Development And Implementation Of Information And Media Pages For Pangasinan State University

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Abstract: An institutional website and social media pages are the main sources of information from the university. Official email addresses are trusted than emails sent using personal addresses. This is a developmental research that aims to rebuild the online presence of Pangasinan State University thru the renovation of the website, establishment of social media pages, setting up domain email management and initial content. This study sought to answer the following specific questions which are: What processes are involved in rebuilding the online presence of the university? What are the needed resources in maintaining the online presence of the university website and social media page? This developmental research aims to provide a quality re-established PSU website.

Index Terms: education, website, institution

1 INTRODUCTION
THE Pangasinan State University website was first registered in domain registrar Philippine Network Foundation, Inc. (PHNET) around 2002 based on the first archives of the website [1]. Since then, it is the main source of information about PSU. Development of a website might be easy for web developers, but maintaining a website is a challenge. This developmental research aims to rebuild, and increase the web ranking of the university website psu.edu.ph. Thus this study provides three basic information of a proposal, a problem statement, a proposed solution and necessarily the pricing information.

1.1. Background of the Study
One of the major problems of a website is its maintenance, and how to continuously improve. Due to turnover of designation, and in the absence of designated web administrator, the psu.edu.ph website was inactive for quite sometimes and officials are using email address outside the domain. Another problem faced online by the information office is a huge number of social media page run by anonymous which is not operated by the administrators. There are also pages that provide wrong information about the institution. Hosting of the current website is very expensive since the institution is subscribed to a collocated server which resources are not totally in use.

1.2. Research Objectives
This research has three objectives, first is to rebuild the university website and create or accredit social media pages. Second is to set up mail administration of the domain and lastly the proposed content and structure of the website and identify the resources needed for continuous improvement. This study sought to answer the following specific questions which are: What processes are involved in rebuilding the university website? What is the process involving setting up mail management? What features to be included, and resources in maintaining the online presence of the university website and social media page.

1.3. Scope and Delimitation
The study is limited only to one institution, the Pangasinan State University located at Poblacion, Lingayen, Pangasinan. It focused on an institutional website rather than a business website. Processing of payment is not covered in this study.

1.4. Significance of this Study
At the present (June 2016), the current ranking of the psu.edu.ph website is 8,423,657 worldwide. It is currently placed 6th at the whole SUC in the region. Aside from improving the web ranking, the institutional website guides as the main source of information. If your school has its own effective website, you will have an instant online brochure [2]. Thus, this study will help the designated web administrator of the institution to maintain and focus on the development of the website. For the future researcher, this will be a guide and basis if there is a development.

2 RELATED LITERATURE
There are several proposals conducted in building a website. The content varies from the needs of each institution, business or organization. According to the book, Cognitive wireless communication networks [3] websites seem to have a significant influence on sales and corporate image and are expected to contribute to overall customer satisfaction. Since one goal of the new administration of PSU is overall customer satisfaction, rebuilding the website will give a contribution to the goal. The easiest way to be reliable to the customer is to maintain an easy and simple image on the company’s website, which created positive web experience to the customer. Today, it is very unlikely for a business to not have an online presence [4]. One article discussed 10 importance of having a website. One importance that the researcher emphasize was a website will provide an easier way to handle customer service. This is true because an online website is available 24/7 and information are available when the network is online.

3 METHODOLOGIES
This research has three objectives, first is to rebuild the university website and accredit social media pages. Second is to set up mail administration of the domain and lastly the propose content and structure of the website and identify the resources needed for continuous improvement.

3.1. Web Development and Social Media
The current website is designed under DNN (DotNetNuke) that runs on a windows server with static IP address under a collocated server. A collocated server is the practice of
housing privately-owned servers and networking equipment in a third party data center [5]. A collocated server is usually needed by a corporate running a system, in the case of Pangasinan State University website, a collocated that cost around $200 may not be needed for an information website, a cloud hosting is enough for the needs of the website. On the first objective, the researcher will choose CMS (Content Management System) WordPress to rebuild the website. It will adopt 5 Step Methodology for a WordPress design [6]. First, is selecting hosting and domain, second is Theme selection, third is site requirements and content, and lastly is the development process. On the development process, the researcher will choose waterfall methodology.

Another goal of this study is to create an accredited social media page for the whole university, this includes 9 other campuses and 3 other components. To achieve this goal, the proponent will request a meeting addressed to the campus MIS coordinators and discover the current situation of social media pages. Those who have existing social media page will be retained, while those without social media pages will create an official one.

3.2. Mail Setup
When investing, it is wise to minimize the cost, but maximize the profit. This is the main goal of this study. Instead of purchasing a mail hosting services. The proponent selected Google Apps for Education as a tool for setting up mail services for the institution. As a requirement, Google allows domain with .edu to host services for free.

3.3. Content Administration
The initial content of the website will be gathered from PRPIO (Public Relations and Public Information Office). The PRPIO office is a publication arm of Pangasinan State University. To acquire features of the university website, information gathered from the PRPIO will be manually classified. The two main classification will be Front-page related information and Non-front page information. Another method is accessing the web archives of the Pangasinan State University website for benchmarking of the content.

4 RESULTS AND IMPLEMENTATION
The discussion of the result was based on the implemented proposal of Web Services and Social Media Pages for Pangasinan State University.

4.1. Website Development
Since the domain is about to expire [8], the researcher contacted the PRPIO director and the domain was renewed. Based on the policy, an expired domain can be acquired by another party. After the domain was successfully renewed, it is proposed by the researcher that current colocation server should be downgraded to a cloud hosting. A proposal from Zoom.ph was requested to fit the hosting need of the institution.

Another issue to be resolved is the unaccredited and authorized social media pages. To identify the official pages of each campus. The proponent proposed to gather all MIS Coordinators from all campuses. Each campus present there existing social media page while others created a new page. All links were posted on the university website as an identification to be the official page.

4.2. Mail Setup
The proponent applies for Google Apps for Education account under the domain psu.edu.ph. Google Apps for Education provides Google Apps for Business features for free to nonprofit K–12 and higher education institutions in the U.S. and other countries [11]. The application was approved. To set up the email management of psu.edu.ph, the proponent verified the domain under the admin console and changed the MX Record at the cPanel of the Hosting provider.

The DNS was changed to a new IP Address 216.12.221.37 and 216.12.221.36. While waiting for the full propagation of the DNS, the proponent installs the Wordpress CMS under the cPanel of the hosting with the tool Softaculous, which is integrated into the hosting. Lastly, EduTheme [10] was purchased to be the selected theme of the Wordpress. A fully responsive layout that adapts perfectly for all device resolutions like mobiles, tablets, and desktops. Another issue to be resolved is the unaccredited and authorized social media pages. To identify the official pages of each campus. The proponent proposed to gather all MIS Coordinators from all campuses. Each campus present there existing social media page while others created a new page. All links were posted on the university website as an identification to be the official page.
4.3. Initial Content of the Website
A website will not be a website without a content. Based from the benchmarking from the previous website and other SUC websites. The site comes up with a homepage with About Us, Administration, Latest News, Student Services and Web Services. Contents are gathered from the Bulletin of Information of the institution published by the PRPIO. Uploading of information to the newly renovated website doesn’t need programming skills, CMS Wordpress provides easy set-up uploading of multimedia simply from drag to drop. The CMS Platform makes the job of a web developer easy. Instead of focusing on development, the proponent focuses on gathering content and information to be uploaded to the University Website.

5 CONCLUSION AND RECOMMENDATION
The university saves almost 95 percent of the cost from around $200 monthly hosting down to $10. Alexa ranking was seen to up by 1 million after a month of operation. This provides number of visitor due to increasing number of contents. The email address from the domain @psu.edu.ph is now actively used by the University officials for communication. It is recommended to audit the web ranking of the website after 6 months, a future study should be conducted to know the ranking of the newly renovated website of Pangasinan State University. Google Analytics tool is recommended to install in the header of the homepage to monitor the visitor of the website for future reference. Also, optimizing the website at search engine should be conducted.

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REFERENCES