



ACLC College Sorsogon

THE DEVELOPMENT OF ACLC COLLEGE SORSOGON WEBSITE

A Thesis Proposal Presented to Mrs. Noemi D. Dioneda

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CHAPTER I

PROJECT CONTEXT

Over the years, ACLC College Sorsogon has consistently provided a high-quality education. The institution is well-known for nurturing, and developing aspiring world-class professionals, particularly in the field of IT (Information Technology). The institution specializes in delivering skill-based courses, empowering the students with the latest, most up-to-date quality skills and knowledge. The institution is very proud of itself, in spite of its small size. It is also worth mentioning that students at the institution mostly come from far municipalities. Most of them choose to study at the institution, knowing that someday they can be one of the many successful professionals produced by the famous ACLC College of Sorsogon.

While technological advancement as well as innovation are unavoidable, so is the need to improve the institution as it keeps on evolving along with the ever-changing world of technology. The school utilizes the power of technology to provide an excellent, quality education. From learning facilities to their processes to transactions, all use a touch of technology. This research is proposed for one simple but seemingly valuable reason. The ACLC College of Sorsogon utilizes their Facebook page as the primary online platform for showcasing as well as promoting the institution while also publishing content.

The main idea behind this research is that, being a technology-driven institution well-known for its excellence in the field of IT, it is important as well as a matter of pride to have its own dedicated website. As aspiring IT professionals, the proponents themselves were taught that innovation as well as promoting efficiency through IT solutions are their responsibilities. The idea may seem too simple, yet from the researchers' perspective, this could make a significant change. Not to argue, it seems very simple, yet nobody gave it a try. *"Everyone can do simple things to make a difference, and every little bit really does count."*(Stella McCartney).

Therefore, the proponents deemed it an opportunity to contribute by means of this simple website. This website is proposed to be utilized for disseminating information in addition to showcasing the triumphs relevant to the institution. Rather than relying on other platforms, such as pretending that the institution can't develop its own website. Another thing is that after developing this website, there will be an open opportunity for future researchers to contribute by gradually enhancing it according to the ever-changing technology requirements. In the future, website maintenance may not be a problem. This aspect could be managed by the school's IT department while serving as an educational environment in the concept of real-world hands-on website maintenance. The students may engage in actual website maintenance, affording the benefit of free on-premise maintenance while still providing quality education to the students. This possibility is justified considering the institution uses web development as well as information security, etc. as part of its IT curriculum. Another reason is that an institution's dedicated website is very crucial, particularly to institutions like the ACLC College, which specializes in computer-related courses and is engaged in the world of technology.

PURPOSE AND DESCRIPTION

In order for this study to be fruitful, it will be conducted through qualitative research. The purpose of this qualitative case study is to corroborate the theories with respect to the effectiveness of a website in providing accessible information while having a professional and formal approach to online presence. *“The need for a reliable, attractive, and effective web existence is increasing as the internet and technology have become a vital part of the education process” (Jamie McKenzie).* The ACLC College of Sorsogon relies on its Facebook page to make school-related information available to the public. Developing a website requires adhering to standards and discipline. As an IT-oriented institution, the school possesses the appropriate knowledge as well as the ability to develop its own website.

“Web sites - properly constructed - are information systems. They efficiently structure content to provide visitors with knowledge and insight. They deliver “the goods.” . Also, most people use internet to research about any institute. So, having a website makes strong impact on the image of your institute by increasing its visibility. It also helps to gain instant digital identity and global presence” (CP Singh). As far as the concern of this study, the website being proposed should provide the credible online presence that the institution should have. *“Web sites may also serve as “interfaces” providing bridges and translations to connect users to other wordly experiences. Given the sometimes poorly organized resources available on the Web, a good school Web site helps people find educationally worthwhile information with a minimum of wasted time and wandering” (Jamie McKenzie).* The importance of having an online presence may seem very crucial. Specifically, websites are primarily for disseminating information.

OBJECTIVE OF THE STUDY

The aim of this study is to establish a dedicated website that will serve as the main professional platform for the institution in publishing information as well as school-related content. This study is supposed to achieve the following goals.

1. Set up and configure a self-hosted web-server to host the dynamic website.
2. Utilize WordPress to provide a user-friendly CMS (*Content Management System*). Therefore, minimal intervention from a webmaster is required, this way the school admin can manage the website.
3. Create a professional web page template for the institution's website, then deploy the website.

SIGNIFICANCE OF THE STUDY

This study proposes to contribute to the progress of the institution, thus addressing the need for a website, as it is supposed to disseminate information in addition to showcasing important information regarding the institution. This includes announcements, blog posts, etc. The study should benefit all the bodies involved. The proponents will provide fundamental knowledge, including the concept hereafter, to the next researcher who aims to further improve the website. While in the process of developing the website, proponents shall acquire crucial soft technical skills imperative to an IT professional's responsibilities. To achieve the anticipated outcomes of this study, proponents need to collaborate. Proponents will further develop their collaboration as well as software development skills as the study goes on. Future researchers will have the opportunity to contribute to the cause of this study, since this study should be open to all willing to contribute or induce improvements.

SCOPE AND DELIMITATION

The main focus of this project is the design of the institution's website. As for the concern, the design should offer the imperative online presence of the institution, all the while adhering to the standards. As the study proceeds, the proponents will be highly committed to the development of this project, getting their hands wet in utilizing the web technologies necessary. The proposed website is limited to only the development. With regard to this project, the scope of the study is merely limited to the development of the website. The project will be used as the institution's main online platform for publishing content, providing the institution with its own professional identity by means of its own platform.