

Competitive Analysis

WCC Education Association

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Executive Summary

A competitive analysis was undertaken to aid in the redesign of the Washtenaw Community College Education Association (WCCEA) web site, which provides information and support to faculty members, both full-time and part-time. The goal of this analysis was to identify the content and functionality at similar websites, both to inform the redesign as well as better understand areas of possible interest to faculty members.

The websites examined were:

- ◆ Mott Community College Education Association (MCCEA, Flint, MI)
- ◆ Pima Community College Education Association (PCCEA, Tucson, AZ)
- ◆ Lane Community College Education Association (LCCEA, Eugene, OR)
- ◆ Metropolitan Community College Education Association (MetroCCEA, Omaha, NE)

The analysis revealed a core set of content that was covered by almost all the websites, as well as unique content only available at one or two of the other websites. Particularly notable are the inclusion of current meeting agendas and minutes, a Frequently Asked Questions (FAQ) page, and press releases concerning the particular Education Association. The Website Content section and the individual site analyses provide additional details concerning the information available at the other websites.

Only one of the web sites used in the analysis had any type of functionality. The Pima CCEA provided a message form for faculty members to submit comments on subjects of interest as well as a list of submitted comments. This could be a valuable source of communication and information for the members of the WCCEA and should be considered for inclusion in the site redesign.

Website Content

Content found at multiple similar websites

- ◆ Mission statement
- ◆ Lists of Board and Committee members, some with email links
- ◆ Constitution and By-Laws for organization
- ◆ Links to State and National Education Association sites
- ◆ Current Master Agreement/Contract
- ◆ Reports on bargaining issues and status

Content found at only one or two similar websites

- ◆ Upcoming meeting agendas
- ◆ Archived meeting agendas and minutes
- ◆ Calendar of meetings/events
- ◆ Bargaining information
- ◆ Pictures of members/events
- ◆ Budgets, both current and/or archived
- ◆ Newsletter
- ◆ President's Reports (only archived)
- ◆ History of the organization
- ◆ FAQ
- ◆ Press Releases
- ◆ Links to Faculty employment information
- ◆ Comment submission form and responses

Types of navigational support provided

- ◆ Back to top links (encountered on only one or two of the sites)
- ◆ Site Index (encountered on one similar site)

- Update of bargaining status dated July 1999

Supporting Content

- ◆ Board of Directors
 - List of names with status and affiliation
- ◆ History
 - Information about MCCEA and the history of the organization
- ◆ Member Services
 - List of Frequently Asked Question (FAQ)

Strengths

MCCEA is a simple, information-based web site, with a large amount of information provided for the membership.

- ◆ Large amounts of information pertaining to subjects of interest to users of the site.
- ◆ Most of the information is current.
- ◆ Navigation labeling is, for most of the site pages, clear and consistent with the content of pages.

Areas for Improvement

- ◆ The color scheme makes pages difficult to read and is not very aesthetically pleasing.
- ◆ Once the user is off the home page, there is no indication of which page they are currently viewing, and no way to return to the home page other than the browser back button.
- ◆ Navigation labels are not always consistent with the page titles to which they link.
- ◆ Some sub pages have a completely different look than the rest of the site.
- ◆ There is no way, other than department affiliation, to contact members of the Board of Directors of the MCCEA.

Pima Community College Education Association (PCCEA) (www.pccea.org)



PCCEA Home page (extends for 4 pages)



PCCEA Sub page

Site Content

Pima Community College Education Association (PCCEA) is the voice of the Pima Community College (PCC) full-time faculty in contract negotiations. Their web site provides information for those faculty members. It should be noted that PCCEA differs from most of the other Education Associations used for this analysis in that it represents only full-time faculty.

Services Offered

- ◆ Lists of committee and task force members.
- ◆ Links to information about PCC policies pertaining to issues of relevance to faculty members, such as curriculum, personnel policies, career progression, and the hiring process.
- ◆ Information about legislation pertaining to issues of relevance to faculty members.
- ◆ Archives of faculty meeting minutes, board presentations, and faculty surveys.
- ◆ Links to news releases pertaining to PCC faculty.
- ◆ Links to a calendar and agenda dealing with the bargaining process.

Technology Used

- ◆ Comment submission and listing available for SPGs (Standard Practice Guides), REGs (College Regulations), and BPSs (Board Policies) for PCC.

Supporting Content

- ◆ Email links to all Board of Directors members and Department representatives.
- ◆ Links to state and national Education organizations.
- ◆ Links to PCC Board of Governors with contact information.

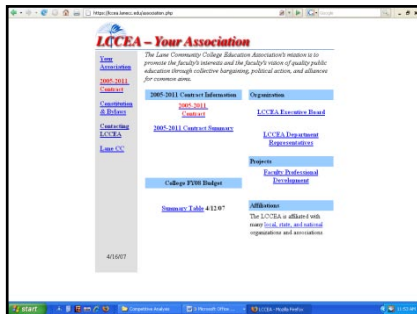
Strengths

- ♦ The colors used on the PCCCEA web site are pleasing to the eye.
- ♦ The use of white and light gray backgrounds on the parts of the pages with textual content make it easy to read.
- ♦ There are separate comment submission forms for each issue that faculty may wish discuss.
- ♦ Page titles are consistent with the link that led to them.
- ♦ Page layout is consistent over the site.
- ♦ A link to the 'Home' page appears on almost every sub page.
- ♦ The information provided is complete and, when information is not on the PCCEA site itself, a link is provided to that information on the PCC site.

Areas for Improvement

- ♦ There is often no indication when a link will initiate a document download or leave the PCCEA site.
- ♦ Most of the 'content' of the site is either downloadable documents or off-site.

Lane Community College Education Association (lccea.lanec.edu)



LCCEA Sub page 2

LCCEA Home page

Department	Name	Building	Phone	Office	Phone
Academic Learning Skills	Christa Greer	CHS2	242	2726	
Adult Basic & Secondary Education	Debrah Brinkard	Downers/Chase	146	2947	
Advanced Tech	Donna Jones	MTV2	261	1925	
Art	Les Jones	Art	111	5412	
Business	Darlene Barrett	Business	1002	5113	
Computer Information Technology	Don Jaffe	Workforce Training	136	5664	
Cooperative Education	Chuck Egan	Workforce Training	231x	5678	
Counseling	Christy Smith	Student Services	1002	5791	
College & Scholarship Management	Chae Starnad	Workforce Training		5621	
English as a Second Language	Anneth Trull-Lafontaine	AV/AR/DE	225	1946	
Language, Literacy, and Communications	Michael McDonald	Center	423M	5162	
Family & Health Centers	Linda Owen	PHC	151	5630	
Health & Physical Education	Leslie Whitfield	Physical Education	234	2770	
Library	Carol Davis	Center	268	5676	
Math	Donna Jones	Center	244A	5109	
Math	Laura Lopez-Vilch	Math and Science	233	5128	

(extends for 1.5 pages)

LCCEA Sub page

ARTICLE 1 - NAME
1.1 The name of the organization shall be the Lane Community College Education Association (LCCEA).

ARTICLE 2 - OBJECTIVES
The objectives of the organization shall be:
2.1 to represent the instructional staff as all matters negotiable under Oregon Law;
2.2 to provide a common voice for the LCCEA members in matters pertinent to the general welfare of its members;
2.3 to promote understanding and cooperation between instructional staff, education, students, classified staff and resources;
2.4 to promote concerted for, or include, associate organization action;
2.5 to promote instructional excellence;
2.6 to cooperate with organizations on issues of legislative concern in community colleges, including CEA and OEA;
2.7 to participate in the protection of education conditions for elective office.

ARTICLE 3 - MEMBERSHIP
3.1 Membership in LCCEA is open to members of the instructional staff, i.e., those included in the bargaining unit.
3.2 The LCCEA shall be affiliated with the Oregon Education Association (OEA) and the National Education Association (NEA).

ARTICLE 4 - AFFILIATION

(extends for 12 pages)

Site Content/Functionality

The function of the Lane Community College Education Association is to promote faculty (full-time and part-time) interests through collective bargaining, political action, and alliances with other groups at Lane for common aims. The web site offers on-line editions of important documents pertaining to the organization and contact information for all members of the Executive Board and Department representatives.

Services Offered

- On-line editions of the current Contract, the Constitution, the Bylaws of the organization, past contracts, and the organization newsletter.
- A summary of the current Contract.
- A summary of the current Budget for the organization.
- Information regarding bargaining updates.
- Downloadable edition of current and past issues of the newsletter.

Technology Used

- Home page is a php page. The rest of the pages are html. (database driven site?)
- Login required to access to bargaining issues.
- Search by keyword in one past contract (1996-1999).

Supporting Content

- Contact information for the organization, including an email link to the main office.
- Links to local, state, and national organizations that deal with issues in education.
- Site index.

Strengths

- ◆ There is quite a lot of information provided on the web site.
- ◆ The color scheme is pleasing to the eye.
- ◆ The white background of the pages makes the text very readable.

Areas for Improvement

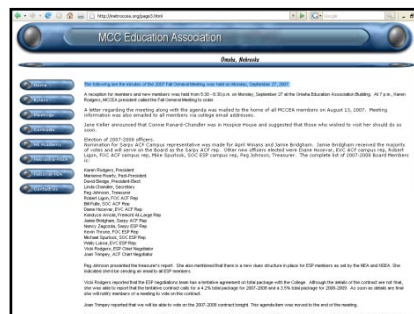
- ◆ The 'Your Association' page seems to be an introductory page for the site, but is not the first page that appears when the url is entered.
- ◆ Contract information is included as a sub page in the 'Contact' section.
- ◆ The 'Newsletter' section is a sub page of the 'Contact' section.
- ◆ The bargaining issues information page is title 'November 2003'.
- ◆ Many valuable support mechanisms, such as search and a site index, are buried three levels down in the 'Contact' section.
- ◆ No indication of download sizes or times.

Metropolitan Community College Education Association (metroccca.org)



MetroCCEA Home

MetroCCEA Sub page



page

(extends for 2 page - varies with content)

Site Content

The purpose of the Metropolitan Community College Education Association (MetroCCEA) is to provide a common voice for faculty and educational support professionals' interests to "unify and strengthen the education profession". The organization's web site offers basic information of interest to the educational community at MCC.

Services Offered

- ◆ On-line editions of the Bylaws and most recent MCCEA meeting minutes.
- ◆ Links to Contract documents, and various other documents pertaining to faculty positions, such as Retirement contributions, and Education Fund guidelines and application.

Supporting Content

- ◆ Links to state (NSEA) and national (NEA) education associations.
- ◆ Contact information for some Board members.

Strengths

- ◆ Basic information pertaining to the business of the organization is available.

Areas for Improvement

- ◆ The breadth of information is fairly limited.
- ◆ Text size is too small to be read comfortably.
- ◆ Layout of pages is not consistent across the site.
- ◆ Formatting within some pages is not consistent.
- ◆ The header of the 'Home' page is 'Newsletter'.

Note: All screen shots were taken at a screen resolution of 1024 x 768.