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**EERE Web Coordinator’s Meeting Minutes  
*Thursday, November 16, 2017***

**Attending in Person**

EERE – Billie Bates, ActioNet

Geothermal – Alex Clayborne, ActioNet

Vehicles – Heather Croteau, Allegheny

Wind – Liz Hartman; Devan Willemsen, Hannon Group

**Attending by Phone**

Bioenergy – Reanna Suess, Kelsey Satalino, BCS

Buildings – Alex Isaacson, Energetics; Wendy Graves, Akoya; Shan Osborn, PNNL

FEMP – Courtney Fieber, DB Interactive

Fuel Cells – Kathy Cisar, NREL

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

Strategic Programs – Alicia Moulton

Vehicles – Suzanne Williams, Argonne

WIP – Monica Arevalo, NREL

EERE Communications – Carolyn Hinkley; Adrienne Elmore, Elizabeth Spencer, Alexis Powers, NREL; Jason Kardell, David Brown, ActioNet

DOE PA – Atiq Warraich, Ernie Ambrose, ActioNet

**Summary**

This was the 102nd meeting of EERE’s web coordinators.

**Around the Room**

* The CMS has had some performance issues this week; PA is looking into this.
* A survey is planned for fed users of the Communication Standards site; look for that the week after Thanksgiving.
* EERE will be doing more to promote the library and make consistent the way it’s linked from the different tech offices. Look for an email from Carolyn on that, if your tech office site needs updating.
* Buildings recently launched 37 new pages in the Tour of Zero under Zero Energy Ready Home, in conjunction with the annual Housing Innovation Awards. There will be a redesign of prior Tour of Zero pages to move them off content types being phased out in 2018. Buildings is also updating its project map, coordinating QC through its technology managers.
* Solar is changing its office name away from SunShot, and updating its messaging around that. The office should now be Solar Energy Technologies Office on first reference and generally Solar on second (rather than SETO). Please change any references you have on your own office site.
* Wind continues routine maintenance, but is still having issues with paragraph limits on nodes in the CMS. One way to lessen paragraphs on a node is to combine headers with body text in the full rich text paragraph: The <H4> tag creates a header that’s the smallest of the three available sizes in the header paragraph, for instance. Wind is also developing a facilities map to replace one that is broken, and increasing links in center content to overcome continuing user trouble with the top navigation.
* Strategic Programs and Impact Analysis has been working on a revamp of the site: The home page has a new image and other content, and there are new pages for the office’s portfolio.

**Current Business**

*Digital Media Metrics: Key Takeaways for October*

Adrienne introduced a new recurring agenda item to touch on some of our site metrics. Overall, the EERE sites had the best month in more than a year, thanks largely to the Solar Decathlon. For videos, the Energy 101 videos are very popular on DOE’s YouTube, with the geothermal one getting the most views.

*Siteimprove Meeting Takeaways*

Siteimprove is a cloud-based software DOE is now using to automate the identification of site errors such as issues with Section 508 accessibility. Some EERE folks have signed into it and begun looking at it, so Carolyn gave some takeaways from a recent demo of the tool. Caution items for us include hierarchy of page headers, which affects the tabbing of content by page readers, and making hyperlinked text distinctive (as opposed to “Learn more” used for several links on the same page). Make sure images have alt text. See the page on [Powerpedia](https://powerpedia.energy.gov/wiki/Siteimprove), and more info will be forthcoming. A suggestion: Add a monthly report of these issues to the stat and broken link reporting we do.

*Multifactor Authentication for Hosted Applications*

Alex explained this new requirement that’s coming, which affects any applications hosted in the EERE environment that have user sign-ins: The user will need to obtain a token or sign-in number to proceed. We don’t know right now what the timeframe is for this changeover. One key element will be notifying application users, whether via GovDelivery newsletters or other communications.

*Solar Decathlon Key Takeaways*

The Solar Decathlon event just wrapped up in Denver in October, and Alexis presented an analysis of the digital impact. See the meeting slides for much more info, but overall, the SD site had 150,000 visitors in October and 1.1 million page views. More than half of the traffic came from search engines, while social media accounted for about 6 percent. There were 48,000 followers in social media, where the primary hashtag was #SolarDecathlon rather than the #SD2017 model as used in the past. A successful approach to videos was multipronged: the SD “Minute” videos that had been done in the past, along with Facebook Live videos and 360º views of the houses.

*Retiring Energy Basics*

EERE is retiring the [Energy Basics](https://energy.gov/eere/energybasics/) pages, Elizabeth explained. You have the option of moving content pertaining to your office into your own site. Contact Elizabeth or Carolyn with any questions.

*Call for LinkedIn Content*

EERE would like to increase the posting on its [LinkedIn page](https://www.linkedin.com/showcase/the-office-of-energy-efficiency-and-renewable-energy/), Elizabeth said, so if you have some content that would work, send it to Elizabeth or Adrienne. Think in terms of interesting upcoming events, deadlines, funding opps, and definitely anything career-related.

*Next Meeting*

January 18 at 1 p.m. Eastern, 11 a.m. Mountain, in 5E-069 Forrestal and X300 Golden. (No December meeting.) Let us know if you have a project to present or topic you would like to discuss.