

2010-11 PRIORITIES FOR WEBSITE DEVELOPMENT

Web Management Committee



Initial draft created 5.6.10 by Web Management Committee

Approved 5.17.10 by President's Advisory Council

Reviewed by College Council 7.27.10

- < Develop and implement a project plan for a new online virtual tour
- < Begin research into a mobile site for NWC
- < Develop online admissions application for international students
- < Develop protocol and guidelines for use of landing page templates for campus online advertising
- < Work with a Programming Work Group to identify potential FY11 programming projects as requested in the *2010-2011 Action Resource Plan* and approved for the FY11 budget

CONTINUE

- < Accomplish the following, as per the Web Staffing Plan.
 - a. Work with Computing Services to form a Programming Work Group to analyze requests, reevaluate required resources, assign priorities and facilitate project plans
 - b. Work with the Web Management Committee to carefully identify Web site sections for writing/re-writing needs, and work with the identified College Relations Office staff member who will collaborate with various offices to facilitate content needs in the chosen sections
- < Conduct ongoing site usability testing; analyze and use results to inform potential changes
- < Conduct faculty and staff training as necessary for site monitors and microsite owners assigned responsibilities in the CMS, online calendar and/or with microsite templates
- < Consult with various offices on NWC's social networking presence
- < Review the Web Staffing Plan with the Web Management Committee to identify opportunities to expand services provided by the Web Office

Web Management Committee members:

Casey Dearcorn, West Hernandez, Mark Kitchen (Chair), Bob Krenz, Carey Miller (Webmaster), Tara Piantanida, Nancy Schuller, Greg Smith (FY10 faculty representative), Renee Tafoya (FY11 faculty representative)

2009-10 PRIORITIES FOR WEB SITE DEVELOPMENT

Web Management Committee



Initial draft created 6.17.09 by Web Management Committee
Approved 7.6.09 by President's Advisory Council
Reviewed by College Council 8.25.09

- < Develop a Frequently Asked Questions database for use on all major areas of the Web site
- < Develop a plan and budget for ongoing site usability testing
- < Assist with creation and implementation of an employee electronic forum as an internal communications tool
- < As per the Web Staffing Plan, work with Computing Services to form a Programming Work Group to analyze requests, evaluate required resources, assign priorities and facilitate project plans
- < As per the Web Staffing Plan, work with the Web Management Committee to carefully identify Web site sections for writing/re-writing needs, contract a writer for services, and work with the writer and the various offices to facilitate content needs in the chosen sections
- < As per the Web Staffing Plan, consider outsourcing carefully chosen multi-media projects until a more permanent solution is available
- < Develop a microsite for the accreditation self-study

CONTINUE

- < Fall semester: Continue Microsite Template Conversion Plan with existing microsities who opt for the CMS template option
Spring semester: Open the microsite template option to the rest of campus upon completion of the conversion plan
- < Continue faculty and staff training program (including two-hour training sessions and custom training manuals) for site monitors and microsite owners assigned responsibilities in the CMS, online calendar and/or with microsite templates
- < Continue assisting with implementation and development of ActiveAdmissions
- < Continue consulting with various offices on NWC's social networking presence
- < Continue reviewing the Web Staffing Plan with the Web Management Committee to identify opportunities to expand services provided by the Web Office

Web Management Committee members:

Casey Dearcorn, West Hernandez, Sher Hruska, Sally King, Mark Kitchen (Chairperson),
Carey Miller (Webmaster), Renee Tafoya, Dana Young

2008-09 PRIORITIES FOR WEB SITE DEVELOPMENT

Web Management Committee



Draft created 5.21.08 by Web Management Committee
Approved 6.13.08 by President's Advisory Council
Presented to College Council 7.10.08

PRIMARY

- < Launch site redesign in early fall
- < Fully implement content management system (CMS)
- < Fully implement new online calendar system
- < Conduct staff training on CMS among designated staff and selected employees
- < * Implement limited freeze on new development through fall semester to accommodate staff training
- < Create and implement microsite development plan and conversion strategy
- < Develop accreditation self-study microsite
- < Develop long-term Web management staffing plan
- < MyNWC (student portal) branding

SECONDARY

- < Complete selected projects identified by Web Management Committee
- < Begin planning for a virtual tour utilizing the campus map
- < Develop strategy for accommodating video on the site
- < Develop international alumni reunion microsite

* The Web Management Committee is implementing a limited freeze on new page and microsite development during the fall semester in order to fully train employees on use of the content management system and online calendar. Routine site maintenance work will occur as usual. Project requests for new pages or microsities for development this fall should be submitted as soon as possible for the committee's consideration. For more information, please contact Webmaster Carey Miller at 6114; carey.miller@northwestcollege.edu.

2007-08 PRIORITIES FOR WEB SITE DEVELOPMENT

Web Management Committee



Initial draft created 6.28.07 by Web Management Committee
Approved 7.9.07 by President's Advisory Council
Reviewed by College Council 7.10.07

PRIMARY

- < Fully implement content management system
- < Complete site redesign
- < Maintain existing site during redesign
- < Complete selected projects identified by Web Management Committee

Note: The Web Management Committee is implementing a freeze on all new development during this year in order to fully implement content management system and complete site redesign. Routine maintenance work will occur as usual. For more information, please contact Web Communications Manager Carey Miller at 6114; carey.miller@northwestcollege.edu.

2006-07 PRIORITIES FOR WEB SITE DEVELOPMENT

Web Management Committee



Initial draft approved 7.10.06 by President's Advisory Council; approved revision 8.21.06
Reviewed by College Council 8.1.06

PRIMARY

- < Enhance Web presences for the following areas
 - Academic Affairs sections
 - Accreditation
 - Special learning opportunities
 - Grants
 - College Relations
 - Create section to post news releases
 - Student Affairs sections
 - Student Support Services
 - Enrollment Services
 - Athletics schedules (addition of time/results column and a story/box column)
- < Develop comprehensive Microsite Management Plan (explore offering simple templates)
- < Create interactive campus map and expand the virtual tour
- < Create a more robust campus calendar
- < Review management, operation and design of MyNWC
- < Revise News & Information section and retitle it "About Us"
- < Enhance the site's search feature
- < Develop preliminary long-term staffing plan for Web development

SECONDARY

- < Enhance Student Affairs and Academic Affairs Web presences
 - Academic Affairs sections
 - Learning outcomes assessment
 - Adult Basic Education
 - Gear-Up project
 - College Relations
 - Create College Relations presence
 - Create Printing Services presence
 - Student Affairs sections
 - Create more robust Financial Aid pages
 - Create Athletics "Past roster"
 - Create parents pages
- < Use database-driven functionalities for internal/external operations (e.g., organize raw data for print media)
- < Create online response feature for market research surveys
- < Update photos throughout site and identify holes where photos are needed
- < Monitor use and effectiveness of the following initiatives
 - Web Management Policies and Processes
 - Guidelines for program-specific microsities which use URLs on promotional materials
- < Create selected Administrative Services forms on the Intranet

Note: Items on this annual priorities list represent *major* Web development projects. Routine Web page work will, of course, also receive attention during the year; for such work, please contact Web Communications Manager Carey Miller at 6114; carey.miller@northwestcollege.edu.

2005-06 PRIORITIES FOR WEB SITE DEVELOPMENT

Web Management Committee



Recommended by College Council 7.5.06
Approved by President's Advisory Council 7.12.06

PRIMARY

- < Enhance Student Affairs and Academic Affairs Web presences (focus points for FY06)
 - Student Affairs:
 - Needs assessment – Meet with Student Affairs program directors
 - Campus visit – Develop pages
 - Residential Life – Triage needed for current pages
 - Admissions – Freshen content
 - Academic Affairs:
 - Raise the profile of Academic Affairs Office operations
 - Create version 2.0 for programs of study
- < Complete site redesign using Web standards compliant structure
- < Revamp Library Web presence
- < Update photos throughout site and identify holes where photos are needed
- < Review management, operation and design of MyNWC, Web Advisor and Web CT
- < Use database-driven functionalities for internal/external operations (e.g., organize raw data for print media)
- < Create an appropriate presence for the NWC Foundation's Toward New Vistas campaign
- < Develop preliminary long-term staffing plan for Web development

SECONDARY

- < Complete further modifications to Campus calendar
- < Raise the profile and add tools to help international student recruitment
- < Incorporate Web cam into site
- < Adopt a shorter domain name for use with future e-mail newsletters
- < Pursue Web site traffic monitoring
- < Monitor use and effectiveness of the following initiatives
 - Guidelines for participating program-specific microsites
 - Web Management Policy and Processes document
 - Graphic Standards Manual as it relates to Web pages
 - Decentralized page monitoring by designated staff
- < Separate alumni association Web pages from the NWC Foundation Web site
- < Inform campus of Web Management Committee activities via meeting summaries

2004-05 PRIORITIES FOR WEB SITE DEVELOPMENT

Web Management Committee



Approved by President's Advisory Council 10.11.04

PRIMARY

- < Enhance Student Services and Instruction Web presences (focus points for FY05)
 - Student Services:
 - Scholarships – clarify types/deadlines and develop online scholarship application
 - Financial aid – links and pages
 - Residential Life – triage needed for current pages; begin discussions with Dee
 - Admissions – assemble more content
 - Instruction:
 - Programs of study – prepare entry pages for all programs
- < Finalize guidelines for participating program-specific microsites
- < Site redesign (completion goal: January 2005)
- < Monitor use and effectiveness of Web Management Policy and Processes document
- < Monitor use and effectiveness of Graphic Standards Manual as it relates to Web pages
- < Monitor effectiveness of decentralized page monitoring by designated staff
- < Update photos throughout site and identify holes where photos are needed
- < Utilize database-driven functionalities to organize raw data for print media

SECONDARY

- < Develop text support pages for Web Advisor
- < Complete modifications to Campus calendar
- < Revamp Athletics and Library Web presence
- < Bookstore's Web presence
- < Create President LaRowe's video/audio presentation as part of "Welcome" message
- < Raise the profile and add tools to help international student recruitment
- < Incorporate Web cam into site
- < Adopt a shorter domain name for use with future e-mail newsletters
- < Inform campus of Web Management Committee activities via meeting summaries
- < Pursue Web site traffic monitoring

2003-04 PRIORITIES FOR WEB SITE DEVELOPMENT

Web Management Committee



Approved by President's Advisory Council 8.18.03

P R I M A R Y

- < Student Services
 - Scholarships and scholarship applications
 - Financial aid
 - Residential Life
 - Admissions
- < Programs of study
- < Site redesign
- < Web management policy and Web development guidelines
- < Identifying designated staff for page monitoring responsibilities

S E C O N D A R Y

- < Web Advisor support pages
- < Campus calendar
- < Credit / noncredit class schedule
- < Bookstore
- < Inform campus of Management Committee activities via meeting summaries