



GROSSMONT-CUYAMACA  
COMMUNITY COLLEGE DISTRICT

**Website Communications Committee**  
**Cuyamaca College, E-106**  
**December 1, 2016**  
**Meeting Notes**

Comm & Public Info Director	<b>Anne Krueger</b>	x	Distance Ed Coordinator	<b>Janet Gelb</b>	x
President Cuyamaca	<b>Kerri Ewing</b>	x	Instructional Design Tech	<b>Rhonda Bauerlein</b>	x
VC Workforce & Org Develop.	<b>John Valencia</b>	x	Instructional Design Tech	<b>Chris Rodgers</b>	
Dean Learning & Tech Resources	<b>Kerry Kilber Rebman</b>		College and Community Relations	<b>Lorena Ruggero</b>	x
Director, IS	<b>Brian Nath</b>		GC Student	<b>Djonee Holmes</b>	
CC Student	<b>Jesus Suarez</b>	x	BOT Instructor, CC	<b>Pat Newman</b>	
Instructional Design Tech	<b>Debbi Smith</b>	x	Recorder	<b>Laurie Lovell</b>	x

Item	Summary/Action	Communication Yes/No (To Whom/By Whom)
<b>Corporate College Website</b>	<p>John and Kerri explained that the Corporate College website was created outside of Cascade because it is a separate entity from the District. The URL is set up because it is internal with .edu. It was suggested to develop communication but at the same time not to encourage others to do so.</p> <p>Grossmont-Cuyamaca only on the top, not the Grossmont-Cuyamaca Community College District logo due to it being a separate entity. Possibly put the district logo on the about page.</p> <p>Take out ad at the bottom right of page.</p> <p>Maintenance will be done through Corporate College Team in house.</p>	<p>Remind Brian Nath to inform the committee with non-cascade websites.</p> <p>Take out ad at bottom right side of page.</p>
<b>Continue Discussion of GCCCD Homepage</b>	<ul style="list-style-type: none"> <li>It was noted from the last meeting Lorena would direct in what the Grossmont Cabinet is interested in. Grossmont Cabinet is interested in making it more marketing oriented; make it easier to navigate for students.</li> <li>For both colleges are things easy for students to find?</li> <li>Grossmont recently updated homepage images and also made it more enrollment and register oriented. Faculty and staff for classroom images requested the updated photos of classroom images.</li> <li>Clickable images are a continued request.</li> <li>It was suggested to make the Apply Now button bigger or higher on the page. District can help to find out how to do that research.</li> <li>Looking for photos is delay for Cuyamaca.</li> <li>In a peak registration period, the Grossmont Homepage will have the updated look with the register and apply now focus and can possibly can change during non-peak registration periods.</li> <li>The callouts should have guidelines such as how maximum number of words allowed. Guidelines for the callouts and digital signage should be the same.</li> <li>Suggested that there are no logos for the college on the callouts with it being on the college websites.</li> <li>Content and to have the navigation bar scroll with you while working the page.</li> </ul>	<p>Kerri will determine what the minimum font size is for the guidelines of the callouts and will create other standards for the callouts.</p> <p>Debbi to contact vendor to make homepages clickable.</p>

<ul style="list-style-type: none"> <li>• From student Jesus’s point of view things are difficult to find on the website. Not attractive. Does not tend to scroll very far down. Mixed reviews on videos such as campus tour video. Update information regularly on websites was suggested.</li> <li>• Chris Tarman can lead focus groups on the websites to collect data that is rich and full of content, also speak with High School students. It was suggested doing FYI classes.</li> <li>• <b>The committee agreed that it will be funded to have the large homepage image clickable and will continue the work on revising the webpage.</b></li> </ul> <p>Next Steps on the larger redesign</p> <ul style="list-style-type: none"> <li>• Search for vendors. Invite them to give the committee quotes.</li> <li>• All committee members to bring at least one website they like and bring it to the next meeting. Also, try to find the marketing information. When you find a website you like list 3 reasons why you like it.</li> </ul>	<p>Anne and Kerri to review Cuyamaca photos.</p> <p>Kerri to create updated icons.</p> <p>All committee members to find at least one website they like and present it at the next meeting. Bring marketing contact info. List 3 reasons why you like the website.</p>
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**Next Meeting:** February 23, 2017 9:30-11am @ 38H Conference Room