WEB ADVISORY COMMITTEE AGENDA

For May 4, 2022 *(May the 4ᵗʰ Be With You!)*

In Attendance: Cal Anderson, Leone Thierman, Conrad Wong, John Fitzsimmons, Craig Rodrigue, Jenny Taufa, Dallin Gomez, Kat Dow, Lisa Boldman, Kate Kirkpatrick, Ricky Genz, Susan Lundahl, Adine Stormoen, Yuli Chavez, Stephanie Walden.

Meeting Called to Order: 11 a.m.

Current Business

- **Web Services Staffing Updates**
  - Jennifer Hock is now working for UNR, so we are releasing a job announcement next week. If you know of anyone, please let them know about this. WS will be looking at applicants in mid-June. The minimal requirements are an AA degree or equivalent. Entry level job.
  - Dallin, our intern, is graduating and moving to UNR. We have an international student coming on for the summer.

- **Drupal CMS / Website**
  - Drupal 9 Upgrade completed Nov. 2021 (Drupal 9 EOL Nov. 2023, move to Drupal 10.) The upgrade went fine and seamless. Will have to upgrade summer of 2023.

- **EAB/You Visit tour updates coming summer 2022**
  - Will review changes to photos and scripts, change some of them with our annual update.
    They will come to campus in August to update some of the stops.

- **Catalog Changes – Website URL's corrected with new path structure.**
  - Each time they update the catalog, WS has to update the links. This year there were a lot more changes. About 500-600 links were cleaned up to make them shorter and better.

- **Webcams installed Last winter**
  - Two new ones located at webcam.tmcc.edu. WS has asked for money to purchase a second webcam for the Dandini campus. Have one other at HSC. They get a lot of hits.

- **Admissions App tentatively going live next week**
  - This might go live May 17. Will work with Marketing next week to roll out a marketing campaign. Lots of work behind the scenes by A&R and WS.

New Business

- **Google Analytics 4 Coming Summer 2023**
  - Adding new GA4 tags to all TMCC web properties.
  - Google Analytics Studio Reports – in use now, will be revised next summer.
  - Reports sent monthly to Web Content Providers
    We use Google analytics throughout our website. Have been using it a long time. Web content suppliers get basic reports sent to them. Google is retiring Analytics 3 and replacing it with Google Analytics 4. So, the new version will look different with a whole new interface. Cal wants to get it going now so that we get a history built until they retire the old version. Many sites to get updated. Closer to the launch date next summer, we will revamp the reports. We can do a lot more with this new version. We only scratch the

surface now. Have much more to work with and will ask for feedback from everyone. Until next summer you will still get your monthly reports.

- **Search Engine – Recommended links, customization available as needed**
  - o We use Zoom search because it works well and lets us hard-code so that our search results are better. If we have a well-formatted page, and the content uses great keywords in the headers, etc. when you click on a specific link it takes you to the FAQ page. We have some micro-sites, like the 50th Anniversary website. Type in 50 years in the search box and you won't find it, so we made a hard link to the site so it would come up in a search from our TMCC site. Recommended links used now – 30-40 – link catalog, academic calendar, etc. If you have a page that doesn't come up, let WS know so they can make sure the recommended link shows up. If you have a word that you want hard coded on a page, let WS know. Not just on your pages, let them know if you want to find something and it doesn't come up.

- **Web Services – Policies – we will be reviewing and updating them as needed, asking for input**
  - o Our WS policy page has quite a few policies and we will review them this summer. Please review them and let WS know if anything needs to be changed. WS uses this page quite a lot, which helps them to manage the website. Ultimately, they want to have the policy manual updated and placed on the official policies page managed by the President's office.

- **MyTMCC Mobile App to sunset Dec. 2022 as Peoplesoft becomes more natively mobile-friendly**
  - o After talking with several people, including AVP Elena Bubnova, we are going to retire the TMCC mobile app this coming December when the contract expires. We have had it for about eight years. It was originally purchased as a bridge to PeopleSoft. Now the native version of PeopleSoft is supposed to go mobile friendly later this year. The reasons for not keeping this: PeopleSoft will become fluid this summer, it was only a bridge. It also doesn't do a lot. You can't register for classes using it. Search for classes, review grades, view to-do lists, or look at the catalog with our mobile app. Usage: not used that much, so if people check it out they don't get much out of it. Over the last year, only 700 people accessed it and less than 5% used many of the modules. The technology changes and ours is outdated and they would need more money to update it. Costs and upkeep are also high. We still have it for another seven months left on our contract.

Other Business

- **50th website branding to be removed after graduation May 20. Website will remain, but archived.**
  - o Kate mentioned that our micro-site went live one year ago today. The link can still be accessed.
- **New SSL wild card certs being installed in website this week or next. (https://)**
  - o It shouldn't effect anything. All of our web pages are now secure, not like in the past when many pages were not secure.
- **Dept. Content Review meetings**
  - o One-on-one to review website content. Have been meeting with some departments.
  - o Academic Page Templates in Use.
- **Policy/Procedure Reminders:**
  - o Review and update Dept./Program websites We have a big checklist and once we have a new person hired we can move forward again. No need to wait, though, for WS to contact you. Let WS know when you are ready.
  - o Submit all events to calendar.tmcc.edu Remember we have our online events calendar. Help spread the word, because we don't have an events coordinator for TMCC.

Other Updates and/or New Business

- **WebCollege Updates**. They hired a new instructional designer.

- **Marketing and Communications.**

    Candice Vialpando has changed position to Marketing Manager and is working half time at EPIC and the other half helping MCO to work with departments to update their content.

    Rebecca Eckland is also leaving us next week. She writes all of our content for the website, newsletter, stories, etc. She will be the Director of Communications and Marketing for the Nevada Museum of Art.