

# Assessment: Assessment Plan

## 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: New GBC Home Page

The redesigned public-facing GBC home page provides a better user experience, offers more consolidated navigational links, a more comprehensive site visitor welcome, offers better marketing for our core products (degrees and certificates), provides a responsive form page solution, is aesthetically pleasing to site visitors, and better serves the GBC home page stakeholders.

**Outcome Status:** Active

**Assessment Year:** 2018-2019

**Start Date:** 09/03/2018

### Assessment Measures

**Internal Tracking** - Conduct a home page satisfaction survey utilizing Survey Monkey, Google Forms or some equivalent technology to gauge random internal and external site visitors' opinion on the new home page. (Active)

**Criterion:** 90% of all site visitors grade the new home page favorably. Comments made directly to the Webmaster will also be considered for inclusion.

**Notes:** Develop the survey and administer it for one (1) academic year.

### Outcome: Room Request Form Redesign

The redesigned public-facing GBC Room Request form page provides a better user experience, reduces the number of blank form submissions, provides a responsive form page solution, is aesthetically pleasing to site visitors, and better serves the GBC Room Request page stakeholders.

**Outcome Status:** Active

**Assessment Year:** 2019-2020

**Start Date:** 01/07/2019

### Assessment Measures

**Internal Tracking** - Acceptance/sign-off by Live25 Administrator Donald Jones and Facilities Scheduler Bethany Stevens and number of blank form submissions as verified by Facilities Scheduler Bethany Stevens compared to earlier years before page redesign. (Active)

**Criterion:** 100% Acceptance/sign-off by Live25 Administrator Donald Jones and Facilities Scheduler Bethany Stevens and reduced number of blank form submissions.

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**Notes:** Consult Live25 Administrator Donald Jones and Facilities Scheduler Bethany Stevens before, during, and after development phase for input.

## Outcome: 25Live Calendar Publisher

New calendar eventually replaces all current online calendars while providing a better user experience, leveraging new functionality, providing a responsive calendar page solution, is aesthetically pleasing to site visitors, and better serves the GBC internal and external stakeholders.

**Outcome Status:** Active

**Assessment Year:** 2020-2021

**Start Date:** 01/06/2020

### Assessment Measures

**Internal Tracking** - Acceptance/sign-off by Live25 Administrator Donald Jones, Facilities Scheduler Bethany Stevens, and Marketing Director Kayla McCarson. (Active)

**Criterion:** 100% Acceptance/sign-off by Live25 Administrator Donald Jones, Facilities Scheduler Bethany Stevens, and Marketing Director Kayla McCarson. Calendar is deployed on GBC website.

**Notes:** Analyze, test, attend training for, create a prototype for, and deploy 25Live Calendar on the GBC website.

Analyze, test, attend training for, create a prototype for, and deploy 25Live Calendar on the GBC website. Consult Live25 Administrator Donald Jones and Facilities Scheduler Bethany Stevens before, during, and after development phase for input.

## Outcome: Accurate and Current

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

**Outcome Status:** Active

**Assessment Year:** 2021-2022

**Start Date:** 01/06/2020

### Assessment Measures

**Assignment - Project** - 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 (Active)

**Criterion:** 100% of content data is relevant and current

**Notes:** Continue to monitor to see why land surveying page is working so well

## Outcome: Website functionality

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

**Outcome Status:** Active

**Assessment Year:** 2022-2023

**Start Date:** 01/03/2022

### Assessment Measures

**Internal Tracking** - Error rates (Active)

**Criterion:** 100% of GBC websites are fully functional and aesthetically pleasing.

**Notes:** Monitor metatags and metadata.

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