

Central Region Consortium
Web site Design Review
Conference Call

August 24, 2010
4-5 p.m.

PARTICIPANTS

| NAME | TITLE | COLLEGE/COMPANY |
|-------------------|-----------------------|------------------------|
| Barbara Fanning | Contractor | Mindswing Consulting |
| Jim Andersen | CTE Co-Chair, Dean | Merced College |
| George Boodrookas | EWD Co-Chair, Dean | Modesto JC |
| Jessica Chapman | Director, BEC | Kern CCD |
| Sue Clark | Project Director, CRC | Modesto JC |
| Terry Newman | Contract Education | Gavilan College |
| Bonita Steele | Grant Manager | Kern CCD |
| Catherine Swenson | Statewide Director | CCCCO EWD Initiative |

MEETING NOTES

Barbara Fanning reviewed the three Web designs and content.
Photos are place holders
SEARCH content by key word. Cannot search PDF docs
Can add multiple pages, as needed, under each header.
Logos-All are every shape/size/color and cause a lot of activity
at bottom of page. JPEGs don't allow you to resize.
Pictures could auto rotate

Concept 2: Reaching new heights – tagline
Trucking photo-Keeping Things Moving
Crops/Ag-Growing a Future

Concept 3: Bolder w/ colors. Image in center could change
out each time refresh page, or it could be animated while on
site. There would be images of people working.

PARTICIPANT COMMENTS:

Jessica:

- **Likes that images are above the fold. Barbara confirmed that pages are functional in all different browsers.**

- Like Concept #2 layout and likes logos of colleges.
- White (Concept #1) is a little stark. Other concepts are good and easier on the eyes.

Terry:

- Prefers colleges names, not logos.

Catherine:

- Likes parts of concepts 2 and 3.
- List of colleges is cleaner and easier to read. Suggest: add drop downs to select colleges.
- Need to add coastal images. (Salinas and Gilroy)
- Lose CTE info on Concept #2....move it or change font
- Likes simplicity

Sue:

- Logo could be on college page. Barbara confirmed.

Bonita:

- Re: college logos . . . It might be better to have a landing page that takes you to a map where colleges are located. From there, go to college page w/ college logo.
- CCCCO Website page w/ map
<http://www.cccco.edu/ChancellorsOffice/Divisions/EconDevWorkPrep/EWD/ConferenceandMeetingMaterials/tabid/1763/Default.aspx>. (Check this out Barbara.)
- Would like to have photos refresh every time site is opened. This demonstrates that site is dynamic and changing.
- Might consider superimposing CTE/EWD text on photo (Concept 2)
- Yellow is more representative of region color. There are many colors that would work.
- Concept 1 is hard on eyes...grey/black text gets lost.
- Wondering about additional comments...make navigation what we want....Barbara asked if everyone was comfortable with top level navigation.
- Bonita wondered about News and Updates....not a tab on top.
- What is Bulletin Board? Barbara: A place to post opportunities for grants, collaborative opportunities, help each other find resources, things pertinent to region, dynamically generated.

- **Not sure that Home, Welcome, About Us should be separate.**

Jessica:

- **I always go to About Us**

Sue:

- **Contact Us is not appearing. This needs to be prominent on site.**

Bonita:

- **Discussed concept of Mouse Over...scroll thru a thumb nail of each name /tabs and you are told what is on that page. You can rotate between tabs.**
- **Barbara asked if pull-downs could accomplish this? Bonita: Perhaps.**
- **Email sign-up needs to be more prominent**

Catherine:

- **The three boxes (News and Updates, etc.) are fine if this is the primary reason why people come to the site.**
- **It would be nice to have links to other organizations. Barbara stated that these would be under Resources.**

Bonita:

- **Wants to put a plug in for the Event / Meeting box...feature meeting with mouse over/information and registration. Prefers this to flat text.**

Sue:

- **Will we have a third party calendar? No**

Bonita:

- **Can regional members let region know about events w/out Sue having to enter. Barbara will work w/ Sue on this idea. This is not in coding. Can look at this. You can set up a couple of levels for people to post events/meetings.**
- **This would empower region and not impose all on Sue.**

Sue:

- **Yes. It empowers and people don't have to wait if I am on vacation. But, it is part of my job.**

Catherine:

- **We have this feature on the EWD site.**
- **It makes it really convenient.**
- **We want people to feel empowered.**

FINAL COMMENTS/NEXT STEPS:

Sue to send out meeting notes to group for edits.

Barbara to give group another day to read over notes. SEND EDITS TO SUE (clarks@yosemite.edu).

Barbara will put together final navigation based on today's input and a timeline for completion.