

Fullerton College
Faculty Senate Student Equity Committee
2012 Recommendation #3

To: Rolando Sanabria, Faculty Senate President
Cc: Rajen Vurdien, College President
From: FC Faculty Senate Student Equity Committee
Date: November 5, 2012

Recommendation #3: Campus Website

The Student Equity Committee is presenting a recommendation to continue to work on the Campus Website. The critical element that is needed to move forward is to hire a full-time website designer that not only will design the structure and maintain it but also support faculty and staff in creating a tool that truly reflects the rationale statement below.

Rationale: It is time to put value and importance into the college website. The campus climate is changing and the timing is right to be proactive to create a campus website that truly reflects all aspects of the College. First impressions are essential to a successful website. It needs to be a powerful teaching tool, as well as a great information & marketing source.

Background: The Student Equity Committee recommends that the Faculty Senate and the Administration **complete the process** begun after our recommendations dated January 28, 2010 and December 15, 2011. The beginning step was put into place: creating a campus website work group and hiring a web designer to begin the transformation process. But that was only the first step not the end of the journey.

The "college website" is in fact a multitude of sites. There is the main home site, located at www.fullcoll.edu, but it is also intertwined with 130+ individual department, division, organization and committee sites. Each site is administered by its own stake holders. This means that individual sites vary greatly in the resources available to develop them, the skills used to design them and the time available to maintain them, resulting in what appears to be a very disjointed hodgepodge representation of the Campus.

The issue of whether to merge these separate sites into a single site, providing a common "design" and guidelines that all sites would be required to use but allow the sites to continue to be separately maintained or whether the new web site designer would concentrate mainly on the home site and act in a purely advisory and support manner with sites other than the main home site has been discussed previously with the web site advisory workgroup.

Recommendations: The Faculty Senate move forward the following recommendation:

1. **Hire a full-time web designer.** The initial redesign of campus webpage was to establish a "placeholder" until a permanent design alternative was developed. The full-time web designer would be needed to create and maintain an effective website that reflects the specific needs of our students, faculty and staff,
 - a. evaluate and select a Content Management System (CMS) for use with the main www.fullcoll.edu and possibly for the other campus sites as well (This has a number of advantages including making it significantly easier for a single theme, look and feel to be applied uniformly across the campus for participating sites.
 - b. maintain individual participating sites, by providing campus constituents with a relatively easy WYSIWYG (What You See Is What You Get) editing experience that does not require people to be trained in the use of software that they will not be using in their day to day work.
 - c. to enforce a baseline set of requirements such as 504/508 compliance, embedded usage and tracking code to facilitate measurement and analysis, to include required copyright, contact and other campus/district mandated statements on each page.
 - d. provide technical expertise to measure and analyze the web browsing behavior/activity of user groups (current and potential students, faculty, etc.) to inform future website design/modification
 1. to facilitate expedient access to relevant information,
 2. provide the user with a positive experience with the FC "brand",
 - e. provide guidance and standardization to the effective presentation of "content" in its various forms,
 - f. provide technical expertise to coordinate the development and deployment of content in various media formats,

Respectfully submitted by the Faculty Senate Student Equity Committee:

Chris Lamm, Faculty Senate Student Equity Committee Chair; Faculty/Social Science Division: Child Development & Educational Studies Dept.
Adela López, Faculty/Social Science Division: Ethnic Studies Department
Carolyn Facer, Faculty/Mathematics & Computer Sciences Division: Math Dept.
Jose Miranda, Faculty/Technology & Engineering Division: Automotive Dept. (2011-2012)
Annie Liu, Asian/Pacific Islander Faculty/Staff Association (Humanities Division)
Nahrin Hinaro, Counseling
Pilar Ellis, Manager of the International Student Center
Mark Greenhalgh, Dean of Mathematics & Computer Science Division
Chuck Helms, Classified Representative/Skills Center
Ricardo Muniz, Student Representative from ICC
Edward Cheon, A.S. Representative
Alex Reyes, Student Representative from ICC