

Administrative Unit Review Summary and Timeline

Department: Web Development

Dates of Plan: 01/01/2018 – 12/31/21

Department Mission: 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.

Annual Report Due: May 2022

Outcome	Activity(s) and Measurements What are you doing to accomplish outcomes? When and how will you assess effectiveness?		Data Report Schedule When will you collect and report data to PAT Lead?
Students will view 15% fewer webpages indicating that they found the information in fewer clicks in three years.	Term/Year 2018 – 2019	The department spent time trying to demonstrate to various stakeholders the need to improve the students experience on navigating the website. The department helped facilitate the creation of a workgroup to redesign the academic webpages. The effectiveness was measured when the workgroup met and had the commitment from the stakeholders to implement the change.	Term/Year 12-2019
	2019 – 2020	The department is participating in the workgroup meetings providing data and suggestions on options to help accomplish the outcome. The effectiveness was measured when the group came up with a process to implement the redesigned pages and began developing the design for the pages.	12-2020
	2020 - 2021	The department is going to be building the new templates for the pages. Also, the department is instrumental in implementing the career pathways module from Modern Campus on these pages. The pages for a select number of disciplines are slated to go live in September 2021. The effectiveness of these pages is the study of the amount of direct entrances and limited clicks to these pages measured by Google Analytics. This will happen at the end of 2021.	12-2021
The department will implement 100% of the same course and	2018 – 2019	The department spent time trying to demonstrate to various stakeholders that this information is available through API calls for the website. A few	12-2019

<p>program information on both the public website and the catalog website within three years.</p>	<p>2019 – 2020</p>	<p>test pages were set up to demonstrate this. The effectiveness of this was that the demos showed that this was possible for any page on the website.</p> <p>Through the workgroup redesigning the academic webpages, it was decided that currently the website will just link to the catalog pages. At this current point there is no plans to import the information from the catalog directly to the website. With this decision, this outcome is considered complete. It could be revisited at a future point if a decision is made to change the links to the catalog to showing the information directly. The department still believes showing the information on the website improves the student experience.</p>	<p>12-2020</p>
<p>Staff and students will increase pageviews of college events on the websites by 50% within two years.</p>	<p>2018 – 2019</p>	<p>Feedback from various departments and individuals expressed difficulty in adding events to the website. The department started to investigate improvements to the current process and other options. Measuring the pageviews for events proved to be difficult as some departments did not use the method implemented with the new website.</p>	<p>12-2019</p>
	<p>2019 – 2020</p>	<p>The department consulted with various stakeholders about options to improve the consistency of events and their display on the website. The decision was made to implement 25Live calendars onto the website. This decision pushed the completion of this outcome out by one year.</p>	<p>12-2020</p>
	<p>2020 – 2021</p>	<p>The department in conjunction with various stakeholders are testing the calendars and event pages with a plan of going live in September of 2021. The effectiveness of this is when the calendars and events go live across the website and all events are easily found and displayed consistently.</p>	<p>12-2021</p>

ADMINISTRATIVE DEPARTMENT REVIEW REPORT OVERVIEW

Report to be submitted annually.

Data and analysis from three annual report will inform a new assessment plan.

What activities did you do to accomplish your Outcome(s)? How did you measure your success toward the 1-3 outcomes and mission fulfillment? What tools did you use? How frequently did you gather relevant data? Provide any data references that you used.

7. Data

What data have you gathered that inform your department's effectiveness?

Goal 1: Create a more student-centric public website for COCC.

Outcome 1: Students will view 15% fewer webpages indicating that they found the information in fewer clicks in three years.

Data 1: The data is from Google Analytics. The measurement is to view the entrances to the discipline pages. The entrances are direct entrances from external sources and from pages on the COCC website. The discipline pages are in the process of being revamped to be more marketing driven. The undertaking of the revamped will take another year to complete. This pushes this goal out by a year.

Goal 2: Integrate the information from CourseLeaf onto the public website.

Outcome 2: The department will implement 100% of the same course and program information on both the public website and the catalog website within three years.

Data 2: No information from CourseLeaf has been directly implemented on the public website via an API. The CourseLeaf information would go on the discipline and program pages. The discipline pages are in the process of being revamped to be more marketing driven. At this point, the information from CourseLeaf is expected to be only links to the catalog.

Goal 3: Integrate 25Live with both the public and employee intranet websites.

Outcome 3: Staff and students will increase pageviews of college events on the websites by 50% within two years.

Data 3: Currently there are no pages implementing the 25Live calendars. This process is being developed currently. It is expected to be live in September 2021.

8. Summary and Analysis: Continuous Improvement (Report-to be completed annually when data are available)

What do these data suggest about your department's effectiveness? Which measurements are strong and affirming? Consider the following points.

- Was your planned activity successful at accomplishing your Outcome(s)?
- Have you accomplished your outcomes? Is there a need for a new direction?

Which measurements indicate an area that you would like to focus on for improvement?

- Identify the goals and improvements that your department is committing to over the next year to help you accomplish your outcomes.
- What support do you need from the college to carry out your planned improvements? Identify your biggest area(s) of need to help accomplish outcomes. Review question #2, including staffing, budget, services, and location.

Goal 1: The department believes that the outcome for goal 1 is inline for completion within the next two years. This is due to the implementation plan of the new discipline pages being phased in. The department believes that the data indicates that the majority of the discipline pages are accessed from either a direct entrance or from the programs page. To help achieve the outcome for this goal, the department would like to improve the program page to assist students in finding which discipline or disciplines match their interests. This would help reduce the number of pages a student must click on to get to the desired information.

Goal 2: The department believes that although the direction is not to include this information on the discipline or program pages, that the goal is achievable. This information could be included on other pages or areas. One option would be to build assets that could be added on any page. This goal might need to be adjusted so that the information is available but not mandatory. The department thinks that the information is better consumed when it is displayed rather than being a link. This is a goal that needs to be examined if it is still valid.

Goal 3: The department believes that this goal is obtainable. If the calendars can be implemented by September 2021, then all student events, school events, and employee events should be easily available from one source. Once the technology is resolved, the next step would be to train and ensure that the campus uses the method derived to add events. This will involve all departments across the campus. There will need to have some direction from leadership to make this happen.