

Strategic Goal #4 – Website design sub-committee

Wednesday, March 20, 2013

Room SC203

2:00 – 3:00 PM

Meeting Minutes

In attendance: Ashley Bragger, Dawna Perez, Chuck Phair, and Andrea McPherson-Mesa

Sandbox Grant: We may have a possible \$5,000 in funding from the Sandbox Leadership Institute to use in order to make our website more interactive. How do we want to use this funding if we receive it?

- A job posting database, either externally driven or managed in-house
- Reach out to NECC's HR to see what they use for job postings → we may already have a relationship with a service provider
- A web video for how to use our career services site in order to be most effective
- Webinars for the students to access on resumes, interviewing, networking, etc. in order to appeal to a diverse student population
- Faculty involvement and awareness

Workshops:

- Andrea met with Mike and Nora about online registration set up. This would allow the students to register for workshops through the website. They also hope to incorporate some sort of survey sent to faculty to evaluate the current workshop offerings, in an effort to revamp them. This registration tool will hopefully be housed on the left navigation bar and will be tracked in an excel spreadsheet.
- When students register online, there will be a link to a survey asking for demographic information, this will help the college track who is attending and utilizing the services.
- As a team, we would like to have a tracking survey completed after the workshop is attended. This could be either a form that the workshop provider would sign in order for the student to receive credit or an assessment of the workshop that the student would need to complete.
- We also talked about having a Career Passport that would provide students with a list of workshops or career preparation offerings. This passport could be checked off as the students move through and accomplish the tasks. Dawna said that Nora would have a template for this based on the CPAC training passport model. The passport will tie in nicely with the Goal Team's intent to propose a portfolio development program.

Plan to "go live:"

- Prior to changing the landing page and beginning to add information, Marketing and Communications would like to have the bulk of the information prepared and ready to go. It would be difficult to update to the new landing page, while leaving many of the sub-sites "under construction."
- Andrea will propose a timeline for completion. However, depending on other projects happening through Marketing and Communications at the time, the team may need to be flexible with the timeline as this project involves a great deal of work.
- We will also need to leave time for a final website review.

Workshops

- Dawna and Christine are working on revamping the website descriptions.
- Nora and Ellen are working on revisiting workshop offerings; looking at best practices at other colleges, while determining how to evaluate and streamline the current workshop offerings.

Things to Do

Ashley will contact Mary about NECC's job posting service provider. She will also connect with other colleges and find out their best practices for job postings; connecting with these service providers. She will gather information about pricing and services in order to develop a proposal for the website. This also involves gathering best practices regarding job listing request forms, policies for employers, and guidelines for posting a job. These will be used in formulating guidelines specific to NECC.

Ashley will touch base with Glennys about the resources she has updated and also touch base with Megan Shea about her contact at Valley Works to gather up-to-date resources/templates to use.

Ashley will reach out to Deborah, Glennys, and Dina about their workshops; asking for workshops offered and descriptions used.

Mike will provide the team with the name of the job search consortium used by Bristol and Cape Code Community College. We can look into this as a possibility for NECC.

Ashley will work on establishing a career checklist based on the students path, whether it be transfer or career. This checklist will be housed under the "Getting Started" section of the website.

Ellen will provide the team with the internship paper work used at her son's school.

Ellen and Nora will continue to look at the current workshop offerings and determine how they can be improved, what additional workshops should be offered, and begin to determine how they can be assessed.

Andrea will begin to think about the timeline for going live with this project once all of the information is up-to-date.

Dawna and Christine will continue to work on re-writing descriptions of current workshop offerings.

Next Meeting Date:

Wednesday, April 3, 2013 from 2:00 – 3:00 PM, Location President's Dining Room