

Web Communications Committee
Meeting Notes
March 28, 2019

In attendance: Matt Calfin, Anne Krueger, Kerry Kilber Rebman, Lorena Ruggero, Rocky Rose, Deanna Thompson, Cindy Morrin

1. **Website Redesign webpages.** Each college is creating a similar site with information regarding the redesign process, timeline and resources. Deanna and Rocky will work together in finalizing the sites. To help market the redesign webpage, each college will create web ads and send out emails to the campus.
 - a. **Action: Anne will provide an update on the timeline so that it is accurate on the webpages.**
 - b. **Action: Both campuses to continue to push a content clean-up.**

2. **Contract for OU Campus.** Anne provided an update on this saying that it is in process with Purchasing. The course catalog will not be a part of this first phase, but the calendar feature will be. The reason that the course catalog feature will not be included initially is that there is an online catalog feature in Self-Service that needs to be researched first.

3. **Involving students.** There was discussion on how to involve students. MiraCosta is conducting focus groups but we do not have time for that as it is late in the semester and it would cost 30k. MiraCosta will share their results with us but we still need to conduct our own research to get student input. This can't happen until the new wireframe is available for reaction. It was suggested that each campus identify a few key student profiles, such as refugee, transfer, adult, LatinX and then ask a few students from each of those profiles to participate in interviews. In addition, we should obtain input from high school students and reach out to EOPS, CARE and maybe Title V (Pathways) students. We would be looking for students who are trying to help themselves – not students who are already involved in campus activities, such as ASGC or ASGCC. There was discussion of asking Outreach ambassadors to help us with this. We could train them to conduct the interviews. Cuyamaca conducted successful focus groups for Guided Pathways and we should find out how they accomplished this. It was also mentioned that David Ogul could potentially conduct interviews. The goal would be to show the students the new wireframe and ask them how they would navigate it and whether it and the language used makes sense to them. It would be similar to an in depth interview conversation. Conversation analysis is conducted afterwards to identify key words and patterns. Target date to conduct interviews would be first or second week in May.
 - a. **Action: Cindy to reach out to Lauren Vaknin and Jessica Murguia on how to involve student ambassadors at Cuyamaca.**
 - b. **Lorena to reach out to Tammi Marshall and My-linh Nguyen to find out what they did to make the Guided Pathways focus groups so successful.**

4. Next meeting April 25 10 a.m. C-145 Cuyamaca College