pinterest and Instagram? These are good ideas for the future.

*Next Meeting*

February 18 at 1 p.m. Eastern, 11 a.m. Mountain, in 5E-069 Forrestal and X300 Golden.