

**Web Committee – December 8, 2009
CC 127 1 to 2 PM**

MINUTES

TOPIC / PRESENTER	KEY POINTS
<p>Consultant's Report Presenter: Joe Austin</p>	<p><i>HISTORY</i></p> <p>Winter of 2008 Student survey, top-three problem areas:</p> <ol style="list-style-type: none">1. Webpage Navigation2. Search engine3. Department web sites <p>April 20, 2009 Report of the Web Content Guidelines and Procedures subcommittee:</p> <p>Any redesign of the college web site must first include a:</p> <ol style="list-style-type: none">1. Face-to-face conversation and agreement with all departments (that have a departmental web site) that they will follow an established design layout and navigation style.2. Agreement with all departments that they will re-evaluate the content of their web site for importance. <p>September 21, 2009 Draft of Proposed Institutional Activities (IAs)</p> <p style="text-align: center;"><i>#2 Redevelop the CCC web site to be interesting, inviting and easy to use for external constituents AND to provide internal constituents with stronger communication and easy access to information.</i></p> <p>October 5, 2009 The Web Committee passed the following resolution:</p> <p>The Web Committee should establish a standardized model for department web pages.</p> <ol style="list-style-type: none">1. Hire a consulting firm to redevelop the college web presence.

- a. Identify our audience.
- b. Web page best practices.
- c. Determine standardized model for department web pages.

2. Take an integrated approach to the college online environment.
3. Hire external agency to implement consultant recommendations.
4. Assure that we have the infrastructure to maintain consultant recommendations.

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In accordance with point 1a-c, a consultant was hired and paid with money remaining from the Green grant. At the December 8 meeting the results of the consultant report were presented and discussed.

Ash Shepherd of TACS (Training and Consulting Service for nonprofits) made the following recommendations in the report.

1. *It is recommended that creating standardization in branding be a primary goal of a website redesign process.*
2. *It is recommended that the college move to a one-website system.*
3. *It is recommended that the Website Committee's role be more clearly defined according to the website governance recommendations.*
4. *It is recommended that the staffing resources allocated to support the website be reevaluated and adjusted to meet the revised needs of the website.*
5. *It is recommended that the college develop an overall strategic communication plan to include an overall online communication plan.*
6. *It is recommended that the college establish a set of policies and standards to guide the management of the website.*
7. *It is recommended that an RFP process be used to select a design firm.*

The Web Committee fully endorsed the recommendations and procedures detailed in the consultant's report.

Next Steps

The Web committee will take the consultant's recommendations to Presidents' Council.

Goals for Presidents' Council meeting:

	<ol style="list-style-type: none"> 1. Inform Presidents' Council why the Web Committee endorses the recommendations. 2. Initiate a discussion of the potential issues with web standardization. 3. Initiate a discussion of department responsibilities when the web page redesign is complete.
Meeting adjourned 3 PM	<p>PRESENT: Joe Austin, Steve Beining, Bill Briare, Kim Carey, Trevor Dodge, Diane Drebin, Stuart Long, Terry Mackey (Chair), Steffen Moller, Teresa Robertson, Terri Sanne, Shawn Swanner, Molly Williams, and Dean Walch.</p> <p>Guest: ShellyParini</p>

UPCOMING MEETING DATES FOR 2009/10 ACADEMIC YEAR:

Jan. 11, Jan. 25, Feb. 8, Feb. 22. All meetings are at 3 PM in CC 127.

FIND WEB COMMITTEE MINUTES: No yet available on the Intranet.

Administrative Regulations: Address of Administrative Regulations: → F drive → 1Policy → ADMIN.REG
The Administrative Regulations are in PDF.

WEB COMMITTEE MEMBERS:

Instructional Division: (Shall not be from Student Services or Enrollment Services)

Bill Briare, Steffen Moller, Terry Mackey, Trevor Dodge, Anne Bachmann/Molly Williams

Distance Learning: Steve Beining

Student Services: Paul Creighton, Teresa Robertson

Enrollment Services: Diane Drebin, Terri Sanne

Public Affairs: Janet Paulson, (Ex-Officio) Nancy Wells

Student Body: Melanie Kratzer

Information Technology Services: (Ex-Officio)

Joe Austin, Kim Carey, Shawn Swanner, Dean Walch, Stuart Long