Operational (Acad Affairs) - Webmaster

GBC Mission: Great Basin College enriches people's lives by providing student-centered, post-secondary education to rural Nevada. Educational, cultural, and related economic needs of the multicounty service area are met through programs of university transfer, applied science and technology, business and industry partnerships, developmental education, community service, and student support services in conjunction with certificates and associate and select baccalaureate degrees.

Unit Mission: The mission of the Webmaster is to ensure an intuitive, information-based, and technology-driven online user experience while delivering the most comprehensive information possible in an aesthetically attractive and consistently branded interface. Great Basin College's online presence will offer our students, prospective students, faculty, staff, community members, and global audience access to college services, programs, courses, and other vital information. Our website will respect the time, abilities, experience, diversity, and interests of our viewing audiences. Our online home will strive to increase the visibility of the college, promote the institution, assist in marketing, increase productivity, and support the mission and vision of Great Basin College. The Webmaster will always act with integrity, in a professional and prompt manner, with a focus on customer service.

Outcome: Faculty and staff have a seamless and robust experience

Faculty and staff have a seamless and robust experience when using Cranium Cafe (CC) outside of Web Campus.

Assessment Year: 2015-2016

Start Date: 04/01/2015

Outcome Status: Active

Means of Assessment			
Assessment Measure	**Criterion**	**Notes**	**Active**
Number of requests for CC cards, total number of users over time, user satisfaction rates. **Assessment Measure Category:** Internal Tracking	Number of errors reported is low, faculty and staff satisfaction is high, total number of users increases, 40-50% of faculty and appropriate staff are using CC.	Cranium Café is a new service that provides students and prospective students a means to contact faculty, staff, and administrators in an online environment in a "face-to-face" manner. It is hoped that this functionality will be more efficient than phone calls or e-mails and promote a more "human" interaction.	Yes

Outcome: Comprehensive information on GBC web site

Comprehensive information on GBC web site include design, implement, and support a News Article Sections for the GBC Website is easily accessible.

Assessment Year: 2016-2017

Start Date: 05/01/2015

Outcome Status: Active

Means of Assessment			
Assessment Measure	**Criterion**	**Notes**	**Active**

Means of Assessment			
Assessment Measure	**Criterion**	**Notes**	**Active**
Error rates of page functionality **Assessment Measure Category:** Demonstrate	User satisfaction Number of hits on web pages	Provide a new section of the GBC website featuring news articles of varying types. Create News landing page and individual article pages based on my mobile-friendly interface. Coordinate with institution Marketing Specialist to prepare new pages, create topic specific graphics, make article-specific additions to the GBC home page photo rotator. A News Article section of the website will provide site visitors, students, prospective students, faculty, staff, administrators, and a global audience information including news articles, college events, department open houses, institution-related national news, significant local or national statistics, student and alumni profiles, community and/or partner events, program and department spotlights, club or SGA events, urgent information, unforeseen events, policy changes, among other information.	Yes

Outcome: Mobile-Friendly Website Interface

Implementation and Support of a New Mobile-Friendly Website Interface is seamless.

Assessment Year: 2017-2018
Start Date: 07/03/2015
Outcome Status: Active

Means of Assessment			
Assessment Measure	**Criterion**	**Notes**	**Active**
Public-facing legacy pages are converted to the new mobile-friendly interface. **Assessment Measure Category:** Demonstrate	Legacy pages converted to the new mobile-friendly interface all resize and stack properly while viewed in mobile devices including but not limited to tablets and smartphones. Interface errors are not reported. Feedback from stakeholders is positive.	The legacy website interface was not designed with mobile device display in mind. GBC legacy pages are unwieldy to use on mobile devices in some cases requiring both vertical and horizontal scrolling, and zooming in. Most internet statistics agree that somewhere between 20 and 35% of all Internets users use mobile devices to go online. I designed a mobile-friendly interface prototype and presented it to senior administration. The go-ahead was given to begin transitioning our legacy pages to the new interface.	Yes

Outcome: Higher traffic webpages

Higher traffic webpages are usable with current technology. Webpages are adaptable, readable and downloadable through smartphones, tablets and laptops.

Assessment Year: 2017-2018
Start Date: 07/01/2018
Outcome Status: Active

Means of Assessment			
Assessment Measure	**Criterion**	**Notes**	**Active**
Website usage statistics **Assessment Measure Category:** Internal Tracking	Usage numbers increase as they become mobile-friendly. Stakeholders are satisfied.	Swap out pages with new technology, keep track of usage before and after upgrades.	Yes

Outcome: Accurate and Current

Web pages are accurate, up-to-update and reflect current GBC content

Assessment Year: 2018-2019
Start Date: 07/01/2014
Outcome Status: Active

Means of Assessment			
Assessment Measure	**Criterion**	**Notes**	**Active**
Systematically go through directories on the GBC web and update to current information. Contact departments and update degree information. Report on land surveying webpages- functionality of pages **Assessment Measure Category:** Assignment - Project	100% of content data is relevant and current	Continue to monitor to see why land surveying page is working so well	Yes

Outcome: Website functionality

Functionality of websites are effective and efficient and are aesthetically pleasing to constituents.

Assessment Year: 2019-2020
Start Date: 07/01/2014
Outcome Status: Active

Means of Assessment			
Assessment Measure	**Criterion**	**Notes**	**Active**
Error rates **Assessment Measure Category:** Internal Tracking	100% of GBC websites are fully functional and aesthetically pleasing.	Monitor metatags and metadata.	Yes