

**Web Communication Committee - Minutes**  
**March 23, 2017**

**In attendance:**

Anne Krueger, Rhonda Bauerlein, Rocky Rose, Janet Gelb, Lorena Ruggero, Kerry Kilber Rebman

1. HTTPS – the S stands for secure. This is important for the security of our web page. It was put on hold due to the County Payroll System. Now that we have moved to Workday, can we try this again? It affects our search results in Google (Google is pushing sites to do this). This is also an issue with student information on Formstack Forms. We are getting mixed signals from Formstack on whether there is a security hole between our website and their forms. Another recent example: We have a page in Canvas for our students regarding Tutoring. We would like to embed the page in Canvas but can't do it without HTTPS.

**Action: Anne will talk to Brian Nath.**

2. Institutional effectiveness on the homepage  
There was a request from Cuyamaca IE to have a link on the homepage. After discussion, the committee decided that being one click away from the homepage is sufficient. It was suggested to add a link on the Faculty/Staff page on the college sites as well. There was a recommendation to have the three sites (Grossmont, Cuyamaca, District) discuss their industry standard and what information they should include on their sites for consistency.
3. Visioning a new website  
The current thought is that we are not looking at a major redesign rather, what we most want to renovate, such as which templates, etc. Anne did some research on other web companies. We need to spec out what we want so that we can put it out to bid.

Do we know what our students think? Can we do some focus groups? We need to have an incentive such as pizza or Starbucks cards. A short survey might be helpful as well. We could better disaggregate the data based on age of students and type of student (online, f2f), etc. In terms of research design, we could have a focus group with our student leaders which could help us design the online survey.

We need to determine what we want to find out. Web companies do card sorting to figure out navigation and ask students how to arrange the cards. Another option is to have students complete tasks by setting up scenarios. "Pretend you are a new student and you need to apply. Pretend you are interested in the Water/Waste Water Management Program." And then we watch them on how they use the website. It would also be interesting to have a focus group with high school students. Can we hire a contractor do this? Companies such as TechSmith have the capability to record users using the site. There is also online card sorting. These are most likely expensive. There is an eye tracking lab at SDSU.

**Action: Anne to discuss with John on whether we can hire a company to do the research (focus groups and survey)**

**Action: Rhonda to provide name of local company who may be a good candidate to help us.**

**Action: Anne and Lorena will work on setting up Focus Groups.**

What are the challenges?

Outdated content. The look of the site. Navigation. Students finding what they need. Load time for Mobile – an underlining issue is our code. Beacon did not make it fully responsive, accessible or optimized code for load time. There are also issues with the drop down that need to be fixed. Also, the search icon is too small.

**Action: Anne will find email from Kerri Ewing about the new icons and send to the group for a decision.**

Do we have a list of who is responsible for updating the various pages? How do we motivate those responsible to update their content? There was discussion for connecting it to Enrollment Management and Strategies. We need to determine the people who know the needs for their areas (faculty, staff, student workers, and administrators). This should be both the person responsible for content and the person who actually updates the website.

**Action: Anne and Lorena will draft an email and recommend who should send it out.**

4. Next meeting April 27 10-11:30am at Cuyamaca in C-145