**Operational (Acad Affairs) - Webmaster**

**GBC Mission:** Great Basin College enriches people's lives by providing student-centered, post-secondary education to rural Nevada. Educational, cultural, and related economic needs of the multicounty service area are met through programs of university transfer, applied science and technology, business and industry partnerships, developmental education, community service, and student support services in conjunction with certificates and associate and select baccalaureate degrees.

**Unit Mission:** The mission of the Webmaster is to offer an online Great Basin College presence that respects the time, energy, and interests of diverse viewing populations by maintaining intuitive, confidence-building access to college services as well as to complete, reliable information about the college in the most cost-effective manner possible. Create web-based software to improve the efficiency of college employees, and, where applicable, to more readily publish institutional information on the college web site.

**Outcome:** Provide information about the Centers

Provide complete, relevant, and current information about the GBC Centers in Battle Mountain, Ely, Winnemucca, and Pahrump on the GBC website. (This is to improve services to rural students and to alleviate phone calls at the Centers.)

**Assessment Year:** 2011-2012  
**Start Date:** 05/18/2012  
**Outcome Status:** Active

### Means of Assessment

<table>
<thead>
<tr>
<th>Assessment Measure</th>
<th>Criterion</th>
<th>Notes</th>
<th>Active</th>
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<tr>
<td>First, observation of the online web pages for the Centers reveals the additional information in a clear, consistently formatted presentation. Second, over time, visits to these web pages increase as a result of improved and more relevant information.</td>
<td>Student services information is clearly visible, well organized, and similarly formatted for all Centers. Visitation to those pages increases by at least 10%</td>
<td>Until this year, web pages for the Centers included only addresses, map links, and contact information. Guidelines about the availability of student services at each center were not included. A new director of the Academic Success Center (Jessica Russell) made this expansion of services offerings possible by coordinating services with the rural centers.</td>
<td>Yes</td>
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**Assessment Measure Category:** Observation

**Related Items**

**NWCCU - Core Themes**

* 1.1 Provide Student Enrichment - Provide educational opportunities
* 3.3 Serve Rural Nevada - Provide needed services to students at all GBC sites

**Outcome:** Improve instructions for financial aid

Improve the online instructions for applying for financial aid at GBC by providing complete, detailed, and illustrated steps accessible to any student anywhere.

**Assessment Year:** 2011-2012  
**Start Date:** 02/10/2012  
**Outcome Status:** Active

### Means of Assessment

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<td>First, observation of the online web page reveals thorough guidelines to the steps involved in applying for Financial Aid. Second, over time, visits to the instructional web page increase as a result of improved and more relevant information.</td>
<td>Instructions are published. Visitation to the instructional page increases by at least 10%.</td>
<td>Previously the online instructions for applying for financial aid at GBC consisted of four bulleted steps, which were sketchy at best. Student Financial Services was bombarded with phone calls and walk-ins during enrollment</td>
<td>Yes</td>
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The intention here was to put complete, detailed, illustrated steps online to prevent the bottleneck and assist students in the process.

Outcome: Combine two separate web servers into a third

Combine GBC's shared web server managed by SCS with another private web server (for programs and sensitive data) on the GBC campus into a third new, private server hosted by SCS.

Assessment Year: 2011-2012
Start Date: 08/02/2011
Inactive Date: 08/01/2012
Outcome Status: Completed

Related Items

NWCCU - Core Themes
  * 1.1 Provide Student Enrichment - Provide educational opportunities
  * 3.3 Serve Rural Nevada - Provide needed services to students at all GBC sites

Assessment Measure: All web pages on the GBC site are served by the new web server. Broken links do not exist. Programs function properly on the new server.
Assessment Measure Category: Observation
Criterion: Broken link inventory shows no broken links due to server migration. Reports of program errors do not occur.
Notes: Previously GBC had one shared web server managed by SCS and another private web server (for programs and sensitive data) on the GBC campus. The IT department could no longer support the on-campus web server. Administrators made arrangements for SCS to host a new, private server for GBC. This entailed migrating tens of thousands of files to the new server, changing thousands of web links, and adjusting hundreds of paths in web programs. It was an immense project.