

Las Positas College



TechComm charge from Dr. Russell:
project management approach
to website and webmaster planning
(what we teach...)

site analysis

needs assessment

specifications

scope of work

project plan

evaluation criteria

subcommittee

Dr. Colin Schatz

Kali Davis

Greg Johns

Scott Vigallon

Jeff Sperry

Dr. Don Miller

(students TBD)

John Gonder

Webmaster plan

Prior to hiring a webmaster, a subcommittee of the Technology Committee will:

Task	Examples	Deadline
1. Determine desirable qualifications for webmaster	Database and programming skills	Feb. 23
2. Research content management systems	Web system to create and manage web site	Feb. 23
3. Determine additional duties	Social media leader, training CMS users	Feb. 23
4. Review current site and analyze site statistics	Identify outdated content, identify most popular pages	Feb. 23
5. Determine site characteristics and operation	Support for mobile devices, guidelines for home page content	Feb. 23

data driven google analytics

"Just the facts, Ma'am" Joe Friday

Page	Pageviews	Unique Pagev	Avg. Time on	Entrances	Bounce Rate	% Exit
/	155,271	98,501	0:02:57	96,049	54.25%	43.37%
/index.php	11,449	7,314	0:02:14	1,738	55.41%	30.75%
/admissions/F	10,803	9,283	0:02:42	3,034	77.65%	58.87%
/admissions/r	9,553	6,341	0:00:36	1,132	23.94%	8.94%
/AbsenceLine,	8,616	7,019	0:03:01	3,181	70.01%	59.01%
/admissions/S	8,506	5,547	0:02:37	1,610	47.45%	35.23%
/library/index	7,980	4,886	0:01:21	507	36.76%	19.31%
/library/	6,035	1,311	0:02:12	982	36.32%	9.54%
/onlinelearnin	5,696	4,474	0:02:50	334	69.46%	51.93%
/library/datab	4,485	2,512	0:03:09	268	44.40%	39.02%
/facultystaff/i	4,040	3,083	0:01:16	558	63.26%	25.79%
/programs/inc	3,897	2,123	0:00:34	182	30.22%	8.78%
/currentStude	2,865	2,144	0:00:50	109	53.21%	16.23%
/admissions/S	2,768	1,914	0:05:24	246	68.29%	39.31%
/admissions/i	2,474	1,770	0:00:31	226	29.20%	7.72%
/adultLearner	2,418	1,783	0:00:53	122	46.72%	14.52%
/directory/ind	2,239	1,360	0:00:16	69	18.84%	3.35%
/admissions/C	2,139	1,750	0:00:46	596	9.56%	10.80%
/counseling/d	2,030	1,633	0:02:17	375	74.93%	42.56%
/library/datab	1,859	1,196	0:02:56	122	62.30%	41.37%
/admissions/p	1,736	1,281	0:00:57	94	46.81%	14.98%

data identify systemic problems

	A	B	C	D	E
8	A server with the speci	http://www.fafsa.ed.gov	24 occurrences over more than one page		
9	500 internal server err	http://clpcalendar.clpccd.cc.ca.us/mplusextranet/fra	244 occurrences over more than one page		
0	404 not found	http://laspositascollege.edu/employmentcenter/care	25 occurrences over more than one page		
1	404 not found	http://laspositascollege.edu/students/calendar.php	2515 occurrences over more than one page		
2	404 not found	http://www.laspositascollege.edu/employmentcente	27 occurrences over more than one page		
3	404 not found	http://www.laspositascollege.edu/students/calendar	2911 occurrences over more than one page		

one of the top searches:

Sherman

TECHNOLOGY DEPARTMENT

Technology Home | **Technology Department Staff** | **Technology**

Technology Services | **Instructional Systems & Computer Network Support** | Stephen Gunderson
925.424.1674

Technology FAQs |  Steve Gunderson
Senior Instructional Systems Specialist
Phone: 925.424.1674
[Email Steve Gunderson](#)
Office: 1926

Technology Staff |  Sherman Lindsey
Instructional Systems Specialist
Phone: 925.424.1660
[Email Sherman Lindsey](#)
Office: 1919

Online Service & Training Request Forms |  Haywood Beaird
Computer Network Support Specialist
Phone: 925.424.1645
[Email Haywood Beaird](#)
Office: 1919

Classroom Equipment |  Ethan Castor
Computer Network Support Specialist
Phone: 925.424.1664
[Email Ethan Castor](#)
Office: 1919

Computer Hardware & Software Resources

Construction Projects

Copy Services

Email Configuration

Online Learning

Policies & Procedures

Teaching & Learning Center

Telecommunications

Voicemail Instructions

Wireless Network Access

[print this page](#)
[e-mail this page](#)

section leads

https://acclpc.editme.com/TechComm-Subcommittee



Search

acclpc wiki

TechComm Subcommittee

Subcommittee members will take responsibility for coordinating a section. The information will be on the WIKI. The SubComm will report at the next TechComm mtg.

- 1 - [Desirable qualifications for webmaster](#) - Greg Johns
- 2 - [CMS info](#) - John Gonder
- 3 - [Additional webmaster job duties](#) - Jeff Sperry / Scott Vigallon
- 4 - [Site review and data analysis](#) - Dr. Colin Schatz
- 5 - [Site characteristics and operation](#) - Kali Davis

add, comment, organise, report

Attachments

Name	Version	Size	Date	User
IS04webmstr.pdf Webmaster job desc 2	1	19 KB	Tue Jan 27 14:57:59 EST 2015	jsperry
Webmaster.pdf Webmaster job desc 1	1	32 KB	Tue Jan 27 14:57:59 EST 2015	jsperry
Webmaster_Help_Desk.pdf Webmaster job desc 3	1	25 KB	Tue Jan 27 14:57:59 EST 2015	jsperry

Comments

From [gjohns](#) - 2015-01-27

Thanks, Jeff!

From [jsperry](#) - 2015-01-27

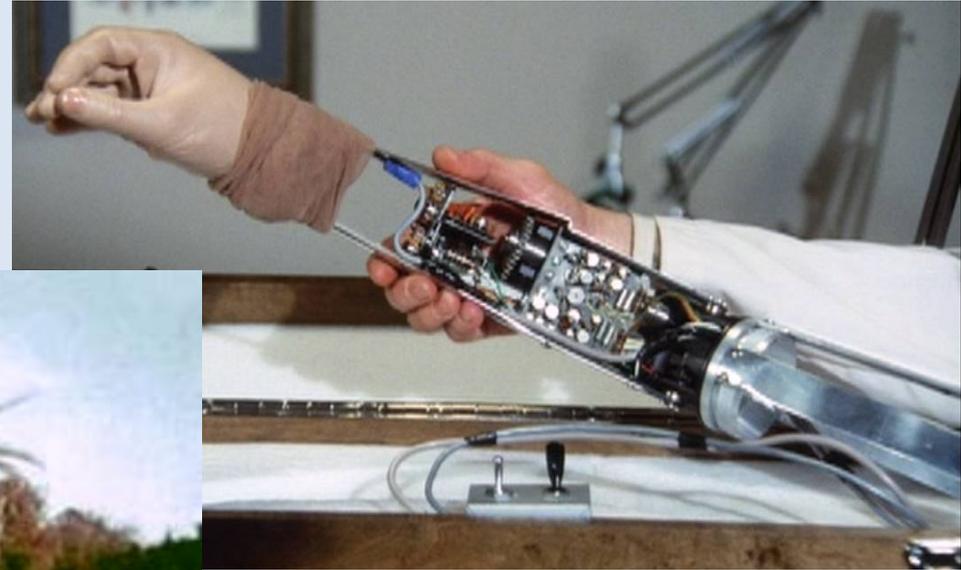
Some ideas/quals/job postings to get us started...

<http://work.chron.com/description-webmaster-position-13479.html>

<http://www.mequoda.com/articles/multiplatform-publishing-strategy/6-elements-of-the-best-webmaster-job-description/>

<http://www.samplejobdescription.net/Webmaster-Job-Description.html>

we have the capabilities
we have the technology
this is what we do



Las Positas College

