

## Web Communications Committee

April 27, 2017

C-145

**In Attendance: Anne Krueger, Debbi Smith, Kerri Ewing, Kerry Kilber Rebman, Rocky Rose**

1. Focus groups – update and proposal
  - a. Anne obtained a proposal from Interact – a national marketing company that focuses on marketing for community colleges.
  - b. The proposal is for 4 focus groups – two high school student groups and two college student groups at a cost of \$12,500. The focus group participants will use Q-sort cards to see how they navigate through the website.
  - c. **ACTION: Anne will send proposal to the group and determine how to pay for the work.**
2. Style guide for website home page images
  - a. There are issues with web ads being created that are not accessible or even not readable.
  - b. We need to have a guide that includes font size/style, word count, and accessibility guidelines.
  - c. Also we want anyone who has a web ad to complete the calendar form. Currently Rocky creates the calendar forms for Cuyamaca web ads. Some people at Grossmont create events, but others are created by Della. We need to think about how to get people to complete their own forms for the web ads.
  - d. All web ads should be sent to Lorena Ruggero at Grossmont and Dave Francis at Cuyamaca for approval or creation. All web ads should be clickable to an event posting and that they should all be tied to a calendar item before being posted.
  - e. **ACTION: Anne will contact Lorena, Dave and Jamie to discuss the new recommended process.**
3. Home page icons
  - a. There was a discussion around the college icons and it was decided that we approved the Students Services, Quick Links and About us icons.
  - b. **ACTION: Kerri will tweak the Academics icon and Campus Life icon.**
  - c. District icons. Is there something better for employment than a magnifying glass? Can we dim the icons when you hover over them? Change them to fuchsia.
  - d. For district home page, we agreed that we want to replace the icons but we need more research on the Employment icons and maybe About Us.
  - e. **ACTION: Rocky to change the Cuyamaca College banner picture periodically after determining what photos are available. Grossmont photos are changed more frequently.**
  - f. **ACTION: Anne to ask Della to review photos suitable for the website home pages.**

Meeting adjourned 11:02.