

**Web Communications Committee
Minutes from May 26, 2016**

In Attendance: Anne Krueger, Chris Rodgers, Debbi Smith, Kerry Kilber Rebman, Pat Newman, Rhonda Bauerlein, Susan Gembrowski

Meeting called to order at 10:01 AM

Intelliresponse:

There was a miscommunication with Counseling at both colleges as they are now indicating that they didn't think it was going live on the website yet. They have requested that it be taken down until they have time to market it. District IS is checking with Beacon on what it would take to take it off.

Action Item: Kerry will follow-up with Dave Dillon when she sees him at another meeting next week.

Chris asked who has authority to make changes to answers in Intelliresponse. The committee agreed it would be Counseling departments at each college.

Ask Questions Web Ad:

The committee agreed that the focus should be on questions about college. There were discussions around changing the image to mascots, to a graduate or pictures of question marks. The colors are ok. The committee decided to keep the wording and use question marks.

Action Item: Susan will work with Jamie Gassert on updating the graphics.

The committee agreed to add a button on the Student Services drop down menu. The button will be a graphic with link to the "Ask" site.

Action Item: Debbi will determine whether we can add third button.

There was a questions around whether we need remove Registration Alerts.

Action Item: Kerry to ask Ray Reyes if we need it.

Submit an Event Form:

We reviewed the updated template. We decided to remove the name under the help section as it may be difficult to update or change later. Debbi noticed it is missing form labels for Accessibility.

Action Item: Debbi to follow-up on form labels

Action Item: Rhonda will take another look at the updated form and provide feedback.

Creative Writing Website Update

Agustin Albarran is working with Karl Sherlock to take down the site and move it to Cascade. It is good timing as Karl is going on sabbatical in the fall.

CashCard:

There was a question around where to put information on this new student service. Suggestions were to put it on the refund page, on WebAdvisor and have a WebAd at beginning of semester. Anne has been working with Ray Reyes and Michael Copenhaver on this. We decided we do not need a formal process for these requests at this time and will handle on a case by case basis. Rhonda did a test with some students and found the Search function needs to be more prominent.

Action Item: Anne will send Rhonda and Chris CashCard copy for the website.

Technology Coordinating Council

Kerry reported that the TCC has met twice and is learning the roles of committees that report to it but that most discussion has been around ITAC and ATAC. The council has not yet asked questions about the Web Communications Committee, but when it is time, Kerry will share the types of work we do, such as reviewing requests for externally hosted websites. We have two examples of following our process that could be shared: Cuyamaca Athletics and Grossmont Creative Writing site. After some discussion the committee agreed that the focus of our work should be on continuous Improvement.

Google Web Analytics

Google provides free analytic assessments. The group decided we will move forward with obtaining these analytics. Debbi will let Beacon know that we want this service.

SiteImprove New Product, Heat Maps.

Rhonda presented the new product to the group. It could help us answer whether we have information in the right place and could help us with continuous improvement. Anne will contact SiteImprove to find out how much it costs for the full analytics package, which includes the heat maps.

Other:

Anne shared that Rhonda and My-Linh Nguyen, a Cuyamaca counseling faculty member, did some great work to come up with simple navigation for the Apply & Enroll page for Cuyamaca. Grossmont adopted the navigation as well.

Action Item: Chris will fix the link on Grossmont's Apply & Enroll button under Student Services drop down menu.

Next Meeting June 23. Many committee members will be out so we decided cancel. Next meeting will be July 28. We will determine whether we need the July meeting closer to the date.

Meeting adjourned at 10:58 AM