

Agenda for Conversations with Shared Gov. Groups

1. Brief update/overview of web redesign project (timeline/milestones)
2. Discuss current stage and what we want to accomplish today.
3. Overview of our process.
 - a. We began by reviewing current survey information gathered in the past (which informed development of RFP and selection of vendor)
 - b. We are engaging now in a “needs assessment” to gather data to drive specific requirements for site architecture, integrated features, look and feel of site and, most importantly, focus on the content on the site.
4. Needs assessment approach: A 3-pronged approach to provide us with data to drive these decisions
 - a. **Surveys** (will be released on Friday, March 7th)
Purpose: Get a broad spectrum of responses on specific items:
 - i. Student (mostly multiple-choice (close ended) questions, quick to complete but information we need) - which resources on website they access the most often, what is important to have on the homepage,
 - ii. Faculty/Staff (more open-ended questions allow faculty to provide us with more detailed information on their opinions and driving factors)
 - b. **Focus Groups/Planning meetings**
Purpose: Provide opportunity for small groups to think through their needs as a group. Provide opportunity to receive deep feelings, insights and perceptions. Enable them to start thinking and planning on content they need to present on site.
 - i. Shared Governance Groups
 - ii. Academic Affairs and Academic Divisions
 - iii. Student Services
 - iv. Administrative Services
 - v. Marina and Seaside Campuses
 - c. **Open Forum** (March 14th, 9:00-10:00 in the Karas Room)
Purpose: To discuss results of data gathered with surveys. Provide opportunity for people to clarify their thoughts and input. Receive new input as one MPC community.

MPC Web Redesign - Focus Group Questions

We're going to start with just a couple of questions about our existing website:

1. What do you like about our current website? (What *is* working?)
2. What are your biggest challenges with our current website? (What is not working for you, your department, or your students?)
3. Is there anything you would like to do on the website that you currently cannot do?

Now we're going to ask some questions about your ideas of what you want MPC's website to be:

1. How would you describe MPC's IDEAL new website?
2. What do you think would be an effective way to organize our new website?
3. It's obvious that we cannot feature every single division, department, program, event, or resource on the home page. How would you recommend we determine the most important links to prioritize on the home page?
4. Thinking about content that should be featured on the site:
 - a. What should be featured on the front page of the site?
 - b. How do you think can we keep this content current and relevant?
5. Think about the look and feel of the new campus website:
 - a. What kind of visual look and feel do you think is appropriate for MPC?
 - b. What kind of visual or graphic elements would you NOT want to see on the website?

Now we're going to ask some questions about your expectations of our website team and our redesign process:

1. Aside from creating an amazing new website for MPC, what are your expectations of the website project team?
2. Is there anything we need to avoid in doing throughout our process of redesigning the new website?
3. What other groups or stakeholders do we need to include in the process?
4. Do you have any questions for us?