

Annual Administrative Unit Assessment Report 2009-2010

Name of Unit:	Information & Marketing Services
Program Responsible Person:	Anne Hansen
Assessment Team Member/s:	Kevin Murphy, Anne Hansen
Date Submitted:	July 16, 2010
College Mission:	Western Nevada College inspires success in our community through opportunities that cultivate creativity, intellectual growth and technological excellence, in an environment that nurtures individual potential and respects differences.
College Strategic Plan Goals:	<ol style="list-style-type: none"> 1. Improve student success in program completion and graduation rates. 2. Ensure institutional excellence in teaching, programs and services. 3. Embrace our college's many communities and respond to their diverse needs.
Unit Mission:	Information & Marketing Services strives to provide quality marketing along with printing, information & online services to inform students, faculty and the community about the college.

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Outcome #1

Program Goal:	Determine how WNC's web site compares with other Nevada System of Higher Education member web sites regarding the ADA (Americans With Disabilities Act) video compliance guidelines. Particular emphasis was given to close captioning, in an effort to determine if it is being used and/or if it is necessary.
Outcome:	Found that the videos on the WNC web site are utilizing the same standards as the videos on the web sites of the seven other institutions of NSHE.
Assessment Methods Used and Criteria for Success:	Examination of NSHE institution web sites and their video sections for ADA compliance. See results below:
Summary of Results and Conclusions Drawn:	<p>Truckee Meadows Community College</p> <p>Video Site: http://www.tmcc.edu/video/index.asp Formats: Windows Media (WMV), iPod (MP4) Captions: None</p> <p>Great Basin College</p> <p>Video Site: Various Formats: Flash (FLV) Captions: None</p> <p>College of Southern Nevada</p> <p>Video Site: http://www.csn.edu/pages/138.asp Formats: Windows Media (WMV) Captions: None</p> <p>Nevada State College</p> <p>No videos on the NSC site that I could find.</p> <p>University of Nevada, Reno</p> <p>Video Site: http://unr.edu/discover-nevada/nevada-stories/videos Formats: YouTube (Embedded) Captions: None</p> <p>University of Nevada, Las Vegas</p> <p>Video Site: http://hire.unlv.edu/videos/ Formats: Flash (FLV) Captions: None</p> <p>Desert Research Institute</p> <p>Video Site: http://www.dri.edu/tv/2010-video-archive Formats: Flash (FLV) Captions: None</p>

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Use of Results:	WNC has complied with Section 508 (ADA) video usability guidelines at or above the level of other NSHE institutions. WNC provides text descriptions of video content on-screen, offering users a clearer idea of the contents. This is equivalent to or more than some other NSHE institutions are providing on their web site videos. While the ideal is still to provide complete transcripts of each video, at this time no additional steps are being contemplated for web site videos.
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