

# MEETING MINUTES – FEBRUARY 1, 2017

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**In Attendance:** Cal Anderson, Beverly Bavaro, Natalie Fisher, Kate Kirkpatrick, Craig Rodrigue, Jeannette Smith, Stephanie Walden

**Meeting Called to Order:** 11 a.m.

## Current Business

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### Updates Since Last Meeting

- **Online Tour:** YouVisit update. Cal gave a brief demo and overview.
- **CMS update:** Terminal Four Site Manager CMS Version 8. We received a development copy to test and after much debugging, determined that it is not ready. Ongoing discussions with the vendor. Version 8 should have been an "alpha" release; no telling how long we'll wait for bug fixes. We will continue working with client support for realistic time frame on moving forward. Until then, we are going to continue using Version 7.
  - Will set up more Ver. 7 trainings; reopening with invites going out soon
  - Plan B: open source Drupal CMS option. Long term; consultant may be needed to help migrate content out of Site Manager.
  - Next site refresh: President Hilgersom has indicated she'd like to possibly see some kind of site redesign; something different from what we have now. Since website is generally updated every 5 years or so the time is approaching to look at this. Website redesign is inherently intensely complex as technology gets better and user expectations increase. Resource intensive; may require third-party assistance and even with outside help will take 6-12 months to implement. Kate mentioned new marketing/branding that would tie in; President is looking for TMCC to be trendy, innovative and edgy; website is integral part of marketing.
- **Redfield WebCam:** used to be "construction cam" during building remodel, then moved to hallway inside building; now sits outside on top of building with views of valley.
- **Blogging:** While there is no official policy on blogging, there has essentially been no movement on bringing it forward; with little or no time for Web Services to spearhead it. Maybe in future, but currently not high on list of priorities. Scott Weissman runs the Tech4Ed blog, but otherwise no one has come forward asking for info.
- **Online Elections (SGA, Faculty Senate, PTK, etc.):** Web Services works with TMCC departments to create online elections which are all responsive/mobile friendly using our branded template.
- **Responsive ENews:** New templates are working out well. The mobile features work well as more people check their email on their phones.
- **Google Doc Template:** Finalizing a standardized TMCC template. Not released yet; ongoing. Trying to do less with PDFs.
- **Departmental Website Reviews:** We are being proactive about meeting with all departments. Looking at every page and checking content. Will likely now be an annual procedure.

## New Business

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- **Applied Tech:** Cal met with Kyle to make some much-needed page updates to the site including some new graphic bubbles, as well as adding a new Panasonic Preferred Pathway Training Program (P3) page.
- **Listserv recode for "All" lists:** These lists (AllDiscussions, AllMailboxes, AllRedfield, etc.) are preprogrammed to pull member data from HR. Web Services worked with IT; they rewrote code so lists are now "clean" and also made the SQL 2012 switch. See: listserv.tmcc.edu. Kate asked if the FacultyStaff Directory code is also being rewritten? Cal said IT is working on it since HR "broke" it due to WorkDay software implementation.
- **Google Analytics filtering and AdWords:** Web Services already sends out monthly activity reports to departments and tracks basic page activity; customization is available for more info if anyone wants or needs it. We're continuing to work on filtering out internal hits and activity. Web Services is also working with Kate in Marketing and her third party vendor KPS3 on using AdWords to track certain marketing activity.
- **Helping edit Hyland OnBase forms:** Web Services is working with Peter Miller who is using Hyland OnBase software to replace some PDF forms for Financial Aid and Admissions and Records and possibly other departments (forms such as Transcript Request, etc.) Challenges include getting a consistent design with TMCC logo, etc. Software has many limitations; Web Services is helping with some design elements and adherence to the official TMCC style guide for content (grammar/typos, etc.). But the user experience could be better. Many elements are not standard or user friendly. Jeannette said, regarding the backend workflow of the OnBase forms, that they are helpful and that communications have improved with students receiving scholarships.
- **Hobsons CRM replacing Admissions Application in Spring.** Cal discussed back end functionality versus user experience -- similar in some ways to some of the issues we see with Hyland's OnBase forms. Web Services has little control or input.  
There was some discussion on whether the CRM will have fields for both telephone numbers (home and cell) used for Marketing (see WebCollege below).

## Other

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**WebCollege Updates:** Natalie Fisher said WebCollege is running smoothly and focusing on retention. Text messaging is great; pleased with results (new software); reminders and deadlines; can watch statistics; can use for "fees due" messages, etc. in future. No negative feedback from students so far. Students like the mobile aspect. Comment that PeopleSoft app needs "cell phone" field if relying on this as mode of communication.

**Meeting Adjourned:** 12:15 p.m.