

Strategic Goal #4 – Website design sub-committee

Thursday, February 7, 2013

Room SC203

9:00 – 10:30 AM

Meeting Minutes

In attendance: Ashley Bragger, Chuck Phair, Ellen Grondine, and Andrea McPherson-Mesa

Phase 1 General Notes: Immediate changes that need to be made to the website

- Nora said the website number and email are monitored and correct, but the hours will need to be updated to reflect Mike's hours
- We need to remove the two broken links that Andrea pointed out regarding the Career Planning LibGuide
- We will clean up the website links – currently the website has three columns with information in the middle, links to the left and “related links” to the right
- Under “Career Research” the link for “What can I do with a major in...?” is broken, it used to link to the University of North Carolina Wilmington, but now the page can't be found. We will no longer need this as we are doing our own “What can I do with this major” project.
- “Career Workshops” should provide more of a description of the workshops and the formatting needs to be cleaned up as the workshop's links are listed in the middle of the page and to the left.
- We will need to provide more information about how and where to go for Career Counseling
- Under “Services for Employers” – we need to make sure the information is accurate
 - Who manages the fax number?
 - Do we still maintain a binder of jobs?
 - Do we still host on-campus recruiting?
- Under “Job Seeker Skills Assessment” – we need to make sure the information is accurate
 - Update and consolidate with other information
 - Who is doing these assessments?
 - Should Gisela be included on the contact information?
- Andrea hid Boatwise and Disney – Boatwise is completely gone, but Chuck needs Disney put back up, as it is still active.
- Internships and Co-op information has been removed as it is no longer active, it will eventually need to be re-incorporated into the career services website. Ellen Grondine would also like to include the Jump Start information under this category.

Landing Page:

- The landing page will be monitored and managed by Marketing and Communications with Andrea as our contact. We want to think strategically about how the links will be set up and the information will be displayed to the user. Our goal is to have the site be user-friendly and geared appropriately to the audiences of the site. As we continue to design the site, we want to be thinking about how we are going to guide the user through the site and what our primary message will be.
- We will start with a shell and build the website as we continue, making sure to fit in all related pieces as we proceed.

- We are viewing this page as a hub, please see the Strategic Goal 4 site to see where career preparation is currently occurring <http://facstaff.necc.mass.edu/wp-content/uploads/2012/09/Copy-of-Career-Map-9-25-12.pdf>
- As a hub, the students will land on “Career Services” and then be directed to other areas of the site as needed. This will ensure that we are utilizing all of the college’s resources, while not re-creating any efforts.
- The landing page will be a two column format:
 - To the left we will have links specific to the user who decides to visit our site. Based on the audience, they will be re-directed to a page of resources geared to their needs. The links will consider “Students, Faculty and Staff, Employers, Alumni, and Parents.”
 - The second column will have career services information such as the mission, some contact information, and a narrative about career preparation at NECC
 - Link for Students – possible resources include information about resumes, cover letters, interviews, internships and co-ops, networking, workshop information, career information by major, and career assessment.
 - Link for Faculty and Staff – possible resources include workshops available, experiential learning opportunities, and internships and co-ops, etc.
 - Link for Employers – possible resources include job posting services (i.e. College Central Network used at other colleges), fast facts for employers about NECC, how to get involved at NECC, employer information form, and employer guidelines.
 - Link for Alumni – possible resources include information about how alumni can get involved and contact information for Alumni Director Lindsey Mayo.

What can I do with a major in...?

- Ashley has been meeting with the Deans and Marketing and Communication to put together a work flow plan for the creation of career resources by major.
- Andrea has provided information about how to properly format documents for accessibility concerns to ensure that the documents are formatted correctly.
- The documents will go through the department Deans and be filtered down to the faculty for approval and for any final changes. After the final draft will be sent to Marketing and Communication who will put the NECC stamp on them and will upload them to the Career Services Website.
- The documents will also link to the individual department websites, so that when faculty is using the documents, they can seamlessly transition to their site and help the students become enrolled.

Things to Do

Andrea will reach out to Bob West to update the Disney information

Ashley will find out answers to the questions about “services for employers” and “job seeker skills assessment”

Ashley will send out invites for the next two meetings

Team will come to the next meeting with ideas about Phase 2 implementation which are the resources we will provide to each of the following website audiences: Students, Faculty and Staff, Employers, Alumni, and Parents. Beginning ideas for these are provided above.

Next Meeting Dates:

Wednesday, February 20, 2013 from 2:00 – 3:00 PM, Location TBD

Wednesday, March 6, 2013 from 2:00 – 3:00 PM, Location TBD