

PLANNING AND POLICY COMMITTEE
Seibert Conference Room
Belleville Campus
January 13, 2020
5:00 p.m.

Committee members present:	Richard Roehrkasse, Chair Robert G. Morton Nick Raftopoulos
Trustees present:	John Blomenkamp (arrived at 5:30p) Steve Campo
Administrators present:	Nick J. Mance Linda Andres Anna Moyer Staci Oliver Missy Roche Gina Segobiano, Ed.D. Robert Tebbe Bernie Ysursa
Attorney present:	Garrett Hoerner

CALL TO ORDER

Chairman Roehrkasse called the meeting to order at 5:20 p.m.

APPROVAL OF MINUTES

Mr. Raftopoulos moved, seconded by Mr. Morton, to approve the minutes of the December 9, 2019 meeting as submitted. The motion carried.

INFORMATION TECHNOLOGY ACCOMPLISHMENTS, REQUESTS FOR SERVICE AND STATUS REPORTS

Executive Director of IT Linda Andres provided the following update:

Completed the following:	Finance upgrade HR upgrade Campus Solutions upgrade Swic.edu upgrade 1099 patches
In progress:	HLC Open Pathway project planning Noel-Levitz survey preparation
Technology Assistant Center:	provided students/faculty/staff w/189 instances of in-person support

All Dell and Apple computers have arrived and have been imaged with Windows 10.

SEO ANNUAL REPORT 2018-2019

Executive Director Andres provided the SEO Annual Report 2018-2019 which looks at measurable data for improvement of our website. The short term goal is to improve our search engine ranking performance, i.e. look at speeds; look at time to reduce corrections; work on editing of content managers. SWIC's position has jumped up a few notches in social media stats when compared to our peer group.

Google is historical. One of the biggest problems is that Google thinks we are very expensive, especially our out-of-state tuition which is listed at \$15,750. Ms. Andres stated there is only one person nationwide through Google, and Melissa Ashforth has spoken with her three times in attempts to correct the data.

The top four search engines are Chrome, Safari, Edge and Firefox. Chrome leads swic.edu viewing at 48.17% and Safari is second highest at 28.18%.

Ms. Andres called attention to the list of accomplishments/completed tasks:

- Brought website in-house for better management and quicker problem solving capability.
- Garnered new equipment to house website.
- Hired new web manager; added student workers, volunteer within departments and summer hire photographer.
- Redefined responsibilities between IT and Marketing to better manage website workflow.
- Migrated all content to new website.
- Launched new website.
- Trained content managers on basics of page editing.
- Established reoccurring meetings with stakeholders to discuss ideas, issues and updates.
- Implementing policies and procedures, checklists and ticket system for greater SEO strategy oversight.
- Providing an overall plan to optimize SEO results improving search engine rankings and drive more traffic to the SWIC home page.

Executive Director Andres reported main hurdles have been overcome. The next phases are site improvements; strategic communications planning, reporting and measuring results; SEO tag updates; optimizing images and website files. Trustee Roehrkasse asked if this report could be provided monthly. It was agreed to provide quarterly reports to the committee.

NEXT SCHEDULED MEETING

The next scheduled meeting of the Planning and Policy Committee is Monday, February 10, 2020 at 5:00 p.m. in the Seibert Conference Room at the Belleville Campus.

ADJOURNMENT

Mr. Raftopoulos moved, seconded by Mr. Morton, to adjourn the meeting at 5:35 p.m. The motion carried.

Respectfully submitted,

Beverly J. Fiss
Secretary to the Board of Trustees