

Strategic Goal #4 – Website Design Subcommittee

Wednesday, May 29, 2013

Room L244/A112

2:30 – 3:30 PM

Meeting Minutes

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

Updates:

- The team discussed Experience.com and whether or not we want to pursue another demo in order to have a comparison to NACElink. The team determined that we have enough thorough research on available systems and we are happy with our decision to propose a budget for NACElink.
- The team was updated about the collaboration meeting between the Student Success Center, Student Leadership Development, Learning Accommodations, and the Student Outreach Squad. In this meeting the groups worked together to better schedule their workshop offerings and to share facilitation of topics. This collaboration will open up workshops to the general student body.
- The draft revised workshop descriptions were passed around for the team to view. It was decided that CPAC's series will be offered only as a lunch series with food. This will encourage students to stay on campus between classes for lunch. This series will be offered at both campuses. When the workshop subcommittee meeting meets next Monday we will discuss scheduling. Nathan Gilbert from MARCOM has expressed interest in facilitating a workshop about social media.
- Christine DeRosa issued a survey to faculty members who have used StrengthsQuest (SQ) in the classroom for the past three academic semesters. She shared the results with the team. Using SQ to continually develop our students for success will be an ongoing discussion of the college.
- We discussed briefly the use of Myers-Briggs. This also remains an ongoing discussion. The Student Success Center still utilizes and likes the tool for the student population they serve. Institutionally, the college is moving more towards Strengths and DiSC, which offers internal training that is more sustainable long term. The team would like to see more people trained in these assessments. For now, the SSC will continue to use MBTI. In our focus group with employers, we will ask about the various tests to see which is more recognized in the industry.

Website Content Update:

- The team discussed the updated workflow plan for the website. We have accomplished a lot this semester with the website content, but we still have a long way to go.
- Our student landing page is in excellent shape, we now need to focus our efforts into other areas of the site that need attention.
- Our parent landing page needs the most attention. We discussed approaches, and thought we could include tips and strategies for parents to prepare their students to be college and career ready. The team suggested, links to financial aid and scholarships, information about the value of a NECC education, a disclaimer about accessing student's information, FERPA forms, and tips to help their students navigate higher education and careers. Look at SNHU's parent page for ideas.
- Much of the open items on the employer landing page will either clear up or need to be started depending on budget decisions.

- Goal 4 suggested that the website highlight successful and entrepreneurial alumni on the Career Services site. The subcommittee liked this idea and suggested that Ernie might help with this.
- Andrea and her team are piloting a new website template with another group. This template will provide more flexibility in design, allowing us to highlight alumni stories on the landing page.

Future Meetings:

- Discussion about student access to codes for certain career assessment tools
- Our next meeting will involve developing our communications plan and discussing how to move forward depending on the budget decision about NACElink.

Things to Do

Ashley will contact Lindsey Mayo about successful alumni to highlight.

Ashley, Deborah, and Dawna will host a focus group for employers about NACElink on June 12, 2013.

Ashley will reserve room a room in Lawrence and send out the next meeting date.

Christine will contact Pat Morrow

Nora will talk to Dina about workshops and about getting more people trained in Strengths and DiSC

Mike will provide the team with more information about the Holland test and how he uses it in his work.

The team will revise and enhance the 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, June 26, 2013 from 2:00 – 3:00 PM, Lawrence Campus TBD