

Web Committee Meeting  
June 9, 2005

Members in attendance: Dwayne Cox, Patty Scogin, Terry Arzola, Margaret Peloquin, Stevan Wilsan, Gina Grochow, Donna Pauler, Sylvia Partida

Guests: Susan Thomason, Marvi Reyes and Kerry Corley

Dwayne Cox presented a report as submitted by George Payne. 1,300 web sites found on the main ACC web server. Committee recommends that Helpdesk contact web page owners and find out if 1) owners still exist 2) if pages are still active. Once owners and pages are confirmed; owners will be provided with web guidelines.  
*(see report attached)*

Dwayne Cox and Patty Scogin met with Dr. Kinslow regarding the FY06 marketing & communications plan and need for web enhancement. ACC web site is the most important communications tool at the college. There is a definite need to improve navigability. New home page redesign necessary.

Web publication guidelines are not ready yet. Committee will continue to fine tune points and procedures. A proposal to test launch home page in November and publicize outside of the college in December has been made. (see ACC web site enhancement file attached)

Web committee reviewed draft memo to be sent out by Dr. Kinslow. Recommendations were made to change wording and bullet order. Memo sent out ALL\_ACC on June 9, 2005 (see memo attached)

Preview of proposed division & department site templates presented. Edward Terry explained the standards of the template such as; logo, menu on top right, image pattern across middle (can be custom modified), search button (Google), benefits bar (right of Google search) and ACC links. A "breadcrumb" link was provided for user (shows who/where page originator). Buttons were provided on page that would allow user to change text size. A printer friendly option for users that pulls from content only requested (no menu bars or unnecessary links or graphics). Site link area available on the mid section left side of the page. Standard defaults or custom links can be used. Contact information for page (who/where) will be provided on sites.  
*(see attachments)*

Proposed agenda for the meeting on July 14<sup>th</sup>. 9 a.m. – 10:30 a.m. room 221 at HBC

Update on committee input to division & department pages (to Edward Terry)

Committee to work on web guidelines and procedures



## Office of the President

---

**To:** Faculty and Staff  
**From:** Steve Kinslow  
**Date:** June 13, 2005  
**Subject:** ACC Web Site to the Next Level

---

The ACC web site is an important, unifying element of our “One College” concept, as well as one of the college’s most important communications and marketing tools. For many constituents, [www.austincc.edu](http://www.austincc.edu) is the primary point of reference about ACC. As we work toward meeting our goals under the state “*Closing the Gaps*” initiative, the ACC web site represents a powerful, efficient communications tool.

With this in mind, we want to build on the success of the ACC web site and extend its functionality, navigability, and effectiveness to an even higher level. The goals of this effort are to provide ACC web site visitors with:

- a uniform look and feel;
- relevant and current content;
- efficient, easy navigation and usability; and,
- a dynamic, quality online experience that prompts repeated visits.

The college’s Web Committee is in the process of evaluating ACC’s web presence and updating our Web Publishing Guidelines and Procedures. Additionally, the College’s Marketing and Public Information Department is working with the Web Committee to develop, finalize, and distribute updated graphics, usability, content, and navigation features this fall. These new tools and features are intended to help ACC organizations take their web sites to the next level while preserving the ability of divisions, departments, and individuals to provide content specific to their needs.

If you have a web initiative planned or under way, I encourage you to contact Marketing and Public Information and the Web Committee for more helpful information and an update on the status of the web site initiative. Primary contacts are Dwayne Cox at 223-7611, [dcox2@austincc.edu](mailto:dcox2@austincc.edu); Patty Scogin at 223-7215, [pscogin@austincc.edu](mailto:pscogin@austincc.edu); or Edward Terry at 223-7844, [eterry@austincc.edu](mailto:eterry@austincc.edu).

Thank you in advance for your support of this important initiative.

