Cañada College

New Classified Hiring/Position Justification

Hiring Division/Department: Marketing/President's Office   **Position Title:** Web Programmer Analyst

Classification

Position type: Permanent   X   Full Time   X   # of months   12

             Part Time _____   % of Full Time _____   # of months _____

Position: General Funds   100%

Allocation: External Funds* _____   Expiration Date _____

Budget Information

           Grade   37   Step   1   Annual Salary $74,220.00

Justification

Please respond to the following questions in electronic format to the appropriate Dean, Manager or Vice President. Additional information may be provided as relevant for position justification.

1. **Describe the specific needs for the position requested and the duties of this position in a brief statement.**

Cañada College does not have a full-time permanent employee dedicated to building, maintaining and growing the presence of its website. Currently, the web is maintained by a part-time short-term Web Programmer Analyst with guidance of the Visual Communications Coordinator (VCC) who maintained the site prior to the arrival of the short-term employee. Before our short-term Web Programmer Analyst, the VCC was juggling the work of two full-time positions, which delayed focus on the growing demand of design work from faculty & staff, planned graphic design work for future communication campaigns as well as working on a reactionary-basis, to maintain the College website.

Maintaining the website is a full-time job within itself as proactive, daily maintenance is needed to organize, update and fix old/broken web links, and ensure content is current on more than 800 pages on the College website. Most importantly, the launch of our new, mobile-friendly website/responsive (estimate launch date: summer 2017) will undoubtedly require a full-time employee to maintain the site.

Duties of the Web Programmer Analyst position include:

1. **Web Design & Development**: Works closely with VCC to design and develop applications and management systems for College web systems; tests, verifies, debugs, revises and refines all web

sites and web applications. Establishes, develops and implements web interfaces to provide web content for various student and staff services in conjunction with information technology staff.

2. **Implement:** Plans, designs, and implements new software and upgrades for web-based applications on multiple web server platforms. Develops web standards of procedures for review and implementation. Assists in integrating various web communications components (such as course management, portal and social network) into College and District websites as appropriate.

3. **Document:** Prepares documentation of web systems, applications and sites as required.

4. **Hands-on Training & Assistance:** Provides user training and training documentation, in conjunction with the VCC and other training staff, to meet user needs. Meets with division and department contacts to continue development of their sites. Confers with faculty, staff and vendors and about programming, web design and content needs.

5. **Web Data Analysis**: Generates and distributes web usage and analytic reports on a regular basis.

6. **Code:** Codes in HTML and trains content owners in use of editing tools. Adjusts CSS in order to ensure positive user experience and maintain college web branding. Provides initial training and support for OmniUpdate content management software. Holds a strong knowledge in JavaScript.

7. **Communicate**: Exchanges information with technical staff, system users, vendors, outside programming and marketing personnel to discuss web design concepts, original ideas, web programming and implementation timelines, web project budgets and expenditures, installation and enhancement needs and other matters.

8. **Consult:** Assists in making recommendations for the College's web-based architecture, systems design and development, uniform web structure, operations, policies and procedures. Serves as technical advisor for web-based District media concepts, designs and implementation. Works with technology partners and outside resources to develop and enhance the college web presence.

9. **Campus Committees:** Participates on committees and campus activities as assigned. Works with internal teams to implement and incorporate new products into current website. Leads projects as required to integrate new products into current online structure.

10. **Research**: Conducts research to obtain information pertaining to web application development tools. Evaluates the products of external vendors to assess the use of third-party software within the District's information system.

11. **Other**: Performs other related duties as assigned.

2. **Explain how this position aligns with and supports the mission and strategic goals of the college.**

The Web Programmer Analyst position aligns with, and supports, the College mission by working with faculty, staff, and students to develop, implement and grow impactful, cost-effective web and digital programs. This is accomplished through the design, development and implementation of web-based applications, notably the College website, as well as the integration of external software into the new

responsive website. These efforts will undoubtedly enhance public awareness of the educational and enrichment opportunities at the College.

Additionally, per the strategic goals, this will ensure user accessibility and 508 compliance among all mobile, handheld, and desktop devices. Having a current, user-friendly website is critical for our students to find classes, services and events on campus. This is also an important component of retaining our students across semesters.

3. Explain how adding this position will strengthen the department or division.

This position strengthens not only the Marketing & Outreach Department, but the entire college. As the College begins to thrive and faculty and staff recognize the promotional resources that are available to them through the Marketing & Outreach Department, the volume/demand for web assistance is increasing. Many of the web-based projects that the Marketing & Outreach Department is currently involved with is on a 'reactive' basis, due insufficient staffing. A full-time Web Programmer Analyst is also needed to develop, maintain and edit a fully-responsive website.

The addition, the recent hiring of our short-term Web Programmer Analyst has already accelerated progress on the build of our mobile-friendly site, increased the productivity level of our existing website, and provided members of the campus community with the hands-on training, trouble-shooting customer service they need (and deserve) to maintain the content on their respective web pages. Other elements of this positon that will strengthen the College include:

- Increasing the College's SEO (search engine optimization) on the web so the College will not be mistaken for a college in Canada.
- Organizing, and building, the 800+ pages on the existing College website, which includes creating access to those who wish to update/edit their respective pages.
- Monitoring and updating of College calendar and sports schedule.
- Working with students, faculty and staff to create new content for outdated pages.
- Meeting with District ITS to ensure the College website is aligned with proper uniform campus guidelines and updates.
- One-on-one web tutorials with College students, faculty and staff.
- Adding captions and increasing SEO to Cañada YouTube videos.
- Working to build a mobile version of the College Catalog.

The state of media continues to evolve at rapid speed and the trend of electronic marketing is growing with no sign of decelerating. This is especially important as the bulk of our target audience utilizes electronic media via mobile devices, every day, to obtain information through social media, videos, news blogs, etc.

Our website is our primary marketing tool. The content needs to remain robust and current, matched with colorful and visually engaging web design and imagery. With that, we need a full-time, permanent web professional to maintain the College's website and keep it competitive and up-to-speed with the latest digital practices. In addition, the volume of monthly web users and page views will increase as a dedicated web professional is in place.

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4. **Explain how this work will be accomplished if the position is not filled.**

Honest response: if this positon is not filled, the time, energy and funding that has been put into building the new mobile-friendly/responsive website will go to waste, the site will become outdated and will ultimately deteriorate. Additionally, the increased work load and turnaround time, with the existing amount of limited staff, will remain the same and the Marketing & Outreach Department will not be able to meet the growing volume of service requests from faculty and staff in the manner that is needed.

Additionally, our new mobile-friendly website will not receive the daily maintenance and upkeep that it deserves to fully enhance and elevate public awareness of the educational and enrichment opportunities at our College.

Please submit completed Classified Position Hiring/ Position Justification electronically to the responsible administrator in your division or department.

This position has been reviewed by the department or division and is recommended for hiring.

_____
Dean / Director / Hiring Supervisor

10/21/16
Date