

Strategic Goal #4 – Website design sub-committee

Wednesday, May 1, 2013

Room L111

2:00 – 3:00 PM

Meeting Minutes

In attendance: Ashley Bragger, Dawna Perez, Andrea McPherson-Mesa, Nora Sheridan, Mike Markham, Deb LaValley, Deborah Regan, and Christine DeRosa

Comprehensive website service provider:

- The team was provided with comparisons on the College Central Network and NACElink
- Ashley reached out to Dean College, Anna Maria College, Great Bay Community College, and Cape Cod Community College about their usage and level of satisfaction with both NACElink and College Central Network. She updated the team with this information.
- The team discussed the pros and cons of both systems and also talked about the implementation details and logistics. They agreed that they would like to see NACElink to gain a better understanding of its functionalities. Ashley set up a demo for the team.
- The team discussed the need for a focus group with employers to see how often they would use these systems and whether or not they would find them helpful. Mike suggested that the team should first provide a general survey to our advisory board members. This survey should ask advisory board members to recommend their key hiring person as a participant in the focus group. The team agreed with this suggestion. Ashley will reach out to Bill Heineman for approval. Together the team will devise survey and focus group questions.

Workshops:

- Nora and Mike have talked to Bill H. about having workshops by design, by demand. To do this, they plan to pull together a cross section of faculty in the fall as a pilot and to implement the workshops in the spring.
- The workshop sub-committee is also considering implementing workshop lunch or dinner series. These series would utilize advisory board members and local employers in an effort to help our students improve their career readiness.
- The team also discussed the need for workshops on social media in the future.
- The workshop sub-committee will be meeting next week to solidify our plans and recommendations for the workshops moving forward. Once the plans and recommendations are in place, the team will meet with Bill H. to discuss the next steps.

Future Meetings:

- Members have requested that meetings be available on both campuses. Therefore, our next meeting will be held in L244 and A112 via video conference. Team members are welcome to attend in Lawrence with the group; however, they also have the option to attend in Haverhill.
- Our next meeting will involve developing our communications plan and solidly determining the information to be housed on the website.

Things to Do

Ashley will contact Bill Heineman about the survey and focus group.

Ashley will devise a list of survey and focus group questions for the team to consider and to enhance.

Ashley will reserve rooms L244 and A112 for the next meeting

Mike, Nora, Dawna, and Christine will meet to discuss and solidify the plans for the workshops.

The team will revise and enhance the survey and focus group questions that Ashley circulates.

The team is encouraged to make an account through Great Bay Community College, in order to try out NACElink's system

Next Meeting Date:

Wednesday, May 29, 2013 from 2:00 – 3:00 PM, Location L144 and A112