



## Planning and Evaluation Tracking

College Year: 2007-2008

Division of: Information Systems and  
Technology

Person Responsible: Victor Fite

Department of: Web Services

Person Responsible: Tommy de Jesus

### Purpose Statement:

Goal Statements	Objectives/Outcomes (including assessment tools and standards)	Results	Use of Results (including improvements and revisions)
1. Conduct series of informal seminars for faculty to promote the use of the Content Management System	1. Create new and convert existing faculty websites to CMS.	1. No data collected for 06-07	1. Data collected will be based on the number of faculty attending seminars and comparing them to the number of new CMS sites created.
2. Promote academic department sites through the use of SEO (Search Engine Optimizatio) and online marketing to get better rankings in major search engines	2. Achieve listing in the top three pages for 75% of keywords/phrases determined by each academic department as relavent to each site	2. No data collected for 06-07	2. Determine if increased ranking leads to an increase in enrollment, especially in online courses.
3. Documentation of web application requests to better analyze how to shape the future of the AC website.	3. Following an annual notification that all web application requests to Web Services channel through the HelpDesk, (A) all AC employees who submit application requests (B) will submit new web application	3. AC staff still using helpdesk only minimally. Negligible results for 2006-07	3.Data will be collected for 2007-08 based upon the revised outcome statement which includes a measurement benchmark.

requests (D) for at least  
50% of new application  
requests (E) based upon  
HelpDesk reports indicating  
request entry source.

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revised 8/1/05