

Meeting with Andrea re: workshop presentation on the Career Services website

Tuesday, June 18, 2013

E162

10:15 – 11:15 PM

Meeting Minutes

In attendance: Ashley Bragger and Andrea McPherson-Mesa

Overview of workshop presentation on Career Services website:

- Workshops will be presented on the website in a new format. They will be entered as posts which will be linked to the school calendar that shows on NECC's home page. We will then work with our web developer to pull these posts onto the webpage.
- Moving forward we must consider who will update the content on the site once MARCOM sets it up. There is minimal training required for updating these posts.
- Once the workshop date expires, the posts will no longer show. However, the descriptions are maintained for one year, so they can be easily renewed for the following academic year.
- Currently, MARCOM will not allow posts past the end of December, so only fall workshops will be uploaded initially.
- Involved stakeholders who are offering workshops – CPAC, Student Leadership, and Student Success Center. Learning Accommodations would like to proceed once decision has been made.
- Other stakeholders – The Student Outreach Squad.
- MARCOM can also provide a link from each stakeholder's website which discusses the workshops they offer and directs them to the Career Services website.
- Initial set up will take MARCOM some time, but it's automated and will save time in the long run.
- The ideal situation for MARCOM would be for one person to administer this whole project.
- **NOTE: July 22nd is the deadline for information to be rolled out in August.**

Methods of handling online registration:

Option 1 Details: (with no proposed position)

- Break out workshops by department with separate registration forms and separate pages within the Career Services website hub.
- To access – Career Services Landing Page → Student Landing Page → Career Workshops → visitor will see text about the workshops, the departments involved, and what they do. Links will be provided in the text and on the left navigation → click the specific link i.e. "CPAC fall workshop series" → visitor will have access to a list of workshops with registration → registration will go to the specific departments
- Each department must update their workshops and their registration form.

Option 2 Details: (with proposed position)

- One page with all workshops by date, include logos/recognition for stakeholders at the page end.
- One registration form, one person to edit this regularly and ensure information is up-to-date. One person to funnel registration data to individual stakeholders.
- A link can be provided to Excel data that is updated to show registration information.

- To access – Career Services Landing Page → Student Landing Page → Career Workshops

Option 3 Details:

- Includes one form and one registration page with all registration information going to a general email bin such as, workshops@necc.mass.edu. There would be designated people assigned to this email account with the ability to access the email registration information and the Excel data. These designated people would be in charge of the data collection for their own area.
- This could get complicated and things could slip through the cracks.
- With this option, we still need to designate a person to make the changes and administer the page.
- One person will also need to be designated to update the registration form.
- Option 3b: a variation of this option would be to have one person administer the emails and send daily notifications of workshop registrants, then have all stakeholders have access to Excel data

Timeline for posting workshop descriptions on Career Services website:

- Best case scenario: meet on July 22nd with all budget decisions made
 - Option 1 – MARCOM will need at least until August 26th
 - Options 2 or 3 – MARCOM will need until August 12th
- Worst case scenario: meet on July 22nd with no budget decisions made
 - All options – will be pushed until September