

## **Fresh Look Advisory Group:**

**5/4/2007**

### **Web Site Visioning meeting notes**

Present: Shelly Hausman, Sandy Irber, Vicki Morrow, Maria Norris, Anyta Archer, Jasmine Witham, Laura Fraser, Leigh Anne Sippel, Nick Kapp, Luis Padilla, ASSC President, Lauren Hernandez, ASSC rep.

Absent: Judy Lariviere, Cathy Hasson, Regina Stanback-Stroud, Lori Adrian.

### **Agenda**

- Welcome – Dr. Vicki Morrow
- Review of FL Web Site Process- Sandy Irber
- OmniUpdate CMS- Jasmine Witham
- Overview of Site Architecture- Laura Fraser
- Samples of Award Winning Sites- Shelly Hausman
- Dreaming the Big Dream

### **Fresh Look Web Site Recommendations**

- Overhaul the design
- Focus on usability and testing
- Dept. web sites to be standardized
- Consistent messaging and visual identity
- Compelling and recent stories
- Space devoted to celebrate benefits and results of Skyline education
- Faculty photo book/profiles

### **DRAFT web site redesign timeline**

- May 07: Visioning
- Summer 07: Issue RFQ and hire consultant
- Sept. 07: Kickoff meeting, develop work plan & timeline
- Oct. 07: Audit & needs research
- Dec. 07: Design and layout recommendations with templates
- Feb. 08: Present web plan & designs
- Mar. – Apr. 08: Design rounds leading to final web art
- Fall 08: Launch new site & training

### **Criteria for Award Winning Sites- National Council for Marketing & Public Relations (NCMPR)**

- Overall creativity
- Effectiveness in marketing and communications
- Use of hypertext links
- Use of graphics
- Ability to solicit action or return visits from Web browsers

## Samples of Award Winning Sites

- San Juan College, NM (NCMPR) <http://www.sjc.cc.nm.us>
- Alvin Community College, TX (NCMPR) <http://www.alvincollege.edu/>
- Grossmont College, CA (CCPRO) <http://www.grossmont.edu/>
- Gavilan College, CA (CCPRO) <http://www.gavilan.edu/>
- Chabot College, CA (past CCPRO) <http://www.chabotcollege.edu/>

## Discussion

- Suggested that we maintain communication with the District to ensure we are all heading in the same direction. Possibly be the lead or example for the other colleges to follow.
- OmniUpdate Review
  - OmniUpdate is a Content Management System that allows you to update a website in your Dreamweaver without needing special software installed on your computer (such as Dreamweaver or Frontpage)
  - OmniUpdate allows you to set up a site with a workflow and approval process. You can branch out the division of labor on a site, empower the users to maintain their own content.
  - A CMS allows you to stop focusing on how to train faculty to use the tools. Dreamweaver takes 10+ hours to learn and dozens more hours to master. That time would be better spent improving the content of the site, and allowing the site to grow into a broader wealth of up-to-date information.
  - District Office purchased OmniUpdate and did a proof of concept by applying OmniUpdate to the District Office Website. It is working very well so far.
  - Issues we have run into are the small majority of users who have mastered Dreamweaver feel limited by the lack of advanced tools in OmniUpdate.
  - With OmniUpdate users can continue to use Dreamweaver and OmniUpdate together as long as they remember to upload to the production and staging servers.
  - A question for later is how we'll approach faculty pages so that they are consistently easy to maintain while giving faculty creative freedom.
- Web Site Structure
  - The structure is aging and complex
  - Sites are not all under the Skyline umbrella
  - Difficult to find the pieces we need to update
  - Current architecture requires absolute links
- Comments on the Award Winning Sites
  - Liked the 'divided by audience' approach on homepages
  - Liked the 'search' in upper right hand corner
  - Liked the dynamically updated news on the splash page
- Comments on "Dreaming the Big Dream" for the new web site
  - Site should include more clubs and activities info: officers, meetings, photos, etc.
  - Accessibility and 508 compliance needed from the new site's inception
  - Portal
    - Luminis was brought up as a student portal
  - Picture of College & Directions
  - Something directing people who speak other languages- ESOL. Possibly translate the site with Babblefish.com or make key registration text in several languages.

- Live Help – High Touch. Facilitating students and faculty/staff to communicate over IM when possible.
  - Generally, less text and more pictures
  - Good structure with logical and intuitive navigation
  - Alumni section, give back
  - Faculty Web Pages, aka door cards, including picture of faculty & courses taught. Extend to part-time faculty
  - Virtual Tour
  - Faculty Office Hours: Online via Chat
  - Student Quotes, quotes from president, little commercial from students
  - Students Blogs and RSS feeds
  - Can use the blog for ongoing events. Users can see the blog for a log of past events. Blogs for the Academic Senate?
  - Ventura College Online Orientation: an example of how an orientation can be presented.
  - Need to think about how to divide internal site from external sites- Sharepoint?
  - Emphasize community links (how we are a community center, things to do around Skyline: GGRNA hikes, for example)
  - Area to reach out to the business community who wants to contact our students for jobs
  - Reminder of Important Dates, ex. Registration dates on the front page.
  - Automatic way to download events to Outlook Calendar
  - Some kind of template for all departments with a universal header/footer would be good.
  - Site should be designed for users who are low-tech and have dated equipment.
  - Students will be involved in the process...lots of student voices.
  - Post: Blog with meeting minutes so no one feels like this was done behind closed doors. Give people the opportunity to give ideas. When the project is complete let them know who had which ideas and thank them.
  - Comments section on the footer of each page. Make it easy for people to leave comments.
  - Survey students to determine needs and perceptions re: web site.
  - Link to the college newspaper for students
  - Nomenclature Committee – no jargon “Friendly welcome mat”
- **Possible Action items**
    - Create an online survey and encourage faculty/staff to “dream big” and describe their hopes for the website. Store these submissions in a database
    - Do the same (above) for students.
    - Create a blog for the Web Advisory Group to post meeting notes.