

Content Management Tiger Team

Overall Charge of Tiger Team

Provide Recommendations to improve website content accuracy/currency

- Recommend broadly what areas do this, but each area would work out the specifics
- Recommendation for how the content area oversight would be divided up and managed
- Identify ways to improve content editing experience
- Identify systemic blocks/issues that slow things down...
- Annual or semi-annual CEC calendar item for content review

Members

- Kurt Hill, Classified, Instructional Computing Support
- Bill Smith, Classified, Web Designer
- Michael Odu, Management, Vice President of Instruction
- Laura Murphy, Faculty, Academic Senate President
- Pablo Martin, Faculty, Academic Senate President-Elect
- Daniel Igou, Faculty, Chair of Chairs
- Edward Borek, Student, Associated Student Government President
- Sean Young, Classified, Classified Senate President
- Anne Gloag, Faculty, Math Department
- Eli Jed Manalastas, Classified, Administrative Technician


Overall Draft Recommendations to Date

Provide Clarity as to Process

Campus management needs to provide clarity as to how content is updated. We remain mired in debate over “whose job it is”. The time for that debate is over. Content management systems were developed to allow content experts to maintain their content without needing to be web designers. Basic word processing skills are all that is needed.

The taskforce recommends that it be made broadly clear that content editing will be handled by the respective campus areas. The Web Developer will (and has been, for many years now) assist in training those areas, and assisting with more complex formatting needs, or developing new functionality or content types needed to support those areas. Within each area, the responsible manager will identify the appropriate staff to add/edit content. Whether or not faculty edit any content is a decision internal to each area, and not the purview of this Tiger Team. There are faculty who prefer to update their content, and there are those who do not. These issues can be resolved within the respective areas.

Provide Clarity as to Who Maintains Specific Pages

It was discussed several times that it would be good to know *who, specifically*, maintains a specific page. It is not the purview of this Tiger Team to assign who does what, but we recommend that pages have an area in the footer that identifies who maintains the content (e.g., “This page maintained by...”). This can be an individual, or a department contact. This will allow the campus generally to know who to notify about content issues. 

Provide Link to Report Website Issues

Leveraging the data in the “This page maintained by...” feature, a contact form can be created to facilitate the reporting of issues to the responsible area. These forms tend to generate a lot of spam without additional protections such as a Captcha or similar human-sniffing technology. However, we feel this is an important feature to implement. If spam becomes a problem, we will need to address it which may require some funding.

Form a Website User Group

We recommend forming a regular “Website User Group” meeting. This should be an open, non-governance group (no committee or Brown Act overhead). The Web Department can host an open forum each semester for anyone (including students), to share their thoughts on the website regarding things like information organization, things they have noticed are hard to find or just plain missing, etc. This would increase the contact surface between the web team and end users. We often get useful nuggets of information in casual “hallway conversations”, this will make the collection of this information a regular practice.

NOTE: These efforts often fail due to a lack of attendance. This group recommends that management commit to maintaining a presence at these meetings. If managers were tasked with attending, and requested to try and bring some staff & faculty from their areas, this would help. Perhaps a calendar could be set where four or five managers attend each meeting, along with whomever they can bring, and the attendance would rotate through the management team. This would ensure some input from

all areas over the course of a year (assuming the group meets once per semester). This could also be a FLEX activity. Appropriate scheduling (end of semester) would encourage more adjunct participation.

Providing a budget for food would encourage participation. This campus is historically resistant to this concept; however, funding is often a useful measure of what an organization feels is important. Is the website worth a few pizzas? We believe the cost of some food will be worthwhile as it is a pretty universal way to get more attendance.

Regular Content Audits

The campus should commit to regular content audits. These do not need to be onerous tasks, and perhaps we come up with a gentler word than Audit, but the College Council should commit to placing this task on its Agenda on a regular basis. At the least, I would suggest at the start of Summer the Council discuss this and alert management that it is time for them to review their areas and ensure they are up to date and accurate, and we are “student ready/community ready” for the upcoming Fall semester. This needs to be a semi-regular item on the management calendar, and placing it at the College Council as a periodic or annual event will signify its importance

Usability Testing

The Web Department should begin conducting regular usability tests of the website. This would entail providing volunteers a series of tasks to perform on the website, such as “navigate to Financial Aid”, and then reporting their experience, etc. It will be very important that students are a large part of this testing, therefore it would be useful to have a “pizza budget” to get students to show up.

Require Adherence to Standards

The campus should endeavor to bring outside pages back under the umbrella of the campus website. This is critical, as all content on outside pages is not accessible via search. Students looking for information on campus clubs or the basketball team will not find anything on our site. There was discussion about the ASG site in particular, as there are concerns about maintaining the autonomy of ASG, however there are also other issues such as ASG is a Brown Act body, yet no minutes and Agendas are available on the campus governance pages for this Body. Some additional discussion is needed. However, at a minimum, Brown Act bodies should be required to post agendas and minutes via the campus standard interface, so all meeting dates, times, minutes and agendas are available via the same, standard interface.

Calendar

Using the campus calendar on the website should not be optional. This item properly belongs under the “Require Adherence to Standards”, but the campus calendar is an important function that becomes of limited use when not used by all areas. Students should not need to go to another site to find athletic events, or student club meetings, etc. Students who find a campus calendar full of nothing but governance committee meetings will quickly realize that the campus calendar has no utility for them, and they will stop using it.

Integrate the Website into Campus Business Processes

All business processes across the campus should integrate the website into their workflow. For example, whenever staff are on-boarded, or leave Campus, or District employment, reprographics (who updates the campus directory) should be notified. Curriculum also needs to integrate the website in its processes. When new programs, degrees, etc. are being added to the catalog, part of that process needs to be “update the website”.

Enhance Training Resources on the Website

Additional training and training resources need to be made available. Training faculty can be a FLEX activity as well. Add an FAQ section to website and continue to add short training videos. The Website User Group will also function as a continual source of feedback as to what additional training or resources may be required.