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:

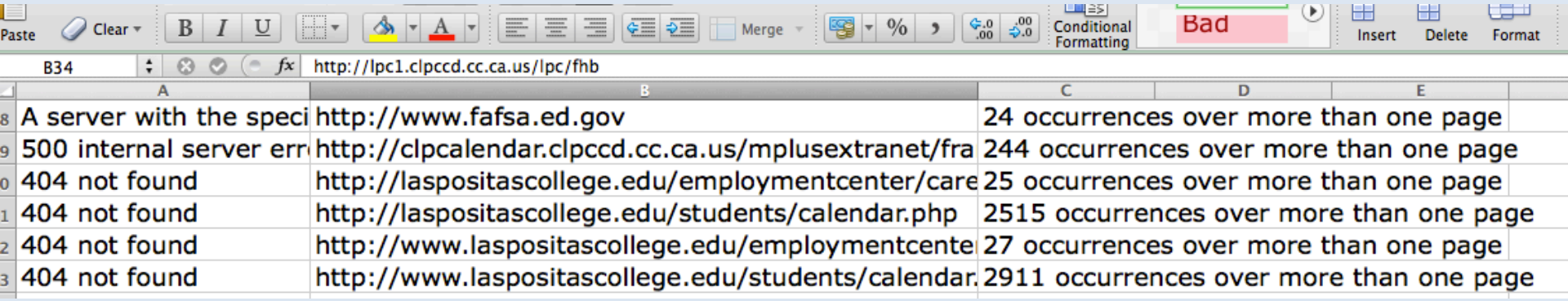
Task	Examples	Deadline
1. Determine desirable qualifications for webmaster	Database and programming skills	Feb. 23
2. Research content management systems	Web system to create and manage web site	Feb. 23
3. Determine additional duties	Social media leader, training CMS users	Feb. 23
4. Review current site and analyze site statistics	Identify outdated content, identify most popular pages	Feb. 23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

# ----------						
# www.laspositascollege.edu						
# Pages						
# 20141101-20141130						
# ----------						
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%

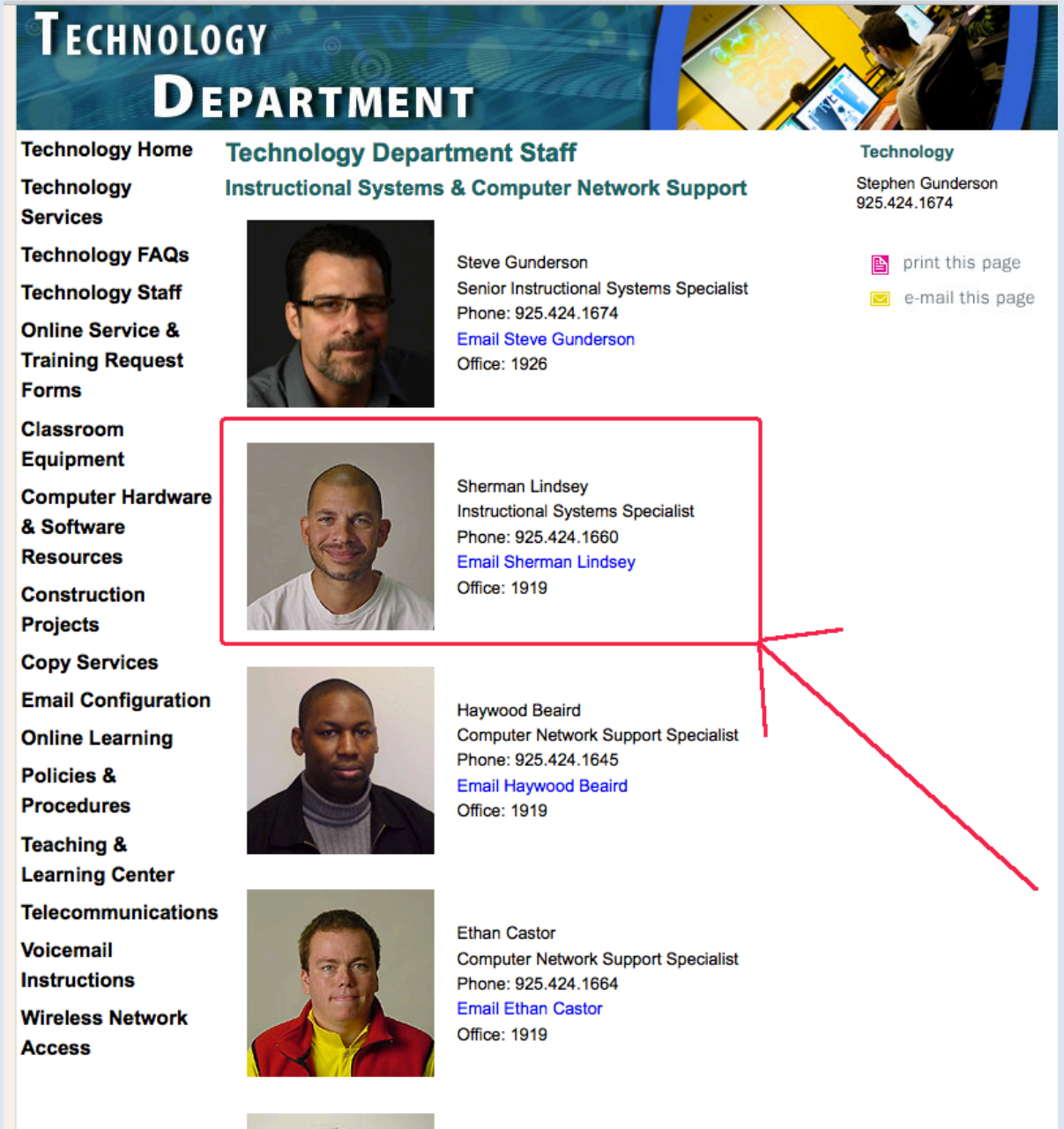
data identify systemic problems



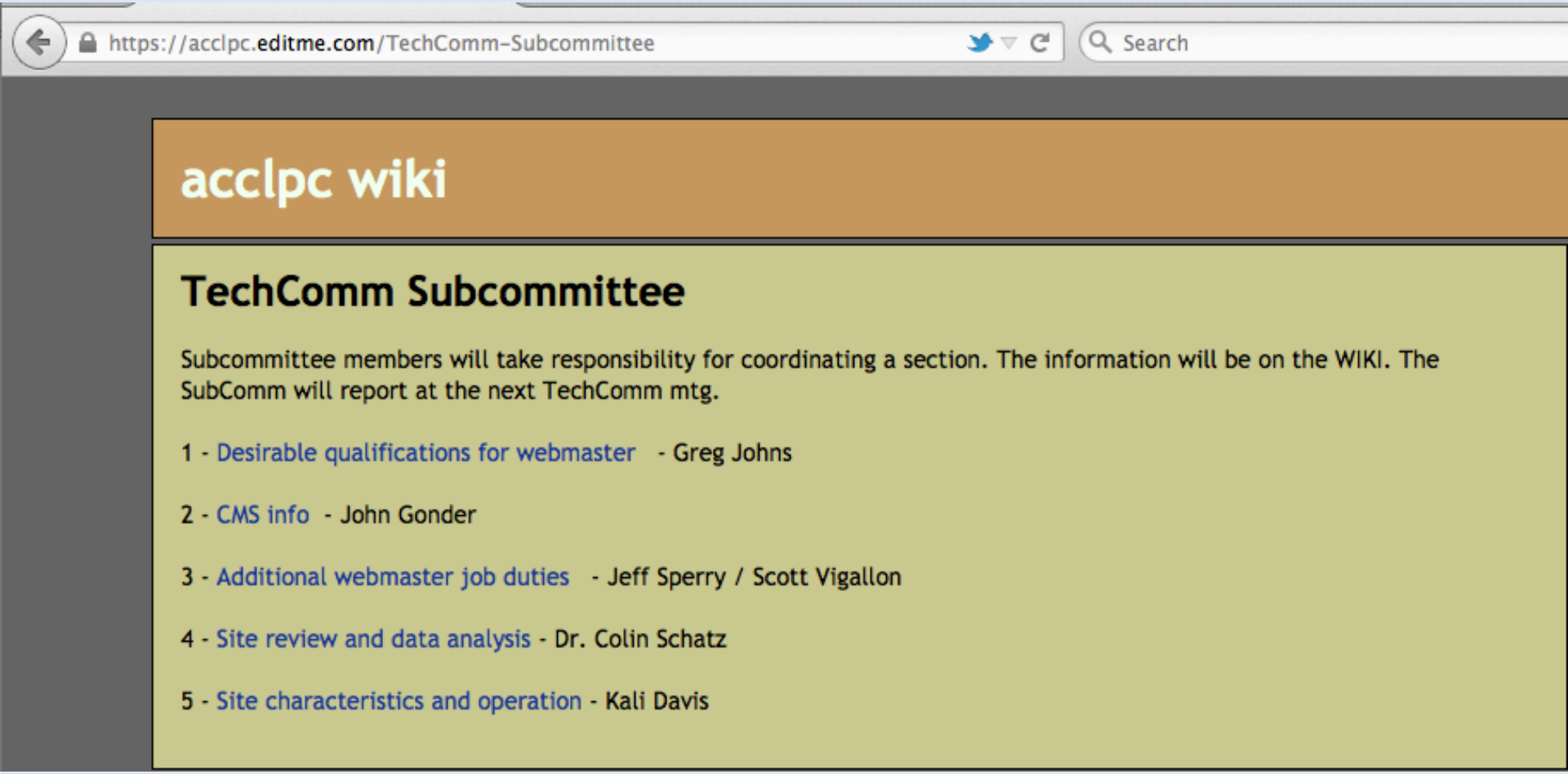
	A	B	C	D	E
8	A server with the speci	http://www.fafsa.ed.gov	24 occurrences over more than one page		
9	500 internal server err	http://clpcalendar.clpccd.cc.ca.us/mplusextranet/fra	244 occurrences over more than one page		
0	404 not found	http://laspositascollege.edu/employmentcenter/care	25 occurrences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



section leads



add, comment, organise, report

Attachments

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

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/

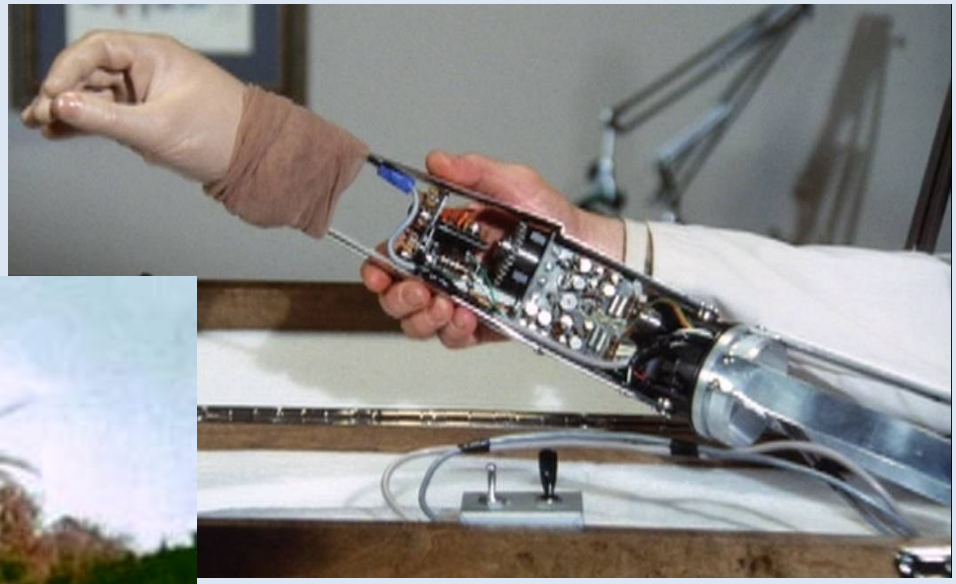
http://www.samplejobdescription.net/Webmaster-Job-Description.html

Last Modified 2015-01-27

we have the capabilities

we have the technology

this is what we do



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