May 20, 2019 Web liaison Meeting Agenda & Notes

I. Introductions
- Mike Gebhard and I introduced ourselves then went around the room and had individuals introduce themselves

II. Picture Formats
- The best picture format to use for your pictures on the web is JPG or JPEG. Since this file format is usually compressed and therefore faster download. This is what we recommend using to make the user experience faster given the number of images we have on the site. If you are using a logo then the best file format would be .PNG because it will use a higher quality so your logo graphic is crisper but for all other situations it should be .JPG or .JPEG. If you need assistance deciding which one to use, contact Mike or I and we would be happy to help.

III. PDF
- The County is moving away from Adobe Acrobat to create and change PDF files due to licensing concerns. We are replacing Adobe with Nuance Power PDF. Anyone who needs to create, optimize, or compress PDF's can have the program just put in a help desk ticket to receive access. We will not be installing acrobat any longer.
- We suggest for larger documents, Agendas, and reports that you first optimize them in Power PDF, so they are searchable (this is important for ADA compliance) and then you also compress or reduce the size to the file. You can do both in Power PDF. If you need assistance, please contact Mike or myself and we will be happy to assist you.
- It is important to recognize that almost 50% of our traffic comes from mobile devices and we need to keep that in mind when putting large files and documents out on the website. It will use up their data to download the documents and if they are really large it could take quite a while to download. This other issue that arises is that if people try to print the documents it can take a long time to communicate with the printer. Please make sure to optimize and compress large files and documents.

IV. Search
- Uses Elastic Search/Full text search
- Checks 3 categories
    o Title
    o Keyword/Tags
    o The full text
- Two factors are weighted (or boosted)
    o Titles (1.5 times more weight)

          ○   Key words/Tags (1.25 times more weight)
- Frequency of the searched item
- It uses a long formula to evaluate then suggests based on the number of times it is referenced in all searches

V.   Saml on/off
- The SAML on/off function applies to creating eCentral pages only. When you create an eCentral page you will need to go into the properties and click the SAML on check box towards the bottom of the properties page. You will get this option after you create the page. Please refer to [PowerPoint](#) for instructions.
- If you do not do this for all eCentral pages that you create then an employee accessing the page maybe asked to log in again to view your page.

VI.   Enhancements
- We showed where the CivicPlus submitted enhancement requests were located and how to vote on the enhancements you would like to see in the future. We then ask everyone to go in and vote on auto sizing of news story pictures. Please refer to the [PowerPoint](#) for the how to's.

VII.   Analytics
- Went over analytics with the group for the public and employee site from launch to May 20th. Please refer to the [PowerPoint](#) for specifics.

VIII.   CivicEngage 6 Webinar
- Watched a webinar on the features of CivicEngage 6 which will be available in the near future and how it integrates many systems and third-party applications offering more flexibility between systems in the future.
- Future enhancements coming to our current platform on June 1st. Please reference [webinar](#) in the [PowerPoint](#) for specifics.

IX.   Tips & Tricks
- Asked the group to share any tips or tricks they may have and then I shared mine which were
    - Canva.com for resizing pictures quickly
    - If you are replacing a page create a new version
    - Pictures in JPG
    - Sandbox.washtenaw.org
    - If the information already exists, link to it do not recreate
    - Replace documents with the new ones, do create new
    - Use Keywords
    - Review web information quarterly

X.   Feedback
XI.   Questions