
Aaron Holmberg, Chair

WebCred continues to play a vital role in advance of accreditation, and the overwhelming feedback has been wonderfully positive and appreciative in face of such a short time frame and tiny budget. We have enhanced our web presence in the absence of a Content Manager in terms of completeness, accuracy, attractiveness, structure, ease of access, and interdepartmental cooperation. Buy-in to the CMS across the College seems to have improved significantly.

Based on our combined experience, we have developed training guides to streamline CMS migration, fixed many image issues, migrated many sites, and modified/updated/maximized and otherwise improved search path and organization of a large number of sites. Many faculty and classified staff have cooperated in the hopeful spirit of City College to improve access to, and accuracy of, information on our giant website.

Issues to Address Now

At the WebCred meeting of August 22, 2011, as well as in communications since then, we discussed the following seven issues which we would like the Communications Committee to address on 8/30/11:

1. Employee Directory: Capitalize the D; add “Classified” in front of “Staff” in the list of filters, make space by changing “Full T” and “Part T” to FT and PT.
2. Policy Change/Confirmation: ALL departments MUST have a CMS landing page, and outside sites MUST have links back to department landing page.
3. Revise text of home page. We filled space before with information, now we need to reengineer the message to make it accurate, complete and attractive. This is our A#1 marketing tool, and our very best effort must be on display here. We have 9 (not 10) campuses and various other locations, we should add online and telecourses, we should fix the flow, and that first sentence goes on and on and combines a lot of different pieces of information and points of view (like this sentence!). We should be selling, we should not just be informing. Here is our best revision:

The City College of San Francisco is an urban community college serving more than 100,000 students each year. City College includes nine campuses and many other instructional sites throughout beautiful San Francisco as well as online courses and telecourses. City College offers an affordable opportunity for students to earn associates degrees, prepare for transfer to four-year universities, or pursue career and technical training. City College also offers noncredit courses in a wide variety of fields.
4. Move Athletics to the bottom of the Quick Links on the main home page.
5. Spell Check is not an available feature in our Mini Google Search. We have a large population of non-native English speaking students and community members, and in order to further make our school accessible to them, we really need this feature. Please consider asking T.D. to review the costs and get back to you with your options.
6. Where should Campus Police be located in the CMS architecture? Where on the home page can/should we put a link to them so people can find them?
7. Ocean Campus map is blurry and needs to be fixed. Mono Simeone may be able to provide a list of options and required costs. See also [http://maps.ccsfgis.org/](http://maps.ccsfgis.org/).

**Future Issues to Address**

We are making significant progress, and a lot more work is ahead of us. I hope to address the issues in this section at future WebCred Workgroup meetings.

**A. Continued Issues from Top 50 Sites report**

In my last report to the Communications Committee, dated June 4, 2001, I reviewed the top 50 sites (based on hit count from Google Analytics) and provided improvement suggestions. About half of those suggestions have since been implemented. We did not get time to discuss the delays at the last WebCred meeting. E-mails were sent to site owners in June 2011. Please address item 14 first.

1. (#4 - admissions and registration) Remove summer dates, revise the paragraph.
2. (#9 - Registration) Add anchors to go to top of page, remove summer dates
3. (#10/37 - Course-by-Department/Subject Prefix) Are all programs are included? Add links to Department home page and CTE Program FAQs (improve the navigational flow, as those pages should already link to Programs & Courses). What department are Trade Skills under?
4. (#12 - FAQ) No movement, lots to be done, no response.
5. (#15 - Academic Departments) Incomplete list, needs better design of page, picture is terrible, whole thing is redundant. Remove entirely?
6. (#16 - Educational Programs) There is no School of Applied Science, bullet the list in the second paragraph, add quick links or something!
7. (#17 - Future Credit Students / Apply for Admissions) Make [admit@ccsf.edu](mailto:admit@ccsf.edu) clickable if it is answered. I have not been able to establish whether someone answers emails to this address.
8. (#18 - DBO/HR) Add “Quick Links” title to top right to maintain consistency.
10. (#20 - Student Services) Remove “The” from title of Office of Student Development, add Quick Links for consistent navigational support, rewrite, link administrator list to new Administrators pages.
11. (#21 - Future Students) Fix two broken links – CDCD and ISC
12. (#25 - Class Schedule Calendar - vs #45 – Important Dates) Webcred decided that we like #45 more than #25. Should #25 be eliminated and links installed to #45? It’s easier to keep one updated than both, and since we clearly have issues with keeping calendars up-to-date, this needs streamlining. Pick one calendar layout format for academic calendar and conform to it.
13. (#29 - HR/employment opportunities) Add Quick Links title for consistency.
14. (#34 - Continuing Education) I have funding and support from them to redo their site, but several issues exist that should be addressed prior to making any CMS migrations: perception that continuing education takes students away from the Credit program, costs associated with taking their programs is so different that we need to figure out how to make these abundantly clear, and I won’t get time to get to their site for a while.
15. (#38 - Admissions & Registration/admissions) Revise paragraph.
16. (#44 - Student Services / Student Counseling) Revise first two sentences.
17. (#49 - APASS) Image is misleading – it identifies all of Batmale Hall as APASS.

B. Issues Under Review

A prioritized summary of the issues currently in process of being addressed follows:

1. Create a list of pages throughout the website that have yet to be adequately migrated and turn it over to the Accreditation Workgroup (Beth, Karen and whom?) to address. The owners of each page on this list should be turned over to Wendy Fong to generate CMS training invitations. [8/25/11: I hope to generate this list soon.]
2. Employee Directory: Create information guide sheet on how to update one’s employee directory page and publish in City Currents. [8/25/11 – Aaron is working with Patricia on this.]
3. We need to create a form home page that will link to all other form pages. This requires a lot of planning and cooperation, and I’ll get to it when I can. This is in special reference to the incomplete http://www.ccsf.edu/NEW/en/employee-services/forms.html.
4. Consider adding a disclaimer to the Google Translator results to protect us in case the translator says something that should not be said. [8/22/11: We talked about this in WebCred, but the idea needs more development before to address it.]
5. Make sure that searches for keywords of every degree and certificate program return something relevant. Ask Doug Re for a (Google Analytics?) report of what is searched most often in order to make determinations about how to proceed with improving the search. I have yet to ask him.
6. Departments and top-level stuff should be in the site index, certificate programs are not top-level. Find a student to test, update, and improve the site index. The lab aide computer I have for a student worker keeps crashing, so I have been unable to assign this task.
7. We would like images in seasonal rotation for the home page. We need to take/collect such images, format them, and stash them is a good spot in the DAM. Once we have the images, we’ll check with Communications Committee for approval of each image. I am talking with Dave Stephenson about taking this on.
8. Manually go through every page to check images for appropriate text descriptions ("alt tags"). Tom H (DSPS) does not have time to do this, but he referred me to the instructions and other specifics for alt tags at [http://webaim.org/techniques/alttext/](http://webaim.org/techniques/alttext/). I need to learn all about this stuff so I can train a student to take care of it. I do not have time to supervise and train someone to do this, so it may have to wait. We need a student to take care of this, and I do not have time to train someone who could handle it properly.

9. Are the different translations of [http://www.ccsf.edu/International/](http://www.ccsf.edu/International/) redundant now that we have the Google Translator in the top right corner of every page? If we only use Google Translator, we (you and who ever helps you update yours pages) only have to update your pages once. If we maintain different sites with translations, we have to update all of them individually every time a change is made to the English version, and this creates an accreditation issue. We may assume that the accreditation team will not be checking pages in, for example, Mandarin, but we should be prepared any way. [IN DISCUSSION WITH A.V.C. JOANNE LOW NOW]

10. **SELF STUDY** - Use alias urls and not actual urls; would make the study easier to read and follow and test, would make changes easier because it’s just one redirection step. Karen Saginor explained that the Study only lists document urls, and those are not assigned alias urls. Those may be on the old system, but most may not sustain a url change in the near term. However, if we sent reviewers to the old system, they may not be able to get back to the CMS, and therefore they will find our out-of-date and otherwise inaccurate pages. Discuss.

11. (#3 – Library home) Add Send-To-A-Friend feature to the Library home page; it’s on all their other pages, so why not this one? James Lim is working on this.

**Issues for Future Meetings**

I hope to address the following ideas and recommendations with the WebCred Workgroup prior to presentation at the Communications Committee. There is so much work to do, that we have not yet fully addressed these issues.

1. Check the catalog to make sure all aliases are correct and go to the right places.
2. Develop requirements/recommendations for aliases and key-matches. Since we have no standard, authors are picking them willy-nilly, and such unmanaged behavior may have unintended consequences. Is there a control is place? Find a way to do generate key-matches this that is more effective than allowing anyone to ask Joe to implement whatever.
3. Develop a standard for writing on our website. Require text to be written with proper, simple, and clear language. Complicated and convoluted text makes translation & comprehension more difficult. Our goal is to communicate effectively, so let’s try that.
4. “Why do we use “Our” in front of campuses but not in front of any of the other main navigational headers? Are not all those things “Ours”? Inconsistent and confusing, especially because some of “Our” campuses are not owned by us at all.
5. Check for keywords on all programs to make sure the search feature finds what we want our students to find. This is all about marketing our courses and programs. This is not esthetic.
6. When any degree or certificate program is searched for, the results should be (1) Catalog, (2) department home page, then (3) CTE page, if applicable. Will this have to be done manually?

7. Find way to manage pages that require routine updating to ensure that such updating takes place, such as calendars, registration dates, ... IS there a way to tag and calendar pages which require routine updating to send a reminder to the person responsible when the time comes?

8. Fix/restructure the DAM – create one folder per administrator, every department will have only one folder under the appropriate administrator with passwords required

9. Figure out who uses email and who doesn’t, set up a way to indicate such on their directory pages. E-mail addresses are now easier to find, but if no one checks them, they are useless.

10. Set up an “Ask-An-Admissions-Counselor” similar to the “Ask-A-Librarian” feature, and put that Ask a Question box on every future students page.

11. We really need an Alumni Page to be used by Future Students as a marketing tool. Contact well known and successful alumni and get them to say a few words on an mp4 about attending CCSF.

12. Career Match Survey (see CTE) should have more prominence as it is an awesome way to sell CCSF programs. Consider linking it from Future Students pages?

13. Employee Directory: Rework layout to show capacity (faculty, classified staff, or administrator), can we get thumbnail pictures in department view of staff? At Webcred’s 8/22/11 meeting, we determined that such changes are too robust. We agreed that there are functionality issues and great limitations to the information, but such ideal changes are too much work to handle at this time. This item in on this list to be reconsidered sometime in the future.

Summer 2011 Update

I worked seven days a week this summer. In addition to my regular duties for Broadcast Media Services, I met with site owners to reengineer their pages, personally migrated and developed many pages within the CMS, utilized expertise and support from other WebCred members (especially Patricia Chytrowski, Wendy Fong, Francine Podenski, Beth Cataldo, and Joe Jah), and continued to fix or refer other issues (broken links, spelling issues, search failures, other random errors, etc.) to Joe Jah. Much of my summer work was on academic department pages (and their children) linked from the Schools and Departments page (that I also extensively redesigned). The foregoing is not a comprehensive list of WebCred’s contributions to the college since my last report.

I am currently migrating/developing many sites, including the following: Worker Adults Degree Program, Family Resource Center, Child Development’s Professional Development Program and Teacher Prep Center, Castro Campus, Continuing Education (see above issues), Transitional Studies, and Campus Police. I maintain many sites, including Broadcast Media Services, Broadcast Electronic Media Arts, EATV, KCSF, and Marketing and Public Information. The cooperative spirit and effort on this project in face of many challenges has been wonderful, and I thank everyone who has contributed.
Additional Resources

Please contact Aaron Holmberg (webcred@ccsf.edu or extension 5678) with any question, suggestion, issue or comment. The next WebCred Workgroup meeting is scheduled for Tuesday, September 13, 2011, at 2 p.m. in ArtX 170. Join us.

END OF REPORT