



A Website Re-Design for Maximum Transparency

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League for Innovation i2011



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What are the challenges your college
faces with its website?



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Recommendation #4

The team recommends that all instructional and non-instructional areas inclusive of student services and other administrative service areas further develop well-defined and measurable student learning outcomes and evaluate these outcomes to increase effectiveness.

[Standard II.A.2.a]

With regard to Recommendation 4, the Commission is concerned that at the current rate, Foothill College will have difficulty meeting the Commission's 2012 deadline for compliance with standards related to student learning outcomes and needs to accelerate its efforts to fully address the recommendation. The institution's relative inaction on this matter to date means extraordinary work must be done to comply with the 2012 deadline.



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Foothill faced the following challenges:

1. transparency around core planning data
2. proactive – public presentation of this material for our use in planning (for the college)



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A Look At What Foothill Faced in Fall 2009

<http://fhold.fhda.edu/index.php>

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college calendar | news & information | apply & register | catalog & schedule | degrees & transfer | student services | international students

search our site Search

CAMPUS GATEWAY
Welcome. It's Jan 21, 2011, 1:03 pm

In the Spotlight

Thinking About Summer?
The Summer Session course schedule will be online after April 30. Registration is June 1 through June 27. Summer Session begins June 28.

Budget News
The state's budget crisis is impacting colleges throughout California. Check out our [Budget Bulletin](#) to stay informed about the budget.

News & Events

MyPortal.fhda.edu System Unavailable Saturday, Jan. 22

Deadline to Submit Foothill Scholarship Application Is Feb. 11

Parking Lot 4 Will Close Feb. 11 Until Fall 2012

Foothill Quick Links

- Online Classes
- Academic Divisions
- Admissions / Transcripts
- Athletics
- Bookstore
- Campus Life / Campus Center
- Construction Updates
- Contact Us / Directory



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Biggest Challenges:

- Outdated look and feel, very static
- Important navigation “floating in the clouds”
- Every department wants to be on the main page

External challenge:

- New student information/registration system being implemented (Banner)



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Website User Feedback

- External Survey and Internal Surveys Conducted
- Both quantitative and and qualitative data important



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Website User Feedback

- Sample qualitative feedback:
- “Why does it have to read like a newspaper?”
- “There are too many clicks to reach admissions and registration information.”
- “The font is too small and there is too much text.”



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User Feedback Continued..

- “The content of the college home page is not prioritized.”
- “Why can’t our website use less text on the homepage?”
- “Why can’t we use more updated, ethnically diverse photos on the home page.?”



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The Project Plan and Goals

- Improve clarity of site navigation to key content areas such as schedule, catalog, and new student information. Reduce the number of clicks to key content areas.
- Create role-based (new students, continuing students) and subject-based (classes, about Foothill, campus life) navigation channels on the home page.



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Project Plan and Goals

- Reduce the information clutter on the home page and create more visible pathways to Key Information and Student Services.
- Update campus imagery to communicate the quality and excellence of the campus.
- Create easy access to the new portal from the home page.



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The Players

- Webmaster; Web Content Coordinator; Senior Designer
- Technology Task Force
- Special Student Web Committee



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The Timeline

- Project Begun in February 2009
- Original Timeline for Completion in October 2009
- Project Completed in April 2010
- Underestimated time it takes to convert 5000 plus pages



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The New Site: Role Based Nav -Students

- Current
- Prospective
- International



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The New Site: Role-Based Community

- Community
- Alumni & Donors



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Subject Based Nav

These points provide quick access to:

- About Foothill
- Admission
- Academics
- Student Services
- Campus Life

ADMISSIONS

[Apply & Register](#)
[Transfer Planning](#)
[Testing Services](#)
[Tuition & Fees](#)
[Transcripts](#)



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Impending Accreditation

- How do we be transparent?
- WHAT needs to be transparent?

Our Answer: Everything

Foothill College Accreditation 2011

This working site is meant to serve the faculty, staff, students and community members who are interested in participating in or following the ongoing Accreditation efforts of Foothill College. Please review each section for pertinent links and resources, and also check our Newscast Section for the latest activities and information.

Newscast Section

- Review Draft 1 of the 2011 Self Study: [Standard I](#) | [Standard II](#) | [Standard III.A](#) [III.B](#) [III.C](#) [III.D](#) | [Standard IV \(all\)](#)
- View the results for the [Faculty/Staff](#) and [Student](#) Accreditation Surveys
- View the updated [Accreditation Timeline here](#)
- Browse the [Accreditation Archive](#) for past meeting minutes and updates, and follow the [Accreditation Standard Committees](#) here



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Instruction Office

- ESMP
- Program Planning
- SLO guide
- Curriculum



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How does the college make decisions?

- A clear governance structure and its history
- The president's priorities and mission
- Core Missions
- PaRC



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What it's all rooted in: SLOs

- A public access point for Course level, Program level, Institutional level
- Connects with our Homegrown CMS
- http://www.foothill.fhda.edu/schedule/learning_outcomes.php



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Feedback So Far and Next Steps

How do we continue to assess how we are doing?

- Monthly Google Analytics Reports
- Top 10 pages
- Upcoming Web/Communications Survey
- Ongoing feedback through “Contact Us”



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