

Marketing Committee

Team Meeting

Date: Tuesday, April 11, 2006
Location: EGF- 106 & TRF- 545

Time: 11 a.m.

Chair: Chad Sperling

Recorder: Lindsey Wangberg –Temporary

Members Present: Mary F., Karleen D., Lindsey W., Scott F., Chad S., Stacy H., Cynthia J., Julie O.,

Team Minutes

Agenda item #1: PRIORITY LIST UPDATE

Presenter: Chad Sperling

Discussion: Items are listed based on discussion of the group during the meeting. Not all priorities were listed and discussed. However,

1. NEW NCTC HOME PAGE DESIGN CONCEPT: Major project demanding full attention of the webmaster at this time. Today Chad will begin student focus groups with a number of courses in EGF and TRF. Chad reviewed how the focus group would be conducted (discussion & survey). He is hoping to have more student response. Stacy suggested a open forum session for students during noon hour to increase feedback and then have a door prize. The group also discussed how to best target faculty and staff. Chad will be scheduling 2 sessions on both campus for faculty and staff to give their feedback.
2. ONLINE ORIENTATION: Just need the information from Student Services to launch the orientation. Then add the different features based on the design.
3. DIRECTORY: No action at this time
4. DATABASE: Scott is working on this project. Beth gave him the information last week. He will need to change some fields and recode the piece. Hopefully complete by the last week of April.

Requests: Program Pages listed under the recent requests section would be met by the new web design.

Conclusions: Currently the "New Homepage Design Concept" is taking priority over many of the other projects. However, with the successful completion of the concept a number of the other priorities will be met at the same time.

Action items

Person responsible:

Deadline:

- ✓ Student & Faculty/Staff Focus Groups
- ✓ Database

Chad
Scott

First week in May
End of April

Agenda item #2: FY07 WEB ACTION PLAN UPDATE

Presenter: Chad Sperling

Discussion: It was suggested that we update the objectives and strategies and keep the goals the same. It was decided to also use the information collected by the Student Web Survey in addition. Beth asked the question of where program pages fit into this the plan. The following are updates/changes based on discussion

GOAL # 1 –

- ✓ UNDER Objective 1e- Strategies
 - ADD- Obj 1e6- Web Homepage Redesign
 - ADD- Obj 1e7- Program Page Redesign
- ✓ UNDER Objective 1c- Strategies
 - ADD- Obj 1c4- Update FAQ section
 - ADD- Obj 1c5- A-Z Search Index

GOAL #2 –

- ✓ UNDER Objective 2a- Delete 2a1's Timeline of August 2005 – CHANGE to May 2006 (or July)
 - Chad would like the e-folio link to automatically post link on the directory and offer a simple faculty page as

an option

- ✓ Cynthia talked about the Library Website Redesign and homepage access issues now as a result of the new “College” library
 - ADD- Obj 2c – Library Redesign (unsure of the strategies)

GOAL #3-

- ✓ CHANGE Objective 3a to read as “ The website will offer online versions of the catalog, viewbook, campus maps/virtual tours and videos of academic programs”
 - ADD- Obj. 3a4- Virtual Tours and Campus Maps

GOAL #5-

- ✓ Add Student Placement/Employment Opportunities Database (current page is hard to find-make more accessible)
- ✓ Also renumber Strategies to 5a1 and 5a2(placement)

Conclusions: Chad discussed the changes and summed it all up saying that once a new homepage is launched many of the priorities and action items will be completed as well. The committee discussed a realistic timeline for launching the New Homepage Redesign and came up with the date of July 10th. Chad believes this is workable.

Action items	Person responsible:	Deadline:
✓ Roll out New Homepage Design	Chad Sperling	July 10th
✓ Update the Action Plan based on changes		May meeting

Other Information

NEXT MEETING- May 2nd at 11:00 a.m.