

Meeting the Needs of Community College Students

Developing Sustainable Web-based Advising Tools

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Session Overview

Present the development of web content as an opportunity to create interactive advising tools.

Our plan:

- Outline the development of “road maps”
- Describe web site redesign of the PCC/MHCC Career Pathways Training Program
- Demonstrate a live web site update

Program Overview

Career Pathways Training

Partnership

- Portland Community College
- Mt Hood Community College
- Worksystems, Inc.

- Over 20 professional/technical trainings
- Develop trainings that lead to entry-level jobs in demand occupations

Setting the Stage

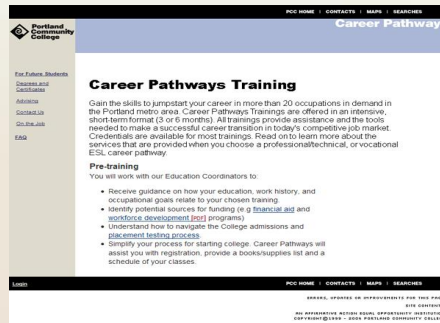
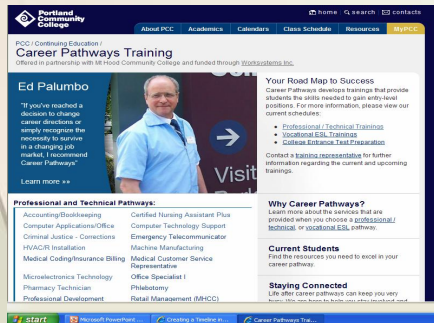
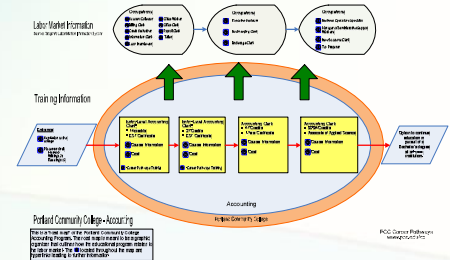
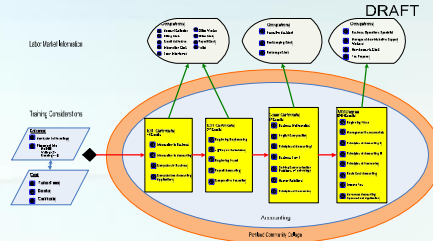
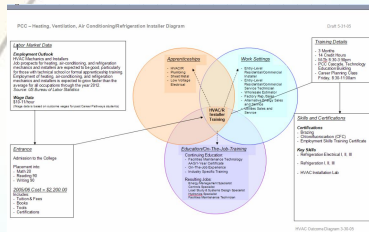
Reality

- The web is often the first connection potential students make with our program.
- Our web site was basically a repository for only the most basic information.

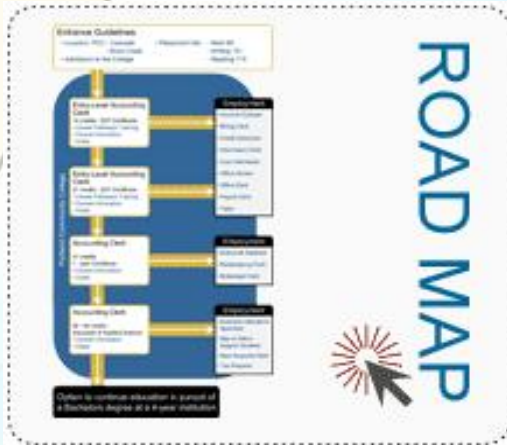
Goal

- We want to attract students to our program via the web.
- We needed web-based advising tools that provide accurate and helpful information.

Project Timeline



Road Maps



“Being able to think in visual images reveals connections and relationships that are difficult to communicate through text...

...visual mapping is a tool we are all going to need in order to design and disseminate complex information about academic programs in the future.”

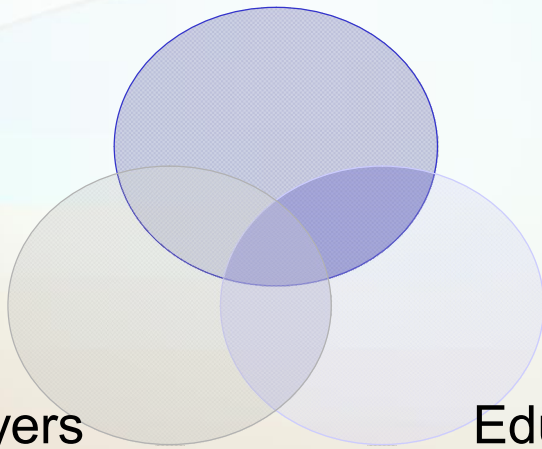
Stiehl and Lewchuk, 2002

Road Maps

Workforce Development
Professionals

Employers

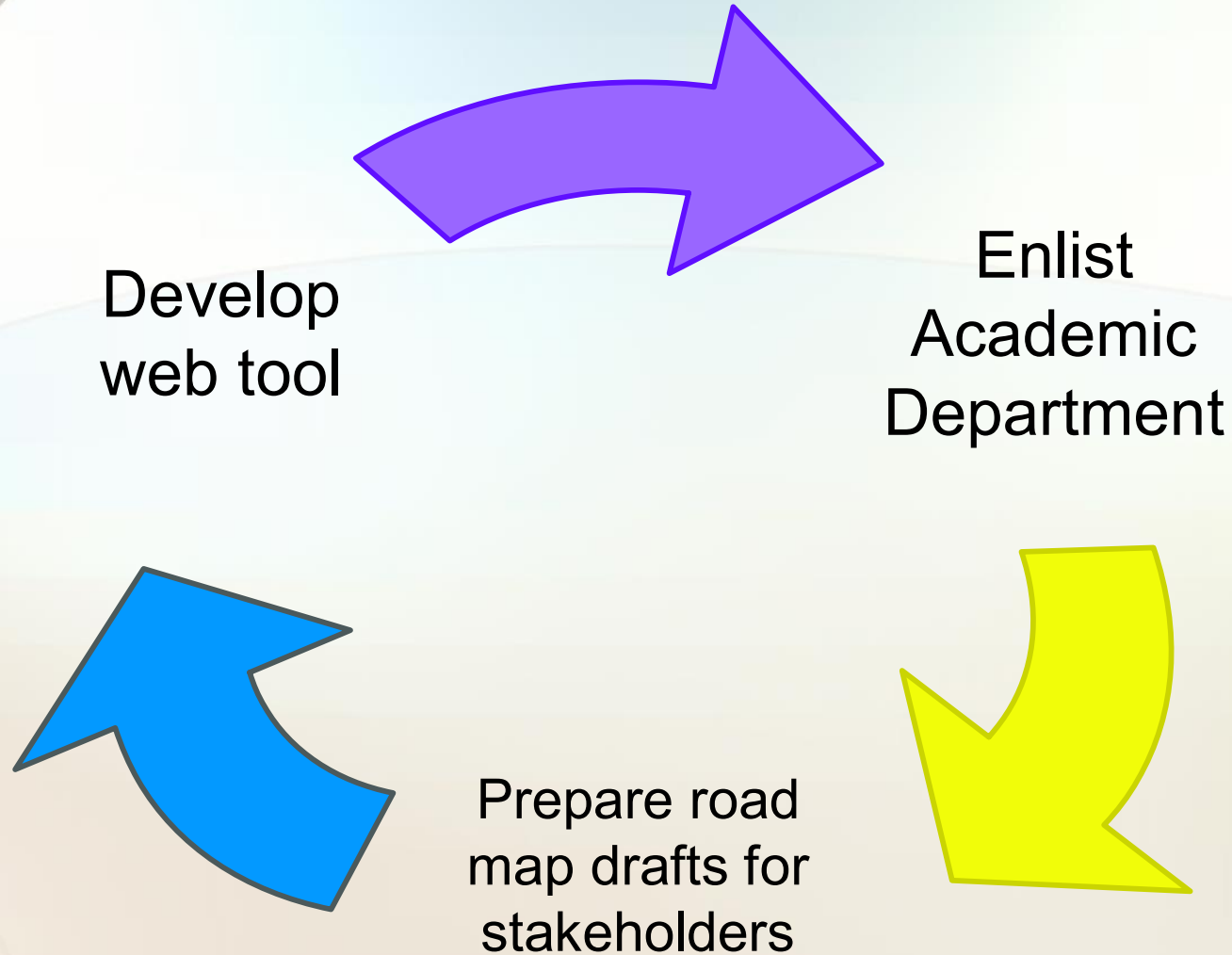
Educators



“...common characteristics of career pathways include...’road maps,’ jointly produced by educators, workforce development professionals, and employers, that show the connections between education and training programs and jobs at different levels within a given industry or occupational sector.”

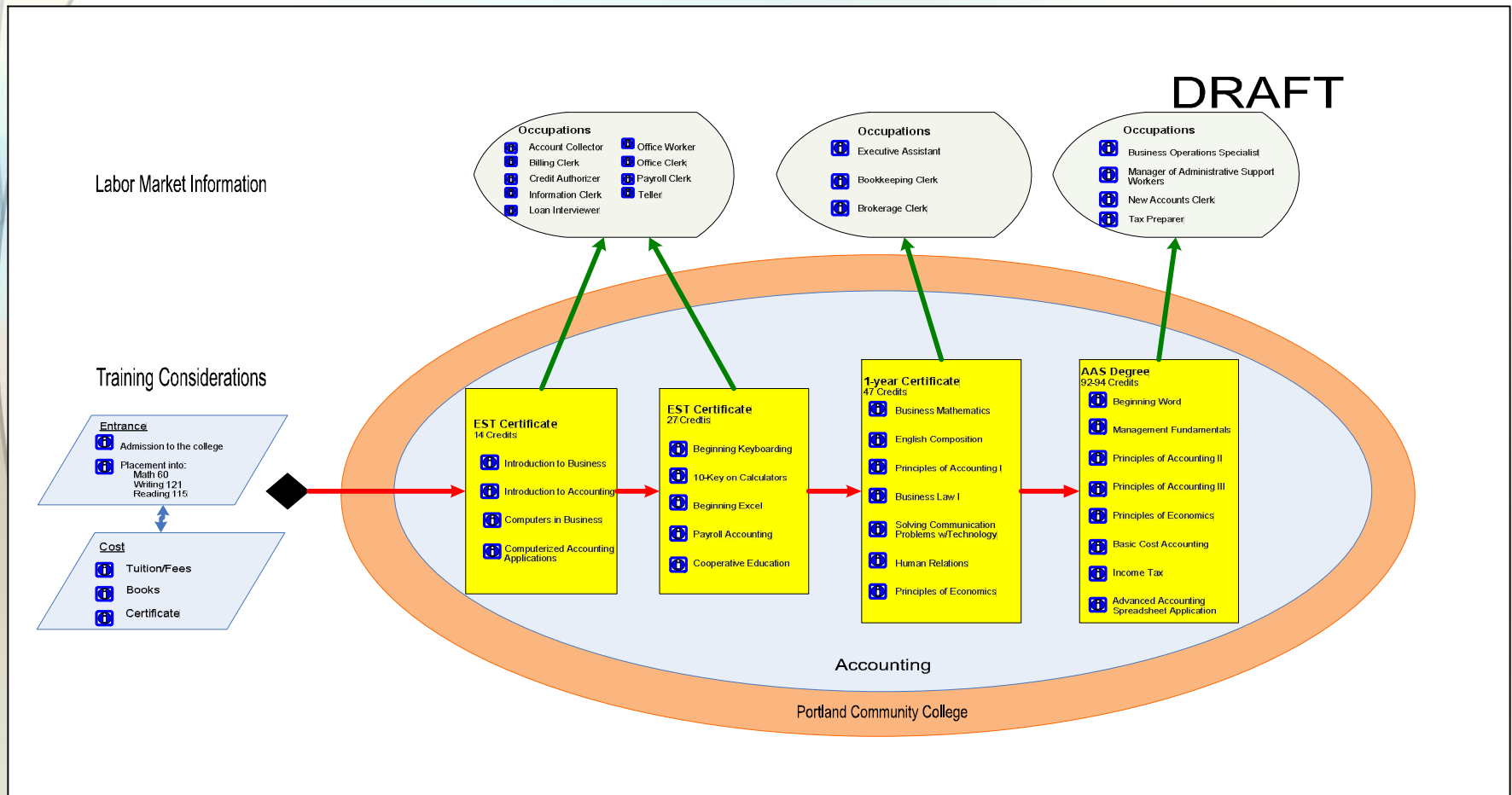
Career Pathways: Aligning Public Resources to Support Individual and Regional Economic Advancement in the Knowledge Economy, Davis Jenkins, August 2006, Workforce Strategy Center

Road Maps



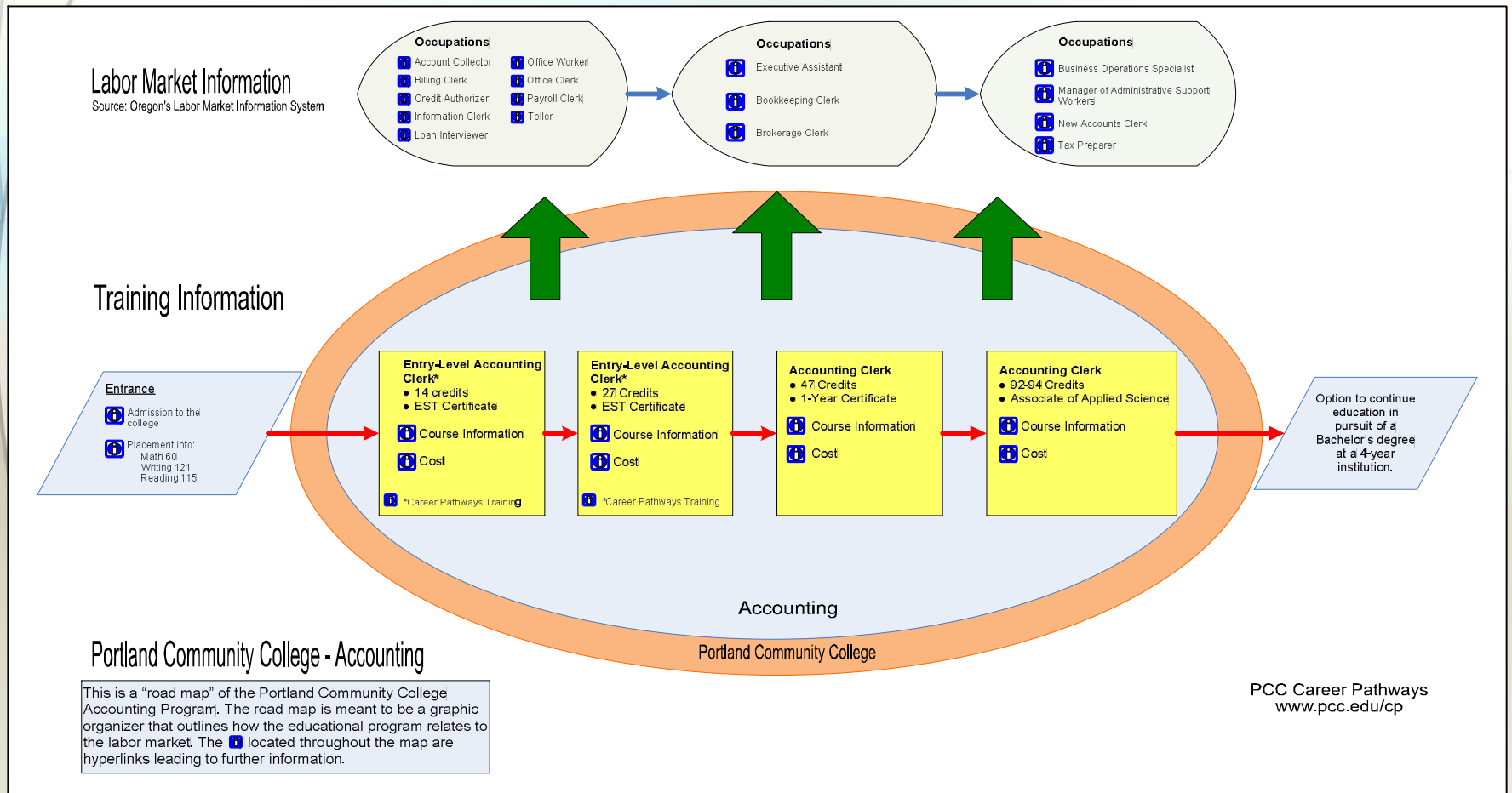
Road Maps: Drafts

Accounting – Draft #1



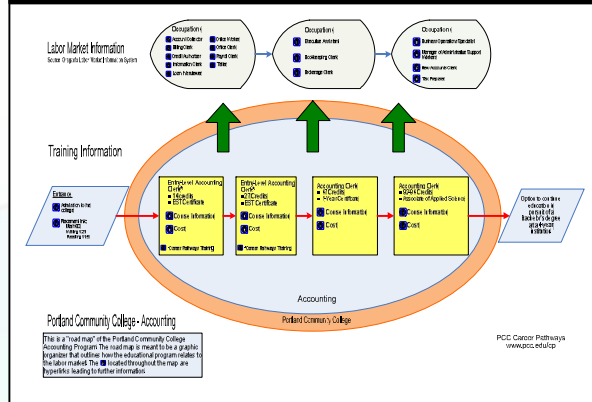
Road Maps: Drafts

Accounting – Draft #2



Road Maps: Design Influences

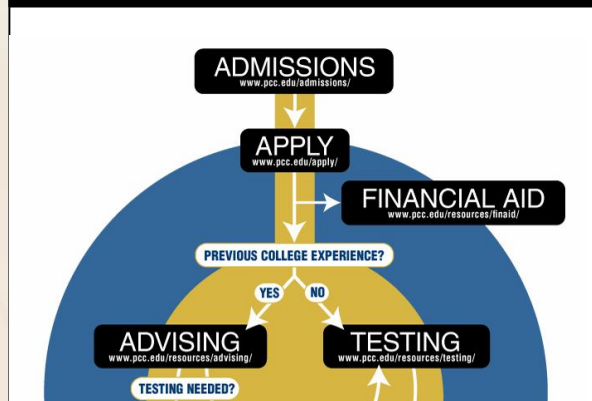
Visio Roadmaps



Displayed digitally



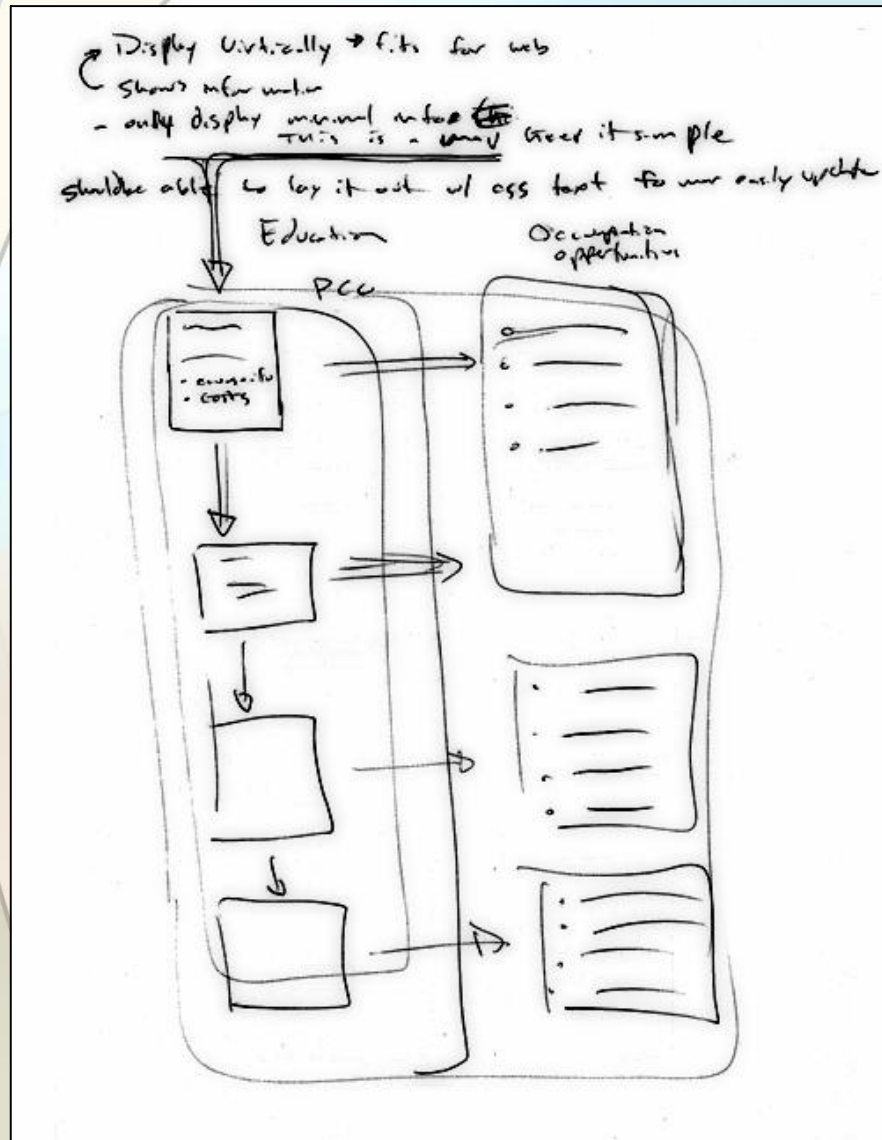
Previous branding



Reusable design



Road Maps: Prototyping

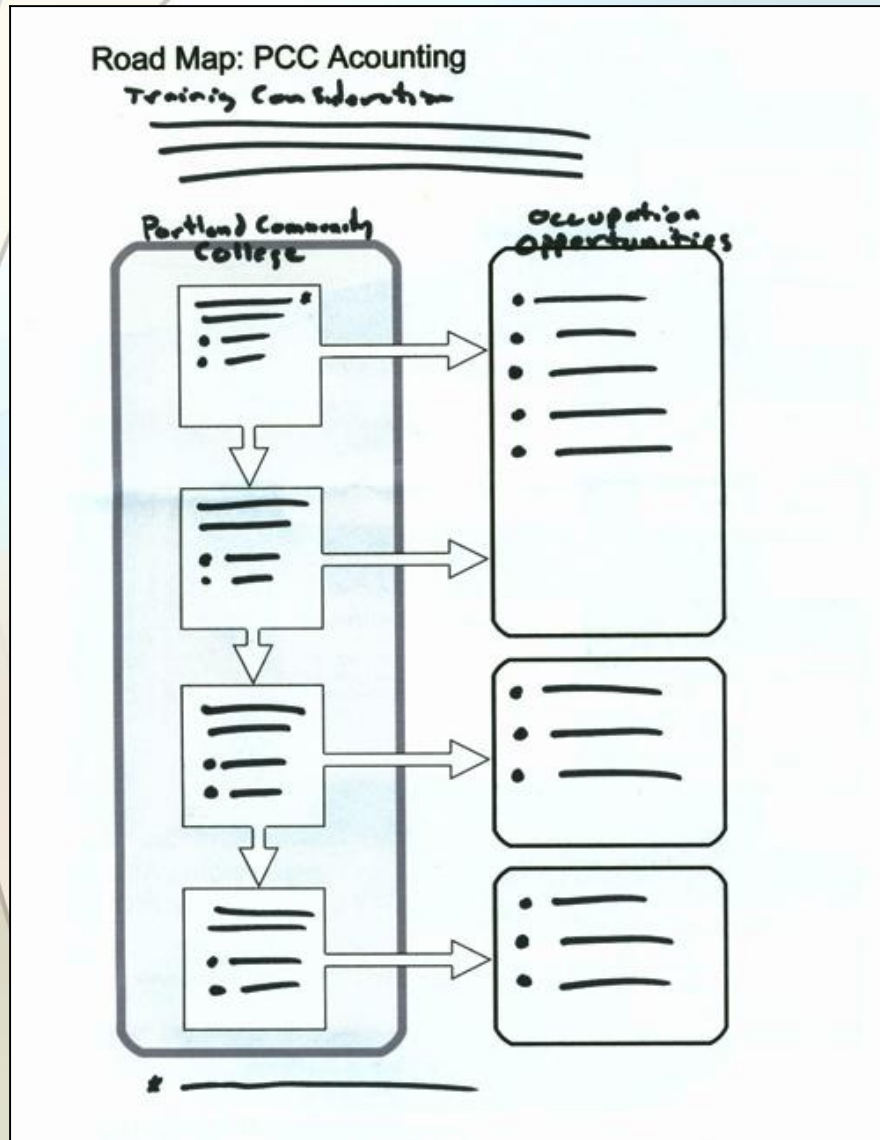


Stage 1 - Paper used
Easy to mockup several ideas quickly.

Design Notes:

- Orientation changed.
- Visio "shapes" all replaced by simple boxes.
- Detailed information removed for simplicity.

Road Maps: Prototyping

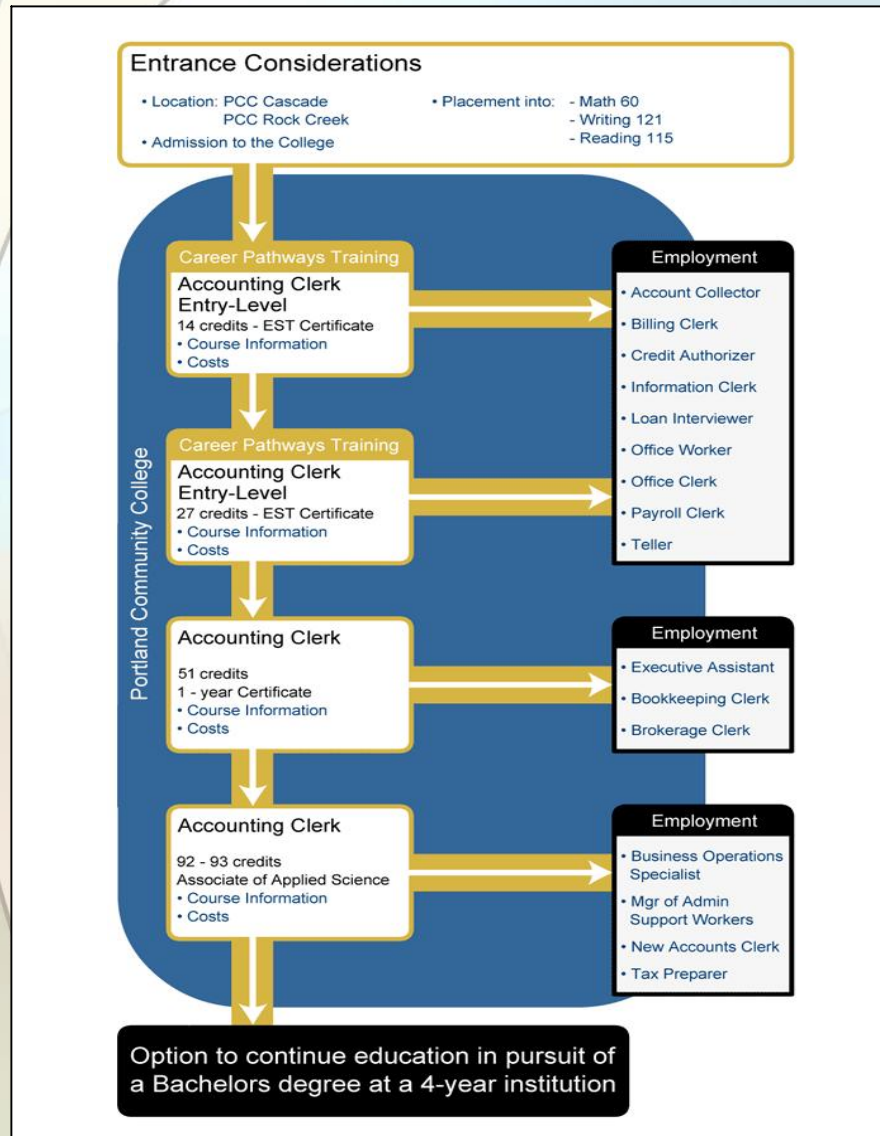


Stage 2 – Refine Design
... and get sign-off before proceeding.

Design Notes:

- Content still “greeked”.
- Several mockups created.

Road Maps: Prototyping

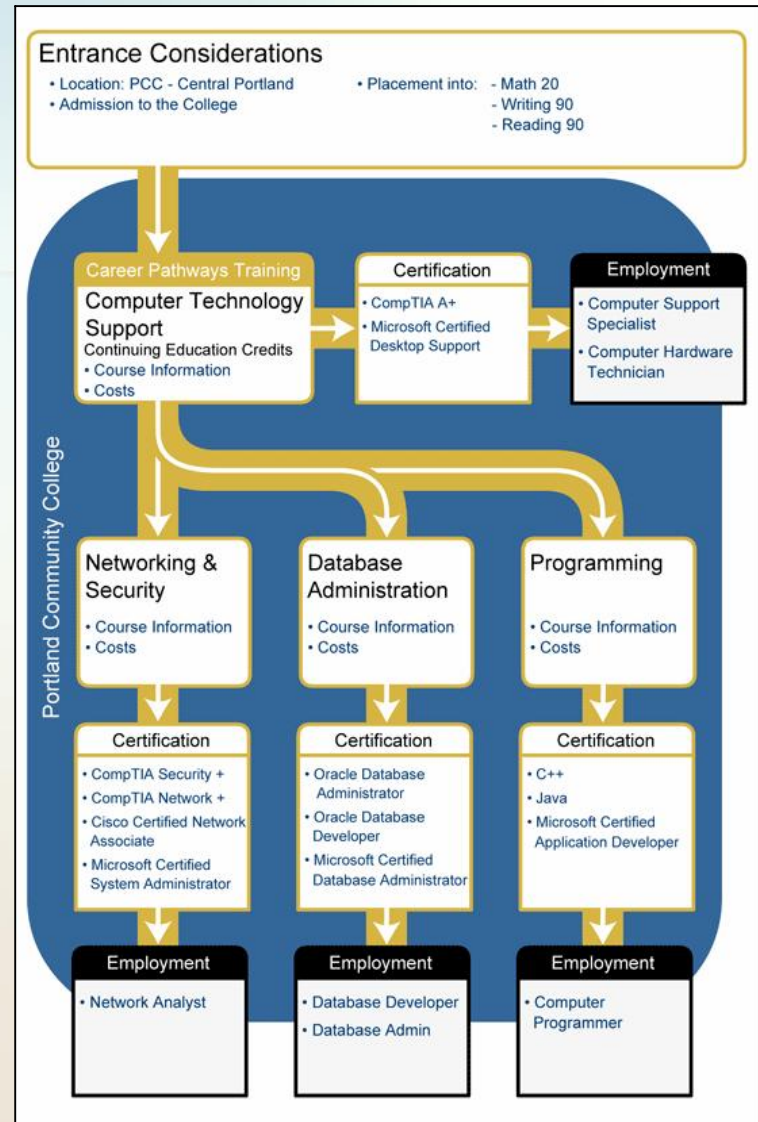
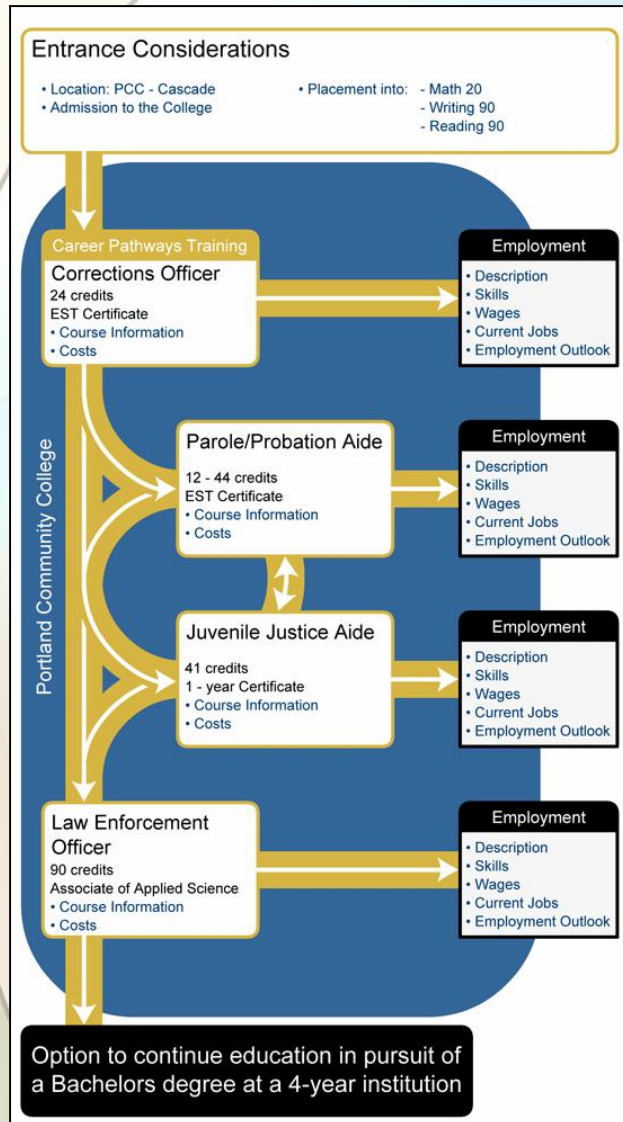


Stage 3 – Digital Layout
Finally time to sit at the computer!

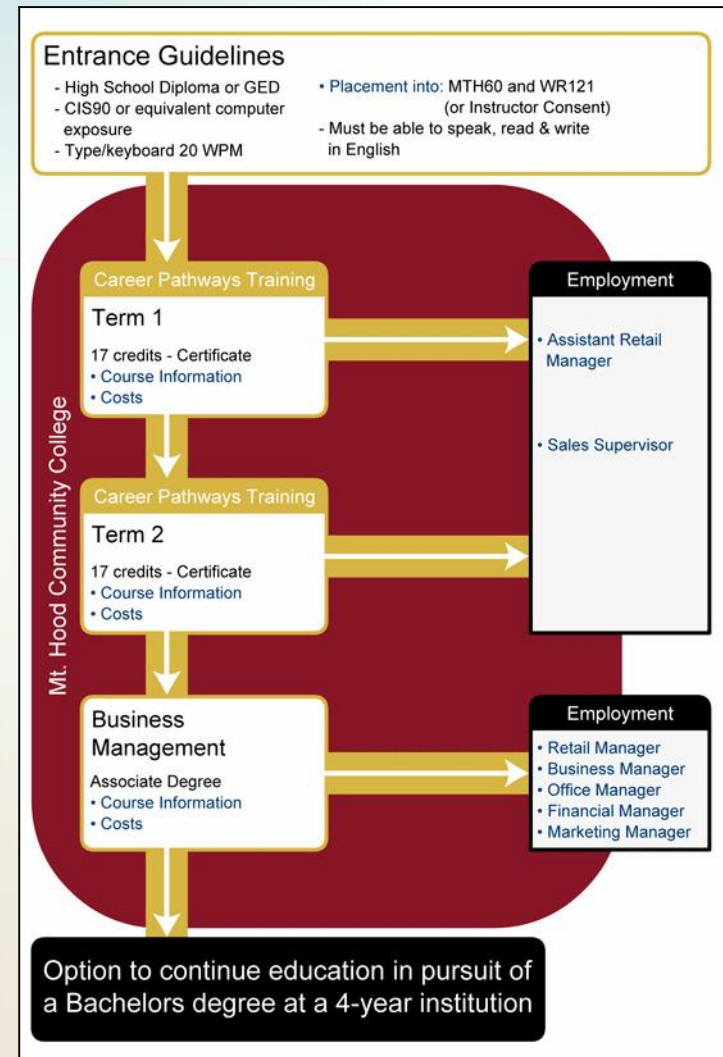
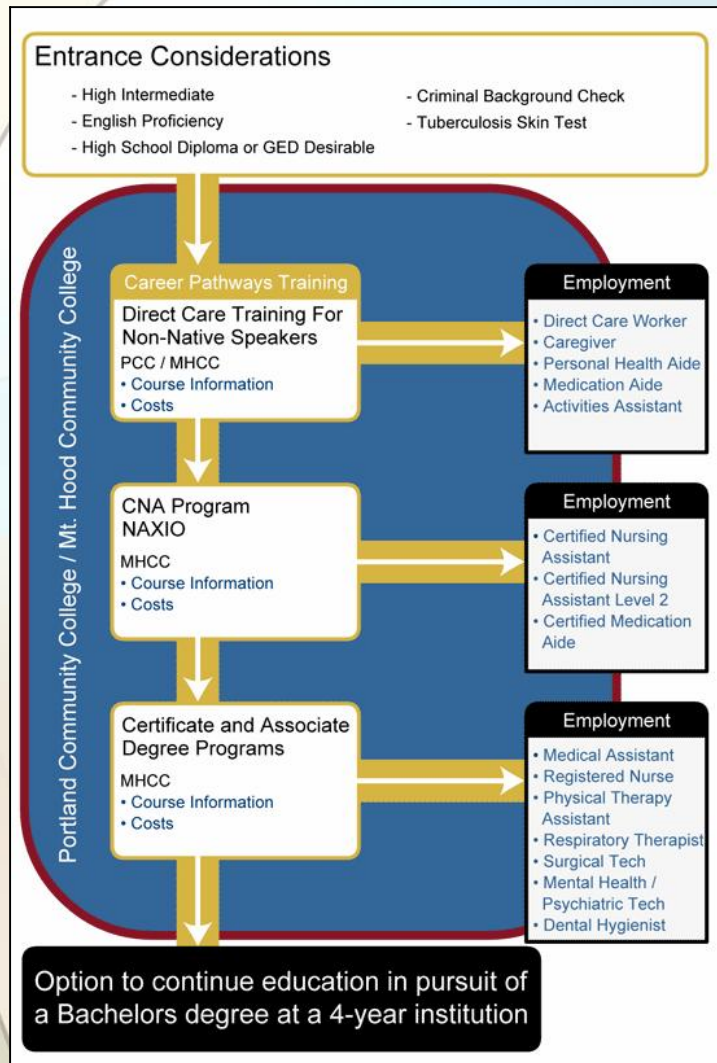
Design Notes:

- Style matches existing branding.
- Colors and shapes used consistently.
- Labels used where needed.

Road Maps: Samples



Road Maps: Samples



Web Redesign

Given the limitations of our old web site a redesign was our logical next step.

Guiding Questions

- Who can we get to help us?
- How do we want our students to experience our Program?
- What can we commit to in terms of sustainability or maintenance?

Web Redesign

Who can we get to help us?

- We could have gone anywhere for technical assistance
- Discussed options with PCC Web Services Manager
- Gabriel agree to take on the project
 - Project management
 - Design

Web Redesign

How do we want students to experience our program?

- On the front end
- While they are in training
- Post-training

Web Redesign

What can we commit to in terms of sustainability or maintenance?

- Access to good technical advice
- Always ask this before committing

Web Redesign: Process

“Not Just another migration”

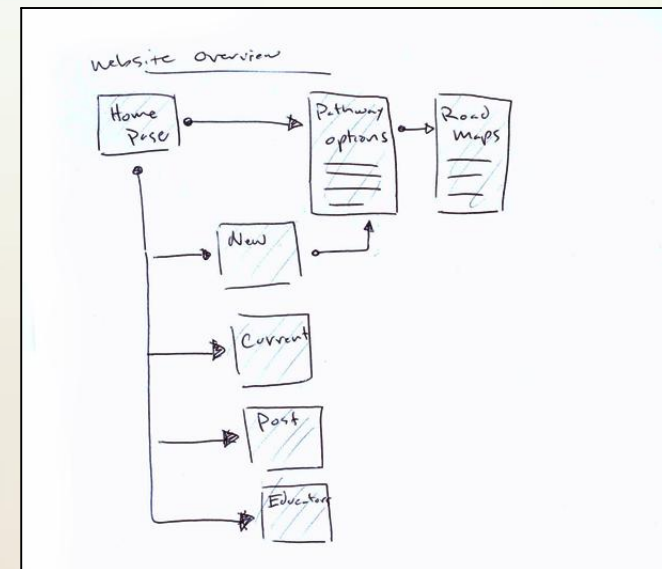
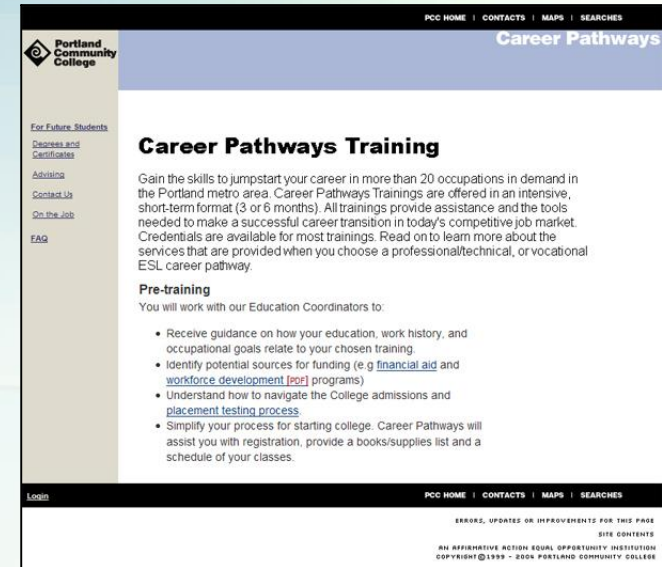
Project Phases

1. Definition
2. Development / Design
3. Implement & Rollout
4. Support/Maintenance

Web Redesign

1) Definition

- Define Stakeholders.
- Define site audience and needs.
- Design branding scheme.
- Design site layout.



Web Redesign

Sustainable?

- How often will pages need to be updated?
- Who takes care of updates?
- How are updates made?

The screenshot shows the PCC/WebEasy web editor interface. On the left is a sidebar with the Portland Community College logo and navigation links: Start Page, Page Manager, Statistics, PDF Manager, Log Out, and User Guide. A note at the bottom of the sidebar states: "Note: Instructions are on the screen." The main area is titled "Edit Page" and contains two text input fields. The first field is for the "Page Title" (currently "Career Pathways Training") with a character count of 70 remaining. The second field is for the "Page Description for Search Engines (Optional)" (currently empty) with a character count of 255 remaining. Below these fields is a "Content Window" with a rich text editor toolbar. The content window displays the page title "Career Pathways Training" as a heading, followed by a paragraph of text about career pathways training, and a section titled "Pre-training" with a single line of text.

Portland Community College **PCC/WebEasy**

Edit Page

Page Title
The Page Title cannot exceed 100 characters. Remaining = 70
Career Pathways Training

Page Description for Search Engines (Optional)
This description will display in search engine results.
Page Description cannot exceed 255 characters. Remaining = 255

Note:
Instructions are on the screen.

Content Window
Type into the editing window below.

Heading 2 B I A [List Icons] [Table Icon] [Link Icon]

Career Pathways Training

Gain the skills to jumpstart your career in more than 20 occupations in demand in the Portland metro area. Career Pathways Trainings are offered in an intensive, short-term format (3 or 6 months). All trainings provide assistance and the tools needed to make a successful career transition in today's competitive job market. Credentials are available for most trainings. Read on to learn more about the services that are provided when you choose a [professional/technical](#), or [vocational ESL](#) career pathway.

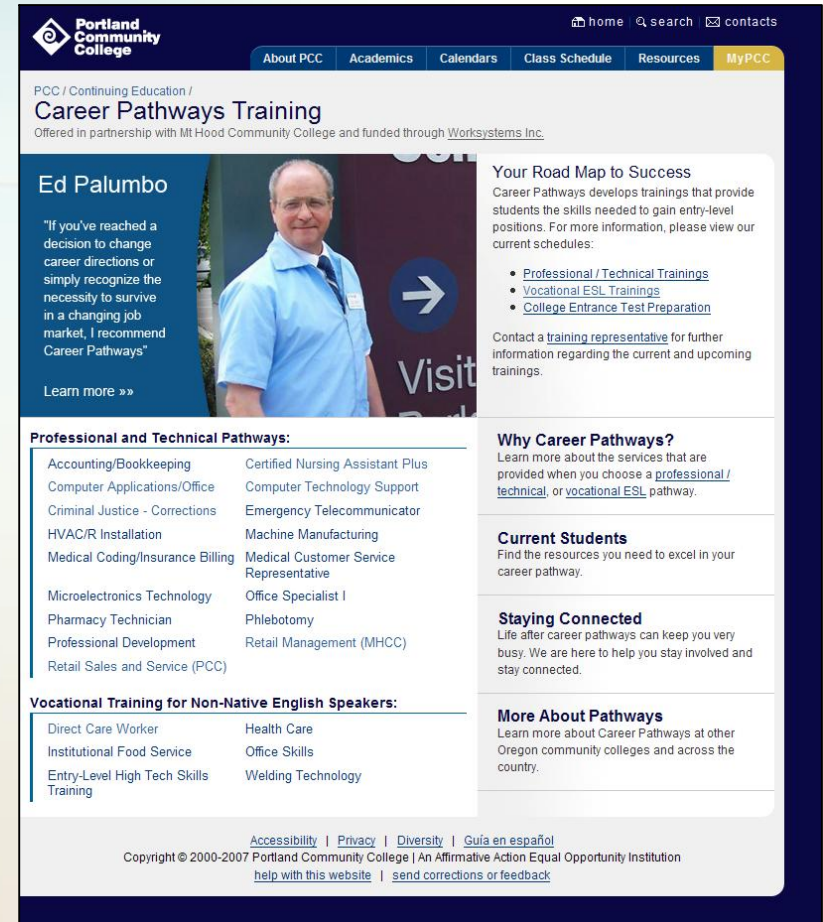
Pre-training

You will work with our Education Coordinators to:

Web Redesign

2) Development

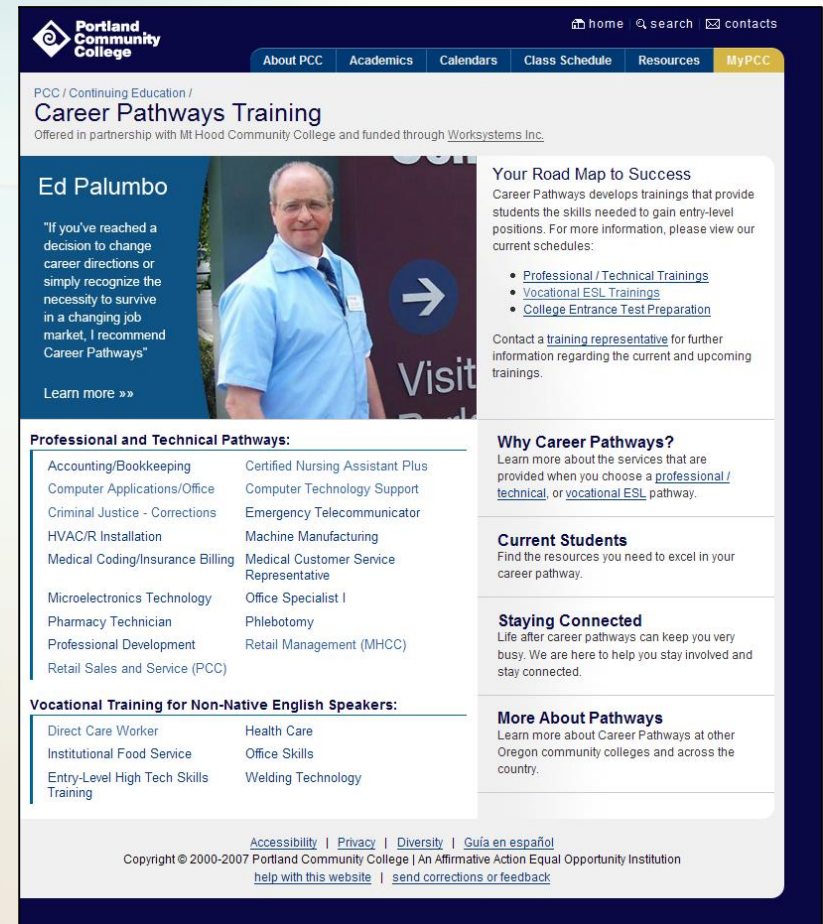
- Organize site content.
- Identify missing content.
- Join bi/weekly meeting for review and feedback.
- Develop site in test environment.



Web Redesign

3) Implementation and Rollout

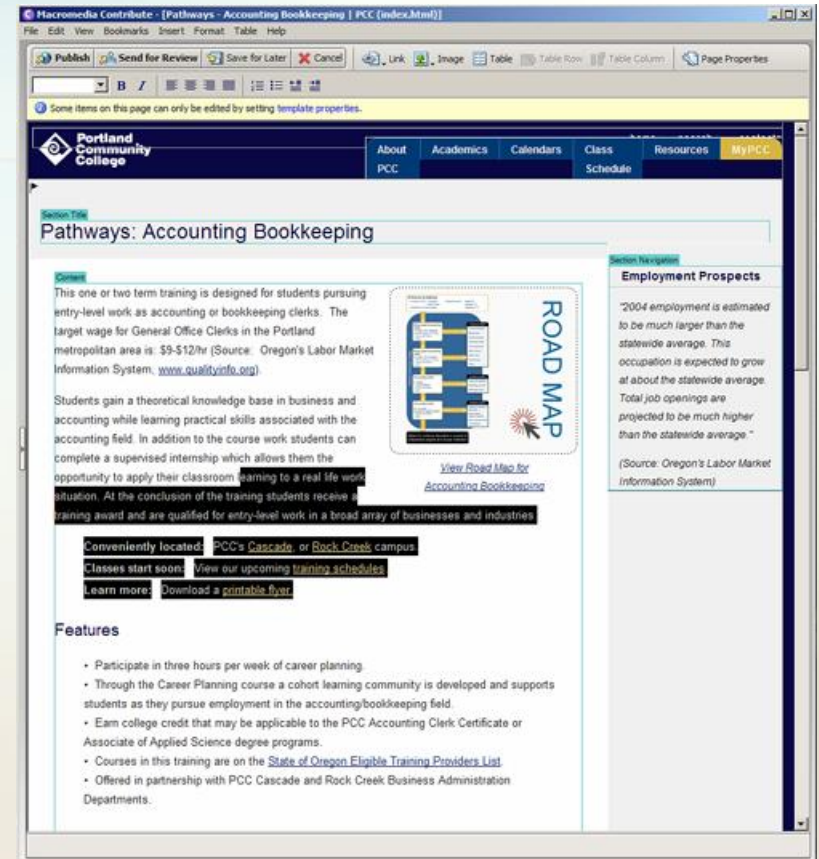
- Site reviewed by all stakeholders.
- Move site into production.
- Update links and other resources that refer to old site.



Web Redesign

4) Support/Maintenance

- Introduce page stats resource.
- Set up Contribute accounts.
- Supply basic training of Contribute features.
- Provide continued support of Contribute accounts.



For More Information

Please Feel Free to Contact Us:

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