

# TESS Web Standards Committee: Special Meeting

## Minutes for November 7<sup>th</sup>, 2013

Time: 2pm – 4pm

Location: District Annex Conference Room & Online Via CCCConfer

### Attendees

X Jason Brady (Chair)	X Ana Bojorquez	_ Damaris Matthews
X Rick Hrdlicka	X Craig Petinak	X Donna Hoffman
_ District Marketing	X Jack Jackson	X Kristi Simonson
X Yvette Tram	_ SBVC Student	_ Chase Acuna
	_ Rania Hamdy	_ CHC Student

### Topics

- Review, validate, and suggested changes to committee charges and name. From Draft of new plan:
  - Name: Online Engagement Committee
  - Charge:
- Review and update member list
- Develop Goals and Objectives for committee's area of focus that address the weaknesses and challenges of our District, and indicate how they align with the District Strategic Directions (the last page of the draft). Previous goals at the bottom.
- Next Meeting
  - January 17<sup>th</sup>, 2pm – 4pm @ CHC
  - Before Executive Committee Meeting on 1/24/2014

### Online Engagement Committee

Engagement with students is required to market technologies and applications to staff and students and this is expected to be online.

- Develop strategic and long-range recommendations for the evolution and implementation of District, College, and Departmental online presence and engagement
- Create and recommend standards and guidelines for online development consistent with District and College graphics standards and Section 508
- Assist in defining roles and responsibilities regarding online presence and engagement at all levels (District, College, Division, Department, and Faculty)
- Proactively identify and recommend tools for the ongoing development of online technologies, the use of emerging online media, and the managing of online presence and engagement
- Provide input and direction in the development and acquisition of tools to measure qualitative and quantitative elements online
- Review and recommend policies

### New Goals

1. Integrate event information from across the District into the Master Calendar 1
  - a. Integrate Facilities information into the Master Calendar
  - b. Identify other event information that is not entered by Facilities and Integrate them into Master Calendar

2. Integrate catalog Information into the websites 1
  - a. Implement Access to catalog information that can be displayed on the website without manual intervention
3. Create and Provide Online Training Resources for Online Tools 2, 6  
Note: this is specific to District Resources
  - a. Identify Needed Training Topics and preferred delivery methods
  - b. Implement identified resources and delivery methods
4. Provide a Digitized Online Customer Service – IntelliResponse like product 2, 7
  - a. Evaluate digitized online customer service options
  - b. Decide on option that meets requirements
  - c. Implement identified option
5. Implement a Mobile presence that allows access to information 7, 3
  - a. Evaluate mobile presence options
  - b. Decide on option that meets requirements
  - c. Implement identified option
6. Establish Online Engagement Training Courses 6, 7  
Note: This is focused on raising general technology IQ of staff, not specific District to resources
  - a. Identify missing online engagement skills and knowledge
  - b. Create or gain access to training that provides the skills and knowledge identified
7. Communicate the importance of 508 compliance of Online Presence and Engagement for the District
  - a. Identify target audience that is responsible for 508 compliance
  - b. Develop a Marketing Plan
  - c. Implement Marketing Plan

## Previous Goals

1. Recommend policies and develop procedures for acceptable use of social websites, in consultation with faculty, management, staff, and students at the colleges and other District sites.
2. Define standards for Student Email and student email delivery mechanisms.
3. Recommend policies and develop procedures for selection, implementation and management of online systems and services.
4. Define standards for development of web services for mobile devices.
5. Evaluate and approve web tools.
6. Define standards and appropriate use of external links from district-owned websites
7. Define standards and procedures for editing website content and managing currency of that content
8. Recommend policies and develop procedures and standards for best practices and compliance of accessibility/Section 508.

## CCCConfer Connection Instructions

Website: <http://www.cccconfer.org>

Click on the "Participant Log In" button under "Meet & Confer". Then find the meeting labeled "TESS Web Standards Committee" and click on the "Go" link to the right. Fill in your name, email, and the pin below. You should be able to test your access up to 24 hours before the meeting begins.

Participant Passcode/Pin: 395061

Presenter Passcode/Pin: 4880033

Phone: (888) 886-3951

Cell phone users dial: 913-312-3202