

Web Advisory Team
RTC 2301 – Regional Technology Center
2:00 – 3:30 pm
October 28, 2009

Minutes:

Attendance: Gail Ives, Jim Chybowski, Desiree Londrigan, Diana Hiles, Dianne McClure, Dolores Sharpe, John Tyler, Tom Saelens, Ken Martin, Kim Brown, Linda Motter, Michael Kelly, Rebecca Gale-Gonzalez

1. **WDT Roles:** With the many personnel move and transfers built in layers of checks and balances for the website tracking has become out of date. Several department heads are replacing Delores Deen and content providers and leads were not defined for some of the campus changes. Discussed the possibility of adding a department lead to accommodate this new structure. Discussion continued.
2. **Homepage and Web Appeal to Students:** Gail Ives received a suggestion to add student activities to the homepage. The homepage design is institutionally directed as opposed to appealing to youth. Suggestion was made to review the top ten college websites for ideas. Adding a student blog somewhere to entice student use. Revisit the idea of student focus groups to let us know what is cool. Web Production team is supposed to be invited soon to a Student Government meeting to get their input on how to improve the website. Discussion continued.
3. **Datatel portal project:** The college is considering implementation of the ActiveCampus Portal in Datatel - this would allow a single point of access and information for student- related content (can also be used for employee and community portal). This Datatel design would be similar to the effect we've created with the Key User Paths in the web site - but the student would be able to customize the elements of their portal page and would display their unique content upon logging in (similar to the Google Gmail Start Page). If the college chooses to use this tool it would help address the needs for a more "student-centric" look and feel for the college web site. In the meantime, the Current Student page has a much more dynamic look and feel than the Home page. It was suggested that we continue to look at other college web sites for interesting and engaging designs and content.
4. **Directory:** names are dropping off the directory for inactivity. Forwarded accounts do not count as being active. This is an ITS programming issue and not under the control of the web team, but we will pass it on.

Adjourned: 3 pm

Next Meeting will be held November 25, 2:00 - 3:30 pm Prael College Center
Genesee Room 1230.