

## INITIATIVE & PRIORITY WORK SHEET

Goal Responsible (GR) Person: **Ann Hess, Director of Marketing & Public Relations**

Overall Responsible (OR) Person: **Mark Vest, VP Student Services**

YEAR 1: GOALS	RESOURCES					
Description of Assigned Goals	Needed College Resources	Operational Budget Requirements	Capital Budget Requirements	Challenges or Barriers	Can Complete In 1 Year? (if no, move to year)	List any unexpected barriers encountered during implementation:
Rebuild entire www.npc.edu site in Drupal 8, make site mobile friendly, improve user experience and SEO results.	RFP contract with Drupal vendor, Board approval, Marketing staff time, additional funds outside MPR budget	—	\$98,250, one time expense	Drupal 8 ready for production, Quick RFP process, Complete rebuild in one fiscal year	Not Sure*	*Project may cross into fiscal year 17/18. Full release of Drupal 8 base software occurred on 11/19/15.
YEAR 2: GOALS	RESOURCES					Why were these goals NOT included in year 1?
					Might continue into 2017-18.	Dependent on when Drupal community updates current website's needed modules to D8.
YEAR 3: GOALS	RESOURCES					Why were these goals NOT included in year 1 or 2?

Approval Signatures and Date
GR:
GR Supervisor:
OR:

Goals suggested to be deleted or placed on the "Opportunity Board." (Add brief rationale - leave blank if none)

## 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 #	SUPPORTS STRATEGIC PLAN #	GOAL DESCRIPTION	# OF STEPS TO COMPLETE GOAL	DEADLINE FOR GOAL COMPLETION	ASSIGNED TO	RESOURCES NEEDED	MEASUREMENT OF COMPLETION
<b>1</b>	Technical Support for the college community 2016-17	Rebuild entire www.npc.edu site in Drupal 8, make entire site mobile friendly, improve user experience.	9	06/30/17	Director of Marketing	RFP contract with Drupal vendor, board approval, Marketing staff time	1. Launch of new, fully functional Drupal 8 website at www.npc.edu. 2. Use Google Analytics data to document increased usage of mobile devices on website in following 12 months after new site launch.
<b>GOAL JUSTIFICATION</b>							
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 after 2/24/16. 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.							

DETAIL OF ACTION STEPS		
GOAL # 1	DESCRIPTION OF STEPS	Time Estimate
Step 1	Write and publish RFP for upgrade to www.npc.edu in Drupal 8.	6/8/16
Step 2	Get NPC board approval to award Drupal 8 RFP for www.npc.edu.	8/16/16
Step 3	MPR works with vendor to redesign www.npc.edu to improve user interface and make pages mobile friendly in Drupal	9/10 months
Step 4	Move current website content over to new unpublished Drupal 8 NPC website.	
Step 5	Trouble shoot new unpublished site for functionality errors. Have vendor fix any issues.	May/June 2017
Step 6	Move new redesigned NPC site over to www.npc.edu and publish to internet.	
Step 7	Continue to work with Drupal vendor to resolve any issues remaining on functionality of new live site	2 months after live site
Step 8	Give NPC faculty and staff editorial access to their new webpages.	1st week site is live
Step 9	Monitor mobile device usage on new site for one year using Google Analytics	May/June 2018

SPASC APPROVAL?	APPROVAL DATE:
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