

**Web Communications Committee
Minutes
September 22, 2016 10-11:30 a.m.
Cuyamaca - C-145**

In Attendance: Kerri Ewing, Jesus Suarez, Rhonda Bauerlein, Debbi Smith, Chris Rodgers, Lorena Ruggero, Anne Krueger, John Valencia, Kerry Kilber Rebman

Introductions were made.

Anne reported that Laurie Lovell could be appointed the recorder for this meeting. Kerry will let the group know by the next meeting whether she would like to continue as recorder.

1. Making the homepage main images clickable

Anne obtained quotes from Beacon for the clickable images and text. Debbi provided hard copies of several mock-ups of the home page for consideration. After discussion, the committee agreed to ask Beacon to make clickable images with text at the cost of 12 -14 hours. However, after further discussion it was decided that we would table this until we redesign the home page.

2. Linking to external websites

The Grossmont Hyde Art Gallery would like to purchase Hydeartgallery.com and redirect it back to the edu site. A suggestion was made to do hydeartgallery.grossmont.edu. This way the gallery's name is prominent, but we keep the Grossmont and .edu reference. The committee will consider options and discuss again at the next meeting.

Action: Debbi will research whether hydeartgallery.grossmont.edu is possible.

3. Discussion about websites - what's good, what needs improvement

There was robust discussion on this topic. Below are some key thoughts that were captured:

- We need to obtain photos that would fill the box or ask Beacon to resize the image space.
- Maximum width of 2000 pixels like William & Mary website: www.wm.edu
- We will still keep the web ads.

- Need standards for call-outs. There could be district standards and each college could potentially have some exceptions.
- Integrate blog content into the website.
- We're not using the real estate for most modern computers.
- Rhonda and Lorena provided the top 10 pages clicked from Google Analytics. For Cuyamaca, all of our top navigation bars are being used. We could do a heat map but as discussed previously, we don't feel like we need it at this time for the cost.
- Consider putting DSPS on homepage for screen reader.
- Financial aid, events, current content were mentioned as items that students are most interested in.
- Make images clickable (better communication to students)
- Remove Apply Now bar or keep bar and put the Ask GC / CC
- Where put Apply Now
- The Styleguide from Canvas was mentioned. We could consider applying some of what we are learning as a part of the Canvas implementation to the website.
- How does the website support the colleges' main goals? At Grossmont the main goals are Outreach, Engagement, and Retention. At Cuyamaca the main goals are Acceleration, Guided Pathways, and Student Engagement/Validation.
- There are staffing concerns around supporting the website. There needs to be both strategic direction and technical assistance.
- We need to communicate with departments who are not satisfied with the website to avoid having them go outside the system and hiring consultants. Instead we need to work with them on meetings their needs.

It was confirmed that the district would like to make redesigning the websites as a priority. Once that was established, it was agreed that we need to determine a timeline and goals, such as content refresh and accessibility, for this project. We will discuss this further at our next meeting.

Decisions: The committee agreed to remove the middle bar and make the top bar opaque. The committee agreed to remove the icons on the homepage from the header and footer in order to make more room in general and to add Canvas. It was agreed that the icons do not add value.

Action: Rhonda will do a mock-up for the homepage showing the icons removed and adding Canvas.

Action: John will talk to Chancellor's Cabinet about the need for a website refresh and come back with information.

Action: Lorena will talk to Grossmont Cabinet about the need for a website refresh and bring back information.

Next meeting is at Grossmont at on October 27 at 10am. Location TBD.