



**Wharton County
Junior College**

NEWS RELEASE

Office of Marketing, Communications,
and Advancement
911 Boling Highway Wharton, Texas 77488

800.561.9252, ext. 6322
Office: 979.532.6322
Fax: 979.532.6493

February 7, 2024

FOR IMMEDIATE RELEASE

WCJC TO LAUNCH NEW WEBSITE

WHARTON, TEXAS – More than two years of work by a team of college employees has resulted in a newly designed website at Wharton County Junior College. The new mobile friendly website, wcjc.edu, will make its debut the evening of February 20, 2024.

“Our new website design was made possible in part thanks to the leadership of President Betty McCrohan, our Board of Trustees’ vision, the hard work and dedication of a Website Redesign Core Team of employees assigned to work on the project, and the firms we worked with for the redesign and content management,” said WCJC Director of Marketing, Communications, and Advancement Zina Carter. “Additionally, many others played supporting roles to the Core Team in creating the dynamic new site which has resulted in a clear and simple topic-driven navigation, concise new well-written content, beautiful images, and enhanced accessibility. We are immensely grateful to the Core Team for the countless hours they worked on the project and those who supported us.”

In addition to features noted above, the site can be displayed on multiple devices, includes a progressive calendar, searchable employee directory, and an overall modern design to support retention and recruitment.

“The site contains so many industry best practices that we cannot list them all,” said Carter. “However, we had many goals with the project including improving our site search, making our program pages more expansive,

and creating admissions pages that make enrolling a simple process. We can proudly say we completed our goals and look forward to showing off our new state-of-the art website.”

The Core Team assigned to work on the project included Carter, Webmaster Eric Li, Marketing and Communications Coordinator Benjamin Sharp, Dean of Student Success Lindsey McPherson, Vice President of Strategy, Enrollment Management, and Technology Dr. Amanda Allen, and Coordinator of Recruitment Armando Palomino-McClure.

The WCJC Office of Marketing, Communications, and Advancement’s Carter and Li served as leads on the project, which began more than two years ago. Carter credited Li for taking on the challenge of overseeing the data transfer process and working to ensure all the functional or technical components of the site were operational. The Core Team met weekly throughout the process with representatives from the website design and content management firms working on the site. Additionally, countless meetings with college department heads were held throughout the project to gain valuable insight for their areas.

The Office of Marketing, Communications, and Advancement will continue to enhance the site after it launches. Priorities will include further development of athletic pages, videos, and more.

#