

**Student Equity Committee  
2009-2010**

Date: December 10, 2009  
Time: 1:00-2:00pm  
Location: 1415-01 (Social Science Division Conference Room)

**Meeting Notes**

1. **Chuck** has updated the Student Equity Committee Archives at [www.studentequity.org](http://www.studentequity.org)
2. **Chris** sent a follow-up on our earlier request to Ken Meehan for Stats.
3. **Major Tasks:** Prepare two proposals for the Faculty Senate to present at the Thursday, **February 4, 2010**, meeting.
4. **Next Meeting:** Thursday, January 28, 2010 - Room 1415-01.

**Taken From the 12-10-09 Agenda:**

- a. *A complete overhaul of the Fullerton College website.*
- b. *Providing Digital Monitors in key locations to increase student awareness of campus activities, various campus communities and programs.*
  1. Develop a strategy.
  2. Identify the components.
  3. Identify tasks.
  4. Present to the Faculty Senate ASAP (Feb.4th)

**Meeting Notes from 12-10-09:**

**Website:**

**Infrastructure is KEY!**

- need a design webmaster
  - clearly outlined procedures
  - Question: Do we get professionals to set-up web site? Ans. = YES!
  - present website is not in compliance (we can have a link to the designed website that would have the content in compliance). We need to meet the compliance standards
  - the website needs to be CONSISTENT! - every page has a different look at present.
  - cover page (home page) is KEY! -
    - new students →
    - continuing student
    - staff
  - Question to ask students: Where do they use the website? - dial-up, etc. needs to be easy and not take up so much band width.
  - Domain →
  - no search capability? only scroll down option
  - Tweeter and Facebook? →
- [Diversity Committee is hosting a Forum in May??]
- no links to each other's programs - need to have a link.

**Digital Monitors:**

- Big issue that needs to be addressed is campus security.

- **Adela** - will follow-up regarding what other campuses are doing around the security issue. Also she will ask about funding sources (i.e. business/corporations)
- **Leonor's** husband works for a security system. She will check it out as well.
- Need designated person to update
- Develop a workable policy & procedures
- Close-circuit channel? (digital)
- Find the statistics on how it improves student success.

**Everyone** check out Valencia College (in Florida)

- Great example of a user friendly website
- Check out "Life Map"
  - big posters
  - AD campaign
  - not optional, everyone is trained to mentor students using "Life Map"
  - 55% of the students have a formal educational plan
  - There is a promotional video

#### **Changing the Culture of the Student Experience on Campus**

- Asking different questions than in the past.
- Basic Skills Initiative is piloting 7 classes in regards to the first year experience

----

**The following is a FIRST DRAFT of Recommendations.** Please put some thought into suggestions, edits, format, & especially content. If you send anything prior to the January 28th meeting, I'll incorporate it into the 2nd Draft and bring to the meeting. After the January 28th meeting I'll draw up the final draft for a committee re-look via e-mail before the Faculty Senate presentation. I want to send it to the Senate on **Monday, February 1st.**

#### **First Draft of the Student Equity Committee's Recommendations to the Faculty Senate.**

##### **Fullerton College Website:**

It is time to put value and importance into the college website. The campus climate is changing and the timing is right to be proactive to create a campus website that truly reflects all aspects of the College. First impressions are key to a successful website. It needs to be a powerful teaching tool, as well as a great information & marketing source.

**Recommendation:** Fullerton College needs a new website. The Student Equity Committee recommends that the Faculty Senate take the lead to work with the Administration to make this a reality as soon as possible.

1. Establish a **Senate & Administrative Task Force** to work on the infrastructure and financial support needed for completion.
2. There is no **infrastructure**. This is key! There needs to be policies and procedures established that work effectively and that everyone understands.
3. A **web designer** needs to be hired to create a strong website that reflects the specific needs of our students, faculty & staff.

The Student Equity Committee has taken leadership in Initiating Website Focus Group Discussions that took place in December of 2008 and April, 2009. The following information was taken from those discussions.

- December 2008: with Kathie Hodge and Brad Rippe
- April 16, 2009: with Andrea Hanstein, Co Ho, Brad Rippe, Tara Austria (student), Alin Roman (student), and Diana Kyle
- April 23, 2009: with Alin Roman, Tara Austria, Ray Bustos, Paul McKinley, Toni DuBois, Bob Miranda and Cecelia Alvarado.

**Key Points:**

- A. We need to have a process in place for:
  - developing a website
  - administrating and updating
  - connect management systems
  - develop a reporting structure
- B. Packaging is Key: How it looks as well as how it works!
  - Question: If a decision as to which campus you would attend, Cypress or Fullerton, was based on the Campus Websites, which would you choose? *This exercise, illustrates the importance of the website.*
- C. Universal design principles are a MUST! We need to be **508 compliant**.
  - We need a text only site as well.
- D. We need to demonstrate in the proposal that the Campus website is paramount to everything we do on campus. Avoid the trap of "competing for resources".

----

**(FYI) Website Discussion:** (identified the meeting it was first mentioned)

**December 2008:**

1. Brad Rippe inputs information to the website from Co Ho and Andrea Hanstein's direction.
2. Kathie stated that the design of the website was from a part-time student designer and that the website is using a "standard" framework.
3. It is disjointed regarding a new student' route to resources.
4. It needs a different look for the main site.

**April 16 & 23, 2009:**

5. The whole website needs to be rebuilt.
6. Needs to be easy for students to find information (i.e. health services).
7. Need to revise all links.
8. No clearly identified Campus address on website. No link for students to contact the college (You need to click on the maps section on left of main page).
9. Question regarding available servers (many are available).
10. Scholarship information does not have an active link.
11. Updating information: need to send information to content owner for changes.
  - Division/Department should be proactive. Information needs to be kept up-to-date.
  - Brad Rippe can provide a template (there has been some resistance in the past; however, all "front pages" need to be consistent. The individual Divisions and Departments can still have their own creative sites. Getting to those sites from the Campus website needs to be consistent.

12. Need to check what restrictions the District has for websites (Cypress and Fullerton are very different formats).
13. We don't have a process in place! **Need to develop the INFRASTRUCTURE.**  
(who will determine what's "friendly" and what's "unfriendly"?)
14. Need to develop a process and procedures that everyone understands and it works.
15. Need to initially focus on the main site and get some "targeted" links. This can be done relatively quickly.
16. Front Page - The front page needs to be overhauled:
  - Needs to be more interactive
  - Too many links on the front page
  - All the links need to be revised.
  - All links need to be active
  - A search button is not a link.
  - Needs to be easy for students to find information (What is it that students want on a website?)
  - Slideshow of pictures
  - Need pictures on the website that reflect what's happening on our campus.
    - Create a system and have in place (part of infrastructure).
    - Example: when a campus event occurs, take pictures & send ASAP directly to a particular location (i.e. Marketing) and they will immediately put it on the website.
17. Students don't understand "terminology" (and for good reason). Need to be consistent in terminology.
  - ie. "student affairs" - it is more academic support issues.
18. Need easy links to Divisions and Departments within Divisions.
  - Right now the "Divisions" are titled "Departments" at the bottom of the main page. Hard for everyone to find correct information.
19. Dates need to reflect that the website is updated. It looks like all the energy has been put into Facebook and Twitter.
20. Financial Support: Ask publishers to financially support the website design.
22. See attached input from one of the students from the website discussion focus groups.

**The Following are Alin Roman's Ideas** (Alin was a student member in the website discussion focus groups in April 2009).

- Fullerton College street address is very hard to find
- Search button should be a box and not a button.
- Scrolling is not something preferred on websites.
- White background will make the website look like it's on a diet, and not complete.
- My Gateway can be made as proprietary to Fullcoll, so people don't think it is a different website (Just the login.)
- The beautiful picture with the library is hidden in the yellow. That should stand out.
- **Admission and Records**
  - looks like a student's scratch paper. (5 Different colors of text don't look professional.) the eye can't focus on one thing. It's just a mess.
  - also there is no back to the fullcoll.edu page. There is one on the bottom of the page and I had to search for it
  - the page is full of links that are underlined, while the buttons are not underlined and makes the user think it's just plain text.
  - scrolling bars in the middle of the page is not acceptable at a college level. Looks my project website I had to do in High school.
  - today frames are not recommended to be used anymore. Since it is just text it can be used, but if you add some background picture, it will make it harder to load, plus the issue with the scroll bars in the middle of the page.
- **All other directories:** -all directories have either the old looking template form, or just a plain white website. If it has a template then it should look like the homepage. All websites should have at least the template on, so they do not look white. Directories should look like the schools homepage, and they should comply with it. Slight modifications can be made in order to fulfill all the needs for the specific directory. If they have a web template of their own, it should at least follow a color code that will be similar to the college homepage.
- Contact us is not present on the webpage. If someone has a question they have no way of contacting the college.
- A flash slideshow can be made and placed on the homepage, gives a nice presentation. Pictures say more than words when you are just skimming through websites.
- A link to a photo gallery will be also very good on the homepage.
- Text is too small on the buttons.
- Website is made for the 1024\*768 display resolution, but nowadays most screens run at least 1280\*768, therefore, a wide screen website needs to be taken in consideration.
- Some pages scroll left and right which is very annoying
- Background can be made as a big pictures logo in the back, combined with the hornet symbol, a mixture at big scale that can be combined to a nice background. FC Login, has a nice background for the text. That can be used for the plain text pages.
- "About the college" should be first on the right side. Not many people are interested in the president's statement unless they find some interest in the college in the first place.
- None of the provided standard colors in from public info where used for the webpage. They are all different tones of those colors.
- EOPS cannot be found on the first page, and many other offices cannot be found directly.

• **Technical:**

- Websites should follow a css file. That makes it easy to change something big, and also easy to use for future websites.
- Hosting more extensions on a server is not that hard, and can be done safely. PHP is one of the most commonly used on web design and programming, but yet the school cannot support it, as I am sure the servers could . Web design and web programming are 2 different things. You can design a page however you want, but with all the programming languages it is hard to learn them all and then make a website, for example for a club or an office. Some programming languages are very common, therefore, the school could provide support for at least a few of them, since they are free and cost just the time for a web admin to install them.

**<http://www.ulbsibiu.ro/en/>** good linking and page organization

**<http://www.uark.edu/home/>** big text links, nicely organized

**<http://www.obu.edu/>** good logo example.- has no web 2.0 effects which make a big difference (the rounding, shadows, transparencies)

**<http://www.pepperdine.edu/>** best web design I have seen so far. Colorful, but easy to read. Well organized. Important links and information on the top, news and the rest on the bottom, not much to scroll down, a lot of web 2.0 effects.