
MEETING MINUTES FOR FEB. 7, 2018

In Attendance: Cal Anderson, B. Bavaro, Kathy Berry, Elena Bubnova, Yuli Chavez, Brandie Davis, John Fitzsimmons, Tim III, Kate Kirkpatrick, Susan Lundahl, Cynthia Olivo, Craig Rodrigue, Elisabeth Saldana, Natalie Fisher, Stephanie Walden, SGA Representative Armaan Aguilar

Meeting Called to Order: 10:59 a.m.

Cal reminded the attendees that Web Services was realigned last year and now reports to Associate Vice President Elena Bubnova.

Elena Bubnova, Associate Vice President for Institutional Research, Marketing and Web Services gave an introduction and overview.

- We are doing great things!
- The website redesign and move to Drupal is a "massive" complex project; giving TMCC's website a facelift, migrating content, etc. includes both cosmetic changes and internal/structural.
- Technology keeps evolving, including how websites interact with third party programs, etc.
- Hired KWALL/Acquia as partners in this process.
- TMCC's website is its primary recruiting tool; we rely on the website as a digital recruitment agent for our institution.
- We will rely on this committee at key junctures of the project to provide feedback at various stages.
- Currently, program and dept. descriptions on the website are in a variety of voices/styles; this is not best practice. New site will include content that isn't "cookie cutter" but uses a common streamlined template and consistency of info presented.

Current Business

Recap and Overview

Cal gave a brief recap of the Drupal CMS/website redesign project. We have an aggressive timeline laid out by KWALL (Drupal development service provider and web design team). The plan is to launch in late October 2018, or adjust to later in 2018 if necessary.

Multiple phases of the project, including kickoff, research and discovery, design, development, etc. This includes the front end redesign and the back end content management system (Drupal).

There will come a point when we will ask TMCC faculty and staff to hold off on any website content updates as we maintain the old site while the new site is not yet launched.

We reviewed hundreds of college websites and considered multitudes of design concepts; reviewed current site and looked closely at UNR, UNLV and other NSHE sites; looking for designs that are visually pleasing, with lots of photography, videos, colors, etc.

KWALL provided us with early drafts of wireframes (i.e., layouts of where content might go, with placeholder text; logical placements in a blueprint format).

We knew we wanted a video loop on home page; also that the new site main video or large image focus should be as a recruitment tool and not geared to news stories.

Kathy Berry asked about groupings for faculty content and for student content, as we have now, and whether we'd keep that? Cal said yes, we know those groupings are helpful so those will be maintained in some way in new format.

Yuli Chavez asked if there would still be the translation tool we have now, and if so would it be easily accessible? Cal said yes, Google Translate will still be on new site and maybe larger/more prominent.

Cal mentioned that the design phase is still very early in process and we are still reorganizing some of the basic structure.

Design Demo

Cal showed two screenshots of design demos (basically the wireframe filled in with visuals); this is a basic idea of where we're going.

Challenges: interior pages (depts. etc.) will need to use same header/footer as home page; all interior pages, still working with wireframes; no design to show yet.

Elena told the committee that this is a substantive process and a lot of business intelligence helps in making decisions; the also, the power of Google Analytics research takes guesswork out of it in assessing traffic patterns, etc.

Beverly added that KWALL's R&D has been useful and fact-based.

Feedback

John Fitzsimmons: [the site design demo] looks very modern, which is great.

Brandie Davis: Will the search be Google or improve from what is there now? Better indexing? Kathy mentioned she too is frustrated with current search tool.

Cal: default search now is not actually Google. Cal explained that Google search has some problems including no control on indexing site. Existing is not perfect but we can hard set some results. Drupal Solr is an option; still working out details. We want to make it the best it can be for everyone.

Natalie Fisher: new design is "amazing/awesome"; will we vote on which of the two demos we like better? Cal: while we are still working through details we will send out link this week so that this committee can provide feedback on any "red flags" or suggestions. Reminder that we're on aggressive timeline.

Brandie: likes the "infographic" feel; short chunks of info vs. long text which is intimidating.

John: What about the Library page(s)? Cal: it is one of the major interior landing pages; still working through wireframes on those designs; nothing yet to share.

Tim III: will the icons have hovers or dropdowns? Cal they are links but will have mouseover effects of some kind.

Cal added that the new site will require lots of quality images and videos; plan is to secure outside help for new/fresh visuals.

Other Business

- **Acquia Drupal Hosting:** last 18 yrs. website hosted at TMCC; Drupal requires a different platform; Web Services will manage and host in the cloud through 3rd party Acquia; founder of Acquia is also founder of Drupal.
- **Department Website reviews ongoing:** annual reviews for departments/programs with online content; making sure everything is current/correct. Will take a break after February meetings until next year.
- **Web Services looking for new FT position:** Web Support Specialist: position is posted online; hope to have someone in place later this Spring.
- **Web Services now located in RDMT 208:** moved from RDMT 203 over Winter break.

Other Updates and/or New Business

- **WebCollege:** No Report.

Meeting Adjourned: 12:01 p.m.