WEB ADVISORY COMMITTEE MINUTES

For Nov. 2, 2022

In Attendance: Cal Anderson, Leone Thierman, Jenny Taufa, Jared Sorenson, Stephanie Walden, Conrad Wong, LaTara Misher, Doug Dawson, John Fitzsimmons, Dallin Crane, Kate Kirkpatrick, Adine Stormoen, Crag Rodrigue

Current Business / Quick Updates

- Web Services Staffing Updates: Welcome Dallin! Welcome Jude!

- Google Analytics Reports now called Google Looker Reports – reports sent monthly to web content providers. Emails that state Looker Studio, those are legit. Still function and look the same. If any issues with the reports, let WS know.
  - o Chinese BOT entries should now be hidden. They were taking over our Google Analytics reports. We don't know what was happening. Conrad researched it and because there was no time listed on the average time on the page and it showed nothing, which indicated that it was probably automated. Conrad found a way to hide them.

- Google Analytics 4 Coming Summer 2023. It will replace our legacy analytics.
  - o Adding new GA4 tags to all TMCC web properties. We have several of them where GA is being used. Most of the hits are the same. WS has worked with most of the departments to make that change.
  - o Reports will be revised next summer for GA4. They shouldn't change much. Maybe upgrade them. More information in the reports. Might be added next summer.

- EAM… does away with the Tour Guide and replaces it with 360's, instead of a static picture that can be clicked on and can click on audio as well, like ours does now. Within the 360 there are hot spots to click on, which we don't currently have. It still has the left stops, or click on the right to go to the next stop, like we currently have. Still looking at whether we want to stick with EAB. They are still one of the top vendors who supply virtual tours. No permanent decisions yet. Our current contract expires in March 2023.

- Acquia Web Server Caching issues resolved last month.
  - o A few months ago we found some pages on our website seemed to be broken. As a result of issues with the server caching, parts of the website would just not show up. It only happened every once in a while and it's finally been corrected. They moved us to the latest and greatest server platform, so it should be ok. Let WS know if it shows up again.

- HTML form testing, check for blocked Dept. emails as needed.

...rch on our website. That is located locally. It you have a search on our search engine and ...on't work, WS has a way to force recommended links. If you find that pages don't come up ...let WS know. They can hard code a recommended link. We can only know if we get feedback ...mers.

- Admissions App went live a few months back. New Admit letter to be pushed out near future.
  - It replaced our whole legacy application. The next phase is the new email letter. The current email letter is