

**EERE Web Coordinator’s Meeting Minutes
*Thursday, September 21, 2017***

**Attending in Person**

EERE Communications – Drew Bittner

Geothermal– Alex Clayborne, ActioNet

Vehicles – Heather Croteau, Allegheny

**Attending by Phone**

Bioenergy – Kelsey Satalino, Reanna Suess, BCS

Buildings – Alex Isaacson, Julia Rotondo, Energetics; Shan Osborn, PNNL

FEMP – Courtney Fieber, DB Interactive; Heidi Blakely, NREL

Fuel Cells – Sara Havig, NREL

Solar / Sunshot – Greg O’Brien, Hannon Group, Susanna Murley, Clean Energy Communications

Strategic Programs – Alicia Moulton

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

Wind, Water – Jamie Wiebe, NREL; Devan Willemsen, Hannon Group

WIP – Monica Arevalo, NREL; Kristin Cone, Hannon Group

EERE Communications – Carolyn Hinkley; Adrienne Elmore, Elizabeth Spencer, Amy Vaughn Liles, NREL; Jason Kardell, Billie Bates, David Brown, ActioNet

DOE PA – Atiq Warraich, Ernie Ambrose

*Please note: To ensure you are counted in the attendance record, enter your name when logging into the WebEx meeting.*

**Summary**

This was the 100th meeting of EERE’s web coordinators.

**Current Business**

*Deprecated Fields and Disaster Recovery*

Last night, everything was moved back to Reston from Las Vegas (rather than Monday, as some issues had arisen). Overall, Atiq said, everything seems to have gone well, no lost content. Regarding deprecated fields, there are still some content types that need to be converted (two-column and three-column landing pages). A reminder that the new accordion paragraph type is replacing FAQ. Let Atiq know if you have any questions.

*Drew’s Views*

We are celebrating the 100th meeting of the web coordinators, and we recognize Drew for founding this group and building the EERE web community. The first meeting was in November 2007. One driving factor was the need to standardize our web pages and policies, so we brought all of our stakeholders together. From this meeting have come groups such as the Web Governance Team, DOE Web Council, and Product Governance Team. We thank Drew and the initial web team leadership and members for their foresight and leadership to get us where we are today. Thanks to their efforts, our current Web Coordinators group continues to be a forum for sharing best practices and information related to standards and policy.

*Crazy Egg Findings*

We recently did Crazy Egg testing on the EERE home page, FEMP and SunShot. On the EERE home page, one takeaway was that users were scrolling through the dynamic listing paragraph slider but not necessarily clicking on any of the items, Adrienne explained. The top clicked areas of the page include the search box, slider arrows and Homes text link.

For FEMP, the team wanted to gauge the impact of no longer having the rotator on the home page. The team moved the rotator content into horizontal listing paragraphs and found that users clicked through the items more than they had on the rotator, David said. FEMP did find that users were finding and using the navigation in its new place with the redesign, and they were scrolling the length of the pages.

With SunShot’s Crazy Egg test, Greg explained that the team learned the drop-down menu is being clicked, but there was some confusion on the home page four-up featured item. SunShot also found that users are scrolling to the bottom of the page.

We will be reviewing the results and determining next steps.

*Communication Standards Updates*

The [logo page](https://energy.gov/eere/communicationstandards/eere-office-subprogram-and-speciality-logos) has been updated, Elizabeth said. You need a log-in to download logos. The logo page was split into several separate pages because it was learned that the CMS doesn’t function well with a large number of paragraphs on the page. Also, we’d like to update the [contacts page](https://energy.gov/eere/communicationstandards/eere-communications-contacts), so please review the information on that and send Elizabeth any updates.

*GovDelivery / Granicus Update*

Note that there is an element called featured content, which allows specific email lists to be prioritized for network referrals.

*Energy Saver Promotion*

Adrienne mentioned that Energy Saver is down 50 percent in traffic from Energy.gov referrals, since the redesign. If you have content that’s consumer-focused, more residential, try to cross-promote as you are able.

*DOE Web Council Update*

Carolyn ran down the latest highlights:

* The Federal IT Modernization effort: [Executive Order (EO) 13,800](https://www.whitehouse.gov/the-press-office/2017/05/11/presidential-executive-order-strengthening-cybersecurity-federal) tasks the Director of the American Technology Council to coordinate a report to the President regarding the modernization of Federal Information Technology. The IT Modernization report was drafted and submitted to the President after taking comment from industry and relevant stakeholders on the targeted vision and proposed implementation plan for Federal IT Modernization. Public comments are [**publicly posted here**](https://github.com/GSA/modernization/issues).
* You can add a free, customizable search engine, Digital.gov search, to your site (outside of Energy.gov). Learn more on the [Powerpedia page](https://powerpedia.energy.gov/wiki/DigitalGov#Search).

*Next Meeting*

October 19 at 1 p.m. Eastern, 11 a.m. Mountain, in 5E-069 Forrestal and X300 Golden. Let us know if you have a project to present or topic you would like to discuss.