### YEAR 1: GOALS

<table>
<thead>
<tr>
<th>Description of Assigned Goals</th>
<th>Needed College Resources</th>
<th>Operational Budget Requirements</th>
<th>Capital Budget Requirements</th>
<th>Challenges or Barriers</th>
<th>Can Complete In 1 Year? <em>(if no, move to year)</em></th>
<th>List any unexpected barriers encountered during implementation:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rebuild entire <a href="http://www.npc.edu">www.npc.edu</a> site in Drupal 8, make site mobile friendly, improve user experience and SEO results.</td>
<td>RFP contract with Drupal vendor, Board approval, Marketing staff time, additional funds</td>
<td>—</td>
<td>$135,000, one time expense</td>
<td>Drupal 8 ready for production, Quick RFP process, Complete rebuild in one fiscal year</td>
<td>Not Sure*</td>
<td>*Project may cross into fiscal year 17/18. Dependent on full release of Drupal 8 software.</td>
</tr>
</tbody>
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### YEAR 2: GOALS

**Why were these goals NOT included in year 1?**

- Might continue into 2017-18.

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### YEAR 3: GOALS

**Why were these goals NOT included in year 1 or 2?**

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### Approval Signatures and Date

- **Goal Responsible (GR) Person:** Ann Hess, Director of Marketing & Public Relations
- **Overall Responsible (OR) Person:** Mark Vest, VP Student Services
- **Mission:** NPC creates, supports and promotes lifelong learning.

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**Goals suggested to be deleted or placed on the "Opportunity Board."** *(Add brief rationale - leave blank if none)*
Mission: NPC creates, supports and promotes lifelong learning.

OPERATIONAL PLAN

This form is ONLY completed for year 1 goals. List goals in order of importance, 1 being top priority.

Department Name: Marketing & Public Relations (MPR)  Fiscal Year of Execution: 2016-17

GOAL JUSTIFICATION

www.npc.edu is vital to current & potential students because it contains the only online application form, online class registration form, descriptions of what we offer, access to some NPC library services, news & announcements, emergency alerts and more. Drupal 6 (our site's current version) will not be supported 3 months after Drupal 8 releases (guess Oct. '15). New and current students want mobile friendly NPC information, current site has no mobile capability. Functionality of site has degraded, no major work done since 2010. Will improve site and page rankings in Google search results.

GOAL DESCRIPTION

Rebuild entire www.npc.edu site in Drupal 8, make entire site mobile friendly, improve user experience.

# OF STEPS TO COMPLETE GOAL

8

DEADLINE FOR GOAL COMPLETION

06/30/17

ASSIGNED TO

Director of Marketing

RESOURCES NEEDED

RFP contract with Drupal vendor, board approval, Marketing staff time

MEASUREMENT OF COMPLETION

2. Use Google Analytics data to document increased usage of mobile devices on website in following 12 months after new site launch.

DETAIL OF ACTION STEPS

<table>
<thead>
<tr>
<th>GOAL # 1</th>
<th>DESCRIPTION OF STEPS</th>
<th>Time Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Step 1</td>
<td>Write and publish RFP for upgrade to <a href="http://www.npc.edu">www.npc.edu</a> in Drupal 8.</td>
<td>3 months</td>
</tr>
<tr>
<td>Step 2</td>
<td>Get NPC board approval to award Drupal 8 RFP for <a href="http://www.npc.edu">www.npc.edu</a>.</td>
<td>1 month</td>
</tr>
<tr>
<td>Step 3</td>
<td>MPR works with vendor to redesign <a href="http://www.npc.edu">www.npc.edu</a> to improve user interface and make pages mobile friendly in Drupal</td>
<td>6 months</td>
</tr>
<tr>
<td>Step 4</td>
<td>Move current website content over to new unpublished Drupal 8 NPC website.</td>
<td>1 month</td>
</tr>
<tr>
<td>Step 5</td>
<td>Trouble shoot new unpublished site for functionality errors. Have vendor fix any issues.</td>
<td>1 month</td>
</tr>
<tr>
<td>Step 6</td>
<td>Move new redesigned NPC site over to <a href="http://www.npc.edu">www.npc.edu</a> and publish to internet.</td>
<td>1 week</td>
</tr>
<tr>
<td>Step 7</td>
<td>Continue to work with Drupal vendor to resolve any issues remaining on functionality of new live site</td>
<td>2 months</td>
</tr>
<tr>
<td>Step 8</td>
<td>Give NPC faculty and staff editorial access to their webpages.</td>
<td>1 week</td>
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<tr>
<td>Step 9</td>
<td>Monitor mobile device usage on new site for one year using Google Analytics</td>
<td>1 year</td>
</tr>
</tbody>
</table>

SPASC APPROVAL?

APPROVAL DATE: