

Web Development Mission, Purpose, Strengths, and Challenges 2019

Mission Statement

The web development department develops and maintains functionality for all websites and website integrations, which helps promote achievement of goals and efficiency for the students, the college and the community.

Department Purpose

The web development department is comprised of one FTE. The department's main purpose is the development and support of the public website. In addition to this, the department is the primary technical architect for all COCC web platforms.

Duties include:

- Responsible for the architecture, development, and maintenance of the content management system and web servers for the public and internal websites.
- Develop modifications and implement ideas, changes, and new strategies to the COCC Mobile application.
- Generate reports using Google Analytics for both the COCC websites and COCC Mobile application for continued improvement and refinement to help deliver content for the students, staff, and community.
- Study, recommend, and implement integrations with other external and internal applications with the COCC websites, COCC Mobile application, and other applications as needed.
- Study and recommend new web technologies by interactions during user conferences, online blogs, and other information sources.
- Develop database applications for the Information Technology Services department to improve their internal processes.
- Work with other departments and committees across campus to implement processes and recommend technology options

Department Strengths

- The department's experience in web site development, deployment, maintenance, innovation, and overall computer industry knowledge
- The ability to understand ideas and then formulate a vision of the idea and what it could be used for in the future
- The ability to understand, learn, and implement different technologies
- The ability to work on a number of projects at the same time understanding priorities and time management
- The desire to make sure that the task is completed to the satisfaction of the stakeholders

Department Challenges

- It is trying to get stakeholders to envision and maximize the value of the sites for prospective students, current students, and staff
- It is challenging to get stakeholders to make timely decisions required to complete changes made on their behalf

- With the amount of diverse work and having to learn different technologies to achieve the knowledge needed to complete the work, it can leave the department without having enough time to implement the project correctly or fully
- With the number of projects and tasks to complete, it can be challenging to maintain time management and prioritizations

Web Development Goals and Outcomes

Goals

1. Create a more student-centric public website for COCC.
2. Increase usage of the employee intranet website.
3. Integrate 25Live with both the public and employee intranet websites
4. Integrate the information from Courseleaf onto the public website.
5. Learn new programming languages to support the COCC Mobile app.
6. Document all activities to promote the department.

Outcomes

1. Students will view 15% fewer webpages indicating that they found the information in fewer clicks in three years.
2. Employees increase usage by 30% of the employee intranet for college news, information, and resources within a year.
3. Staff and students will increase pageviews of college events on the websites by 50% within two years.
4. The department will implement 100% of the same course and program information on both the public website and the catalog website within three years.
5. The department will complete the training necessary to maintain, upgrade and improve the COCC Mobile application within one year.
6. The department will document all activities for better visibility of the department in one year.