



# WEBSITE SERVICES AT KCC

April 5, 2010

## OVERVIEW

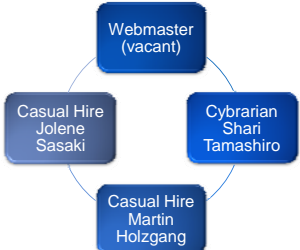
- Background & Transition
  - personnel
  - resources
  - support model
- New Vision for KCC Web Services
  - goals
  - support models
  - approach to website development
- Samples

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## BACKGROUND & TRANSITION

## BACKGROUND

- Prior to Spring 2009, the Web Team was part of Library and Learning Resources.
- Transfer of 2 positions became official in the last campus reorganization.



```

    graph TD
      A[Webmaster (vacant)] --- B[Casual Hire Jolene Sasaki]
      A --- C[Cybrarian Shari Tamashiro]
      A --- D[Casual Hire Martin Holzgang]
    
```

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### RESOURCES

- iOn Content Management System
- Purchased in 2003 for \$22,500
- Requires multiple servers separately managed by webmaster
- Support contract costs about \$4,000/yr

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### SERVICE MODEL

- Content owners request changes via email to [kccweb@hawaii.edu](mailto:kccweb@hawaii.edu)
- Changes made by web team
- Very few end users are able to make their own changes
- End users have to use Adobe Contribute

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### TRANSITION TO CELTT (1)

- Spring 2009 to Spring 2010
- Review of established resources and assets
- Integration of personnel into CELTT
- Review of established support model
- Preliminary needs assessment of campus clients

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### TRANSITION TO CELTT (2)

- Preliminary work on a new intranet – halted after retirement of webmaster in Sept. 2009
- Establishment of short-term goals
- Plans for adjusting web team and other CELTT positions to meet campus and department needs
- Development of new services and support models

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### SHORT-TERM GOALS - INTERNAL

- o Internal Goals
  - Fill vacant webmaster position
  - Update policies and procedures related to servers & networks
  - Retrain IT staff as needed

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### SHORT-TERM GOALS - CAMPUS

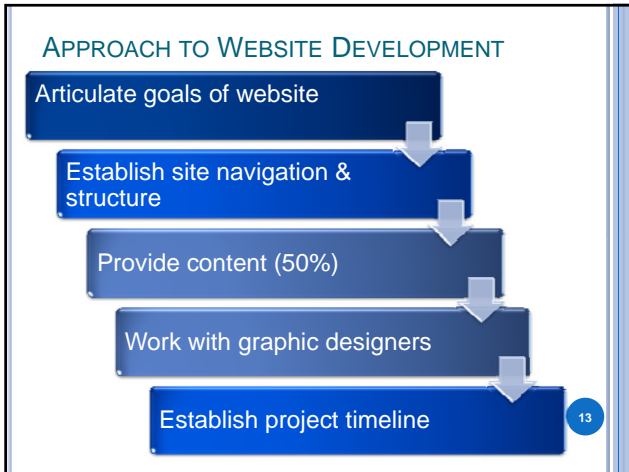
- o Campus Support Goals
  - Begin redesign of major websites (intranet, KCC web)
  - Increase access to web services with an online request form system with automated customer satisfaction surveys
  - Online documentation to assist end users

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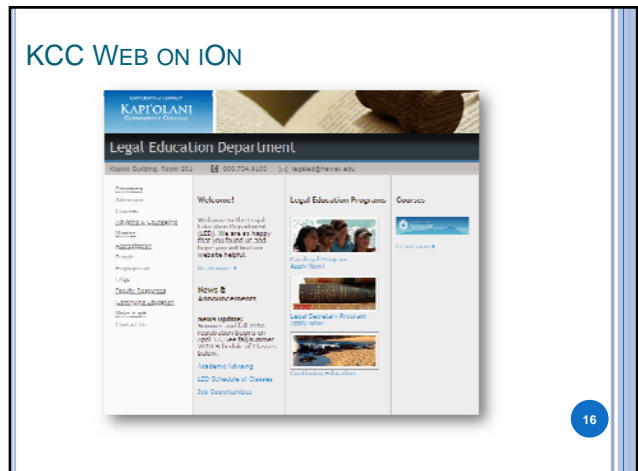
### NEW MODEL FOR WEB CONTENT MANAGEMENT

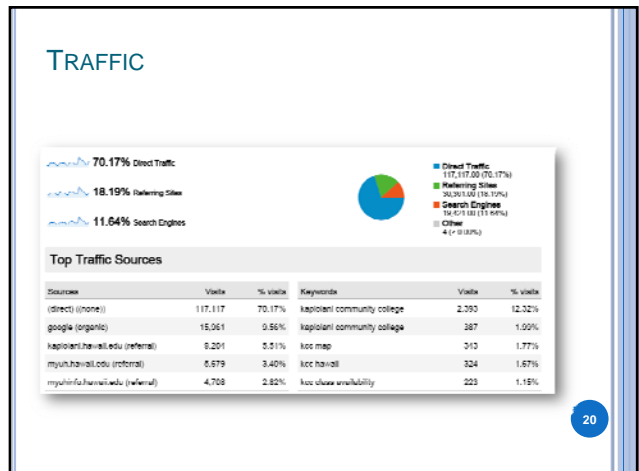
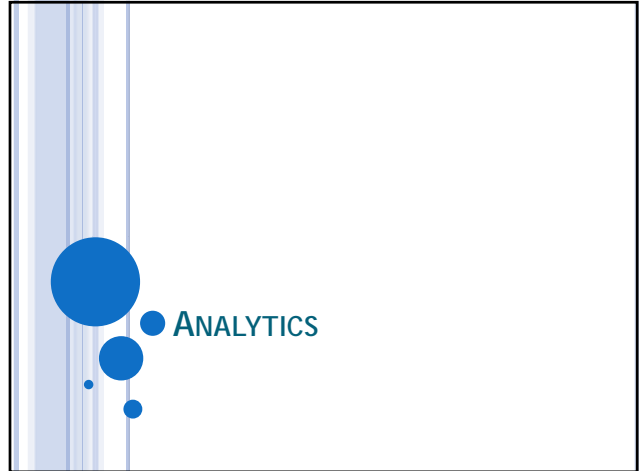
	<p><b>iOn</b></p> <ul style="list-style-type: none"> <li>• Purpose: Institutional information at the campus level and below</li> <li>• Administration: CELTT</li> <li>• Content management: CELTT &amp; select campus editors</li> </ul>
	<p><b>Joomla!</b></p> <ul style="list-style-type: none"> <li>• Purpose: Same as above, plus community partners</li> <li>• Administration: CELTT</li> <li>• Content management: designated representative of unit</li> </ul>
	<p><b>WordPress</b></p> <ul style="list-style-type: none"> <li>• Purpose: Same as above, plus non-institutional blog-like sites for professional associations, community partners, etc.</li> <li>• Administration: designated representative</li> <li>• Content management: designated representative</li> </ul>

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- ### GUIDING PRINCIPLES
- o We will empower site editors with training and access to resources needed to maintain their sites.
  - o Websites must:
    - remain current with regularly updated information
    - meet accessibility requirements
    - adhere to copyright and DMCA law
    - respect the privacy of individuals appearing in media on the site
  - o We will provide interactive elements when feasible.
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## ORIGIN OF VISITS

166,903 visits came from 126 countries/territories

Site Usage					
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
166,903	2.47	00:02:29	30.35%	62.45%	
% of Site Total: 100.00%	Site Avg: 2.47 (0.00%)	Site Avg: 00:02:29 (0.00%)	Site Avg: 30.35% (0.00%)	Site Avg: 62.45% (0.00%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States	162,423	2.45	00:02:30	29.53%	62.47%
Japan	1,527	3.43	00:02:39	43.09%	55.99%
Canada	420	2.22	00:01:16	68.33%	70.00%
South Korea	284	2.61	00:01:52	50.70%	62.32%
Philippines	206	1.71	00:01:31	87.86%	70.87%
Egypt	153	1.15	00:00:47	44.44%	90.20%
Hong Kong	130	4.65	00:03:26	46.15%	55.38%
Guam	121	4.08	00:03:22	58.68%	36.36%
Australia	106	2.50	00:02:34	54.72%	68.87%
United Kingdom	93	2.30	00:01:16	89.25%	74.19%

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QUESTIONS?