

Assessment: Annual Report



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.

<i>Outcomes</i>	<i>Assessment Measures</i>	<i>Results</i>	<i>Actions</i>
<p>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.</p> <p>Outcome Status: Active</p> <p>Assessment Year: 2016-2017</p> <p>Start Date: 05/01/2015</p>	<p>Demonstrate - Error rates of page functionality</p> <p>Criterion: User satisfaction</p> <p>Number of hits on web pages</p> <p>Notes: 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.</p> <p>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,</p>	<p>Reporting Period: 2016-2017</p> <p>Criterion Met: Yes</p> <p>The new GBC News Article set of pages was successfully designed and implemented in the Spring of 2015. Since then, nearly 150 news article pages have been created and made available to faculty, students, and site visitors. Links to the News Article section are made available in two easily accessible locations on the GBC web site. A menu link to the News Article home page is offered in the site's primary panel navigation under the category "Student Services". Site users who are unfamiliar with our navigation can easily search each of the 7 categories simply by mouse hovering over each category to display its content, so even first-time visitors can find the proper category and link quickly. In addition, a list of the 10 most recent photo rotator items/articles exists right on the GBC home page. By clicking any of the article links, the user would then see displayed the article. Each article page in turn has left-hand margin menu items that can take you to the News Article home page with a single click.</p>	<p>Action: In the future another methodology for testing ease of use could be an end-user survey. A survey could be developed that was task-driven and user remarks, opinions, ratings, etc could be captured as metrics. (08/03/2017) (08/21/2017)</p>

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	<p>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.</p>	<p>Kayla McCarson: "Design is serving its purpose. The implementation is very timely. For continuing improvement: I like the new placement of the rotator and the access to more article that is listed on the side- it's very modern. I would like to continue working with you on the archiving of the articles". (08/21/2017)</p>	