

Hartnell College will be nationally recognized for the success of our students by developing leaders who will contribute to the social, cultural, and economic vitality of our region and the global community.

Focusing on the needs of the Salinas Valley, Hartnell College provides educational opportunities for students to reach academic goals in an environment committed to student learning, achievement and success.]

(Bala) Welcome to all the members.

(Scott) Hartnell Website discussion: Thank you James for attending College Redesign meeting. The meeting focused on Meta Majors and the new outreach centers coming up in near future.

- a. Redesign of Hartnell website should focus on Audience based navigation with a landing page dedicated to each constituent group. Avoid looking at the website from Organization structure. Reviewing other California Colleges using OmniUpdate CMS to better use the dual navigation template. Would like to create a working group to work on the above tasks.
- b. Website redesign is a multi-phased project. First and immediate task is to create a style guide with fonts, colors and style sheets to be used for consistency across the website.

(James) Update on Hartnell website:

- a. Search feature on Hartnell website has been replaced with Google search. The new search is returning relevant information and users are happy with it. Will work with OuCampus to integrate it with our site.
- b. Office of Student Life (OSL): Completely revamped OSL and ASHC website. The new sites are more functional.
- c. Academic Affairs (AA): The AA area provided a 8 page document consisting outdated content and/or broken links. All the reported issues have been resolved.
- d. Resource for content editors: A webpage exclusively for website content editors has been created. <https://www.hartnell.edu/web/> Lots of resources with guides and new features will be added to this page on a regular basis. This page will also provide website usage statistics.
- e. Search Engine Optimization (SEO): For webpages to show up in search, metadata and keywords are important. During website migration, many pages did not carry over this information. Will be working with department representatives on adding this information to those pages.

Questions:

(Tammy Boates): Early Childhood Education (ECE) team needs assistance with their website. Can IT help?

- a. James will be working with ECE team.

(Deborah Stephens): Hartnell bookstore does not show up in the new google search. Also is the Google search popup accessible?

- a. (James): Since the bookstore is a redirect page, google search is not indexing the page. Yes the search popup page is accessible.

(Shawn) Hope the website editors know how to reach out to ITR for help/assistance with website. The idea of identifying users responsible for each area is a good idea.

- a. (Scott): Also have an ongoing schedule of training, drop-in office hours for website help. Promote this information across the campus, starting with this group.
- b. (Laura): PDC has drop-in hours for website help and training schedule shared with faculty and staff. James has been joining the trainings which is really helping the cause.

(Scott): Can we hire a web writer for maintaining the landing pages on the website?

- a. (Shawn): Can we use student workers for this purpose?
- b. (James): Athletics department hired students to manage their pages like interviews, stories etc. which really worked for them.
- c. (Deborah): Student workers is a good idea but have a plan for when these students graduate and leave.

a. Student: None

- i. (Deborah): How is the Discord channel for students working out?
- ii. (Guadalupe): We at ASHC are limiting the invitations to only Hartnell students and invitations are being sent to their hartnell email.

b. Faculty:

- i. (Deborah): Hopefully the bookstore (page not showing up in search) issue is resolved soon.

c. Staff: None

d. Marketing and Communication:

- i. (Scott): Appreciate Cristina Zavala for maintaining the homepage with updates like events calendar, carousel etc. Thanks to her the Hartnell website homepage is a living place reflecting Marketing and Communications work on the website. She can be a good example of department representative that was discussed in today's meeting.

None

The next meeting is scheduled April 5<sup>th</sup> 2021 at 2 PM.

Meeting adjourned at 4:00 PM