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.

Outcomes	Assessment Measures	Results	Actions
Higher traffic webpages - Higher traffic webpages are usable with current technology. Webpages are adaptable, readable and downloadable through smartphones, tablets and laptops. **Outcome Status:** Active **Assessment Year:** 2017-2018 **Start Date:** 07/01/2018	**Internal Tracking -** Website usage statistics/Internal Tracking/Error reporting **Criterion:** Usage numbers increase as they become mobile-friendly. Stakeholders are satisfied. **Notes:** Swap out pages with new technology, keep track of usage before and after upgrades.	**Reporting Period:** 2017-2018 **Criterion Met:** Yes Testing and observation of the GBC home page, Admissions home page, Academics home page, Online Programs home page, Degree and Certificate Programs home page, as well as, other popular pages, that have been converted, are all working normally with no reports of errors. I was unable to attain usage statistics as I do not have access to Google Analytics. So there is a bit of presumption that converting these pages to a mobile-friendly interface has raised page views. (06/18/2018)	**Action:** Converted high traffic legacy pages to the new mobile-friendly interface. (06/18/2018) **Follow-Up:** As a follow-up action I will continue to convert legacy pages to the new mobile-friendly interface and perhaps see if the new SiteImprove product can track usage of individual pages. Effort is ongoing. (06/18/2018)
		Reporting Period: 2014-2015 **Criterion Met:** N/A The new mobile- friendly interface is presently being delpoyed for all new pages while legacy pages are being replaces in groups ie: campus safety and security, student rights, computing help, etc. Feedback has been positive for the new interface both in form and funtion. (09/15/2015)	
Mobile-Friendly Website Interface - Implementation and Support of a	**Demonstrate -** Public-facing legacy pages are converted to the new	**Reporting Period:** 2017-2018 **Criterion Met:** Yes	**Action:** Converted additional legacy pages to the new mobile-

Outcomes	Assessment Measures	Results	Actions
New Mobile-Friendly Website Interface is seamless. **Outcome Status:** Active **Assessment Year:** 2017-2018 **Start Date:** 07/03/2015	mobile-friendly interface. **Criterion:** 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. **Notes:** 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.	Conducted test on each converted page. Had each content owner review page before deployment. Continued to monitor new pages. No page interface errors reported as of yet. New interface continues to be stable, useful, and error-free so far. (06/18/2018)	friendly interface. (06/18/2018) **Follow-Up:** I will continue to convert legacy pages to the new mobile-friendly interface. Effort is ongoing. (06/18/2018)