Website Enhancements 2015-16 Kickoff Meeting

OLD DOMINION
UNIVERSITY

IDEA FUSION

Welcome

In the interest of covering the material, please hold specific questions until the questions portion

If at any point during this presentation you do not understand something, please ask

Kickoff Meeting Agenda

- ❖ Background

- ❖ Objectives & scope

- ❖ Roles & responsibilities

- ❖ Potential issues, risks, questions & concerns

- ❖ Definition of success

- ❖ Communication plan

- ❖ Next steps & timing

- ❖ Questions

Background

Website Redesign Project

- ❖ Launched 2011, finished 2015

- ❖ Part of the University's 2009-2014 Strategic Plan

- ❖ Project objectives:
    - ❖ Improve design & structure with a focus on user experience
    - ❖ Align website with University brand
    - ❖ Refocus website from University hierarchy to user needs
    - ❖ Create consistency in presentation & voice
    - ❖ Reduce "institution speak"
    - ❖ Leverage authoritative & single-source data
    - ❖ Place management & ownership of content in the hands of the departments/units
    - ❖ Implement a Web content management system

Lessons Learned

- ❖ Present prototypes for reaction vs. "blue sky" sessions

- ❖ Need dean, associate/assistant dean, vice president support and reinforcement

- ❖ 1:1 meetings proved to be the most successful

- ❖ Group meetings of content managers from the same area/college also proved to be effective

- ❖ Important for content managers to ask questions when in doubt

❖ Develop a program of projects to address:

   ❖ Functionality

   ❖ Navigation

   ❖ Maintenance

   ❖ Timeliness

   ❖ Content

❖ Ensure key stakeholders are actively engaged in a program of continuous improvement
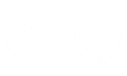
Considerations

❖ Ensure continuation of already-realized successes:

- ❖ Accessibility & compliance
- ❖ Responsive design
- ❖ Distributed maintenance model
- ❖ Authoritative & single-source data
- ❖ Cross-platform use of content

Considerations

Objectives & scope

Objectives

- ❖ Increase alignment of the website to the University's strategic goals and priorities

- ❖ Develop a homepage and additional pages that provide effective marketing, communication and storytelling to prospective students and other University audiences

- ❖ Update navigation, wayfinding and search, using an iterative approach, to improve access to content for all audiences

- ❖ Ensure stakeholders are actively involved in the project and a program of continuous improvement

Scope

- ❖ Establish a process for website feedback, updates, features and enhancements

- ❖ Enhance on-going usability testing

- ❖ Complete the legacy website migrations

- ❖ Complete the academic program listing project

- ❖ Migrate Adobe Experience Manager to version 6.1

- ❖ Modify the website information architecture

- ❖ Refresh the University homepage

- ❖ Refresh the website template

- ❖ Improve wayfinding and create traditional/expected navigation

Scope

- ❖ Improve the website directory system

- ❖ Develop and communicate solutions for faculty/instructional websites

- ❖ Improve integration and leveraging of Google Analytics in Adobe Experience Manager

- ❖ Enhance digital asset manager interface and content

- ❖ Improve search functionality

- ❖ Evaluate Omniture as an analytics solution

- ❖ Establish a model for content managers

- ❖ Enhance the Web Communication Partners program

- ❖ Enhance and improve social integration with Adobe Experience Manager pages

Establish a process for website feedback, updates, features and enhancements

❖ Process set during program planning

❖ All feedback, updates, feature requests and enhancement requests start with University Web & Digital Communication

❖ Full process available on the project website
www.odu.edu/website/projects/enhancement

Enhance on-going usability testing

- ❖ Using Google Analytics, anecdotal feedback, feedback forms, issue tracking and outreach meetings

- ❖ Added "User Testing" videos

- ❖ Added subscription service for heatmaps and scrollmaps

- ❖ Formed the Website Managers Council to provide a more formal vehicle for evaluation and feedback
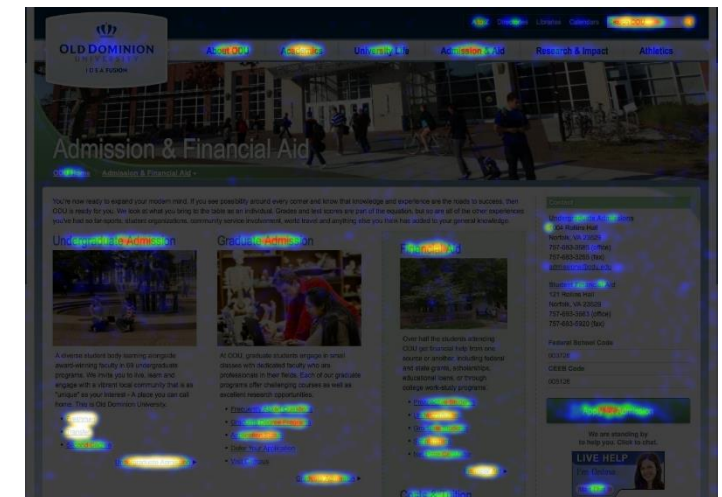
Complete the legacy website migrations

❖ The servers comprising the legacy environment are at end of life and all content must be moved off of the servers and migrated to the Adobe Experience Manager Web Content Management System (AEM WCMS)
ww2, al, bpa, education, eng, hs, occs, sci, studentaffairs, uc

❖ Migrated content for over 250 units from the former website environment to AEM

Complete the academic program listing project

❖ Refreshed the browsing interface at www.odu.edu/academics/programs

❖ Created a vetted, authoritative list of the University's programs and necessary accompanying data for display on the website

❖ Developed a process for maintaining that list
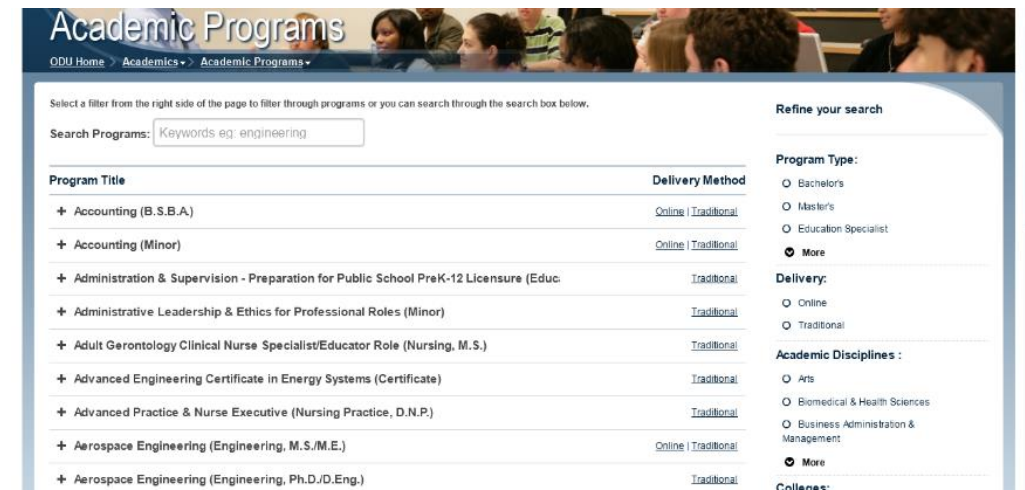
Migrate AEM to version 6.1

- ❖ The new version of Adobe Experience Manager requires a migration from system to system, rather than a simple upgrade

- ❖ Migrating ensures continued support from Adobe and provides new tools that can be leveraged for other projects in this program

Adobe Experience Manager

Modify the website information architecture

- ❖ Information architecture – how the pages and other assets are actually organized within the website structure

- ❖ Original architecture developed by cross-university committee

- ❖ Seeking to reduce site depth and increase navigability and enhance the user experience

Refresh the University homepage

- ❖ Current homepage tries to be all things to all people

- ❖ Project seeks to develop an externally-focused primary homepage and develop secondary homepages for specific audiences (current students, faculty & staff, military, etc.)

- ❖ Refresh will be an iterative process
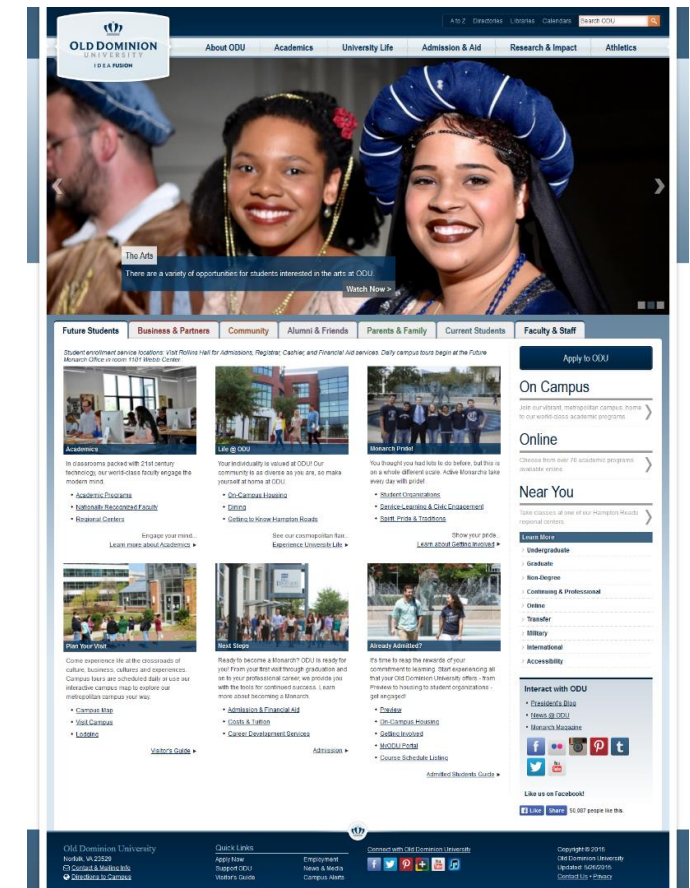
Refresh the University website template

❖ Based on current Web best practices, University branding and strategic direction

❖ Continue to leverage existing components and support existing layouts, while offering new options

❖ Refresh will be an iterative process

❖ Redesigns of top level pages will be included:
About ODU, Academics, University Life, Admission, Tuition & Aid, Research & Impact, Entrepreneurship, News@ODU and Employment

Improve wayfinding and create traditional/expected navigation

❖ Develop a menu system for pages in Adobe Experience Manager

❖ Menu system should be intuitive and help prevent complexity of menus

Improve the website directory system

- ❖ Project already established – phase I underway

- ❖ Identify the essential components of a person's profile

- ❖ Refresh the profile page and directory search

- ❖ Find a solution to update directory information in one place

- ❖ Find solutions to add ODURF, Aramark and other affiliated persons to the directory system

- ❖ Track related projects such as VIVO

http://www.odu.edu/its/news/2015/4/profiles

Develop and communicate solutions for faculty & instructional websites

- ❖ Current faculty website system relies on the legacy system

- ❖ Replacing current structure with a two-pronged approach
  - ❖ Managed solution: WordPress –
    now available to all employees and students
  - ❖ "DIY" solution –
    HTML/PHP server with URLs managed through WordPress server

- ❖ Working with CLT to ensure training reflects current offerings

Improve integration and leveraging of Google Analytics in Adobe Experience Manager

- ❖ Explore improved access to analytics for content managers

- ❖ Allow content managers to add campaign code to links

- ❖ Allow for University-level tracking in support of initiatives and marketing campaigns
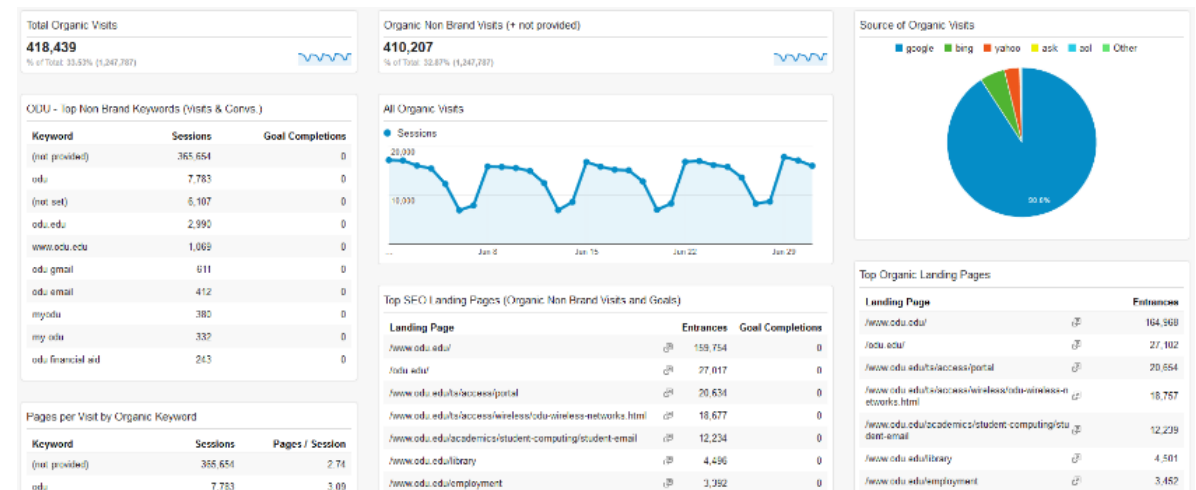
Enhance digital asset manager interface & content

❖ Improve the outward-facing interface for the digital asset manager, allowing it to function as the University's central photo repository

❖ Leverage new capabilities in AEM 6.1 to assist with maintaining digital asset standards and enforcing good digital asset practices
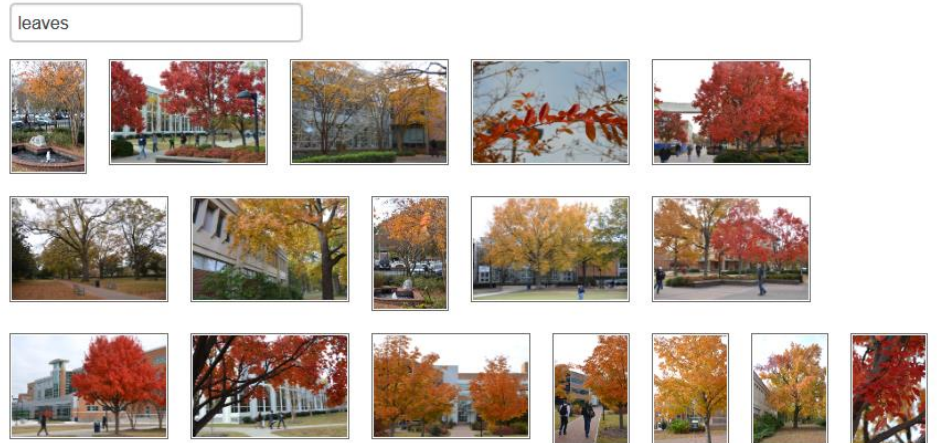
Improve search functionality

❖ Site currently uses Google Site Search

❖ Explore additional options/capabilities of Google Site Search (free vs. paid, etc.)

❖ Evaluate AEM's built-in search capabilities

Evaluate Omniture as analytics solution

❖ Omniture is Adobe's analytics solution, part of the Adobe Marketing Cloud

❖ Evaluate added value of Omniture vs. the added cost of licensing Omniture

# Establish a model for content managers

❖ Content manager – employee who has read, edit and publish rights to a unit's website content

❖ Set a baseline set of knowledge, skills and abilities that an employee maintaining website content should possess

❖ Identify available training(s) that employees can take to gain the prescribed KSAs

❖ Develop a standard position description for a content manager

Enhance the Web Communication Partners program

❖ Enhance the tools outside of AEM that content managers use

❖ Enhance supplemental training materials

❖ Workshop offerings, including "How to Write for ODU" training

❖ WebComm team will work with the following departments to refresh their website content:
Career Development Services, Registrar's Office, Student Financial Aid, Academic Enhancement, New Student & Parent Programs, Preview and Registration

Enhance and improve social integration with Adobe Experience Manager pages

❖ Customize existing feeds to appear to be a more organic part of the ODU website

❖ Explore additional capabilities offered by existing services

❖ Explore adding additional services' feeds
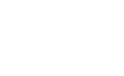
Roles & responsibilities

Project Manager

❖ Barrie Sutton
   Assistant Director, Project Management Office

Facilitate program meetings

Monitor ITS projects that are part of the program

Keep sponsors current with program status

Escalate issues that cannot be resolved by the working team to program sponsors

Keep GamePlan current

Steering Committee Facilitator

❖ Jason Phenicie
Director of University Web & Digital Communication

Facilitate steering committee meetings

Monitor all program deliverables

Keep sponsors current with program status

Escalate issues that cannot be resolved by the working team

Execute assigned tasks

Keep Basecamp current

Keep program website current

Communicate with stakeholders as needed

Sponsors

❖ **Giovanna Genard**
Acting Assistant Vice President for
Strategic Communication & Marketing

❖ **Rusty Waterfield**
Assistant Vice President for
University Services & Chief Information Officer

Champions of the program

Keep up to date with status

Keep Chief Operating Officer up to date on status

Address escalated issues

Approve priorities set by the steering committee

Approve all program deliverables

Steering Committee

❖ Caitlin Chandler
Executive Director of Strategic Communication & Marketing

❖ Ericha Forest
University Social Media Manager

❖ Giovanna Genard
Acting Assistant Vice President for Strategic Communication & Marketing

❖ David Kozoyed
Director of Information Technology Solutions

❖ Karthik Navuluri
Senior Web & Mobile Developer

❖ Jason Phenicie
Director of University Web & Digital Communication

❖ Alan Rogers
Senior Web Communication Specialist

❖ Dushyant Tomar
Senior Web Developer

❖ Rusty Waterfield
Assistant Vice President for University Services & Chief Information Officer

Meet regularly to discuss program deliverables and progress

Take ownership of assigned project deliverables

Engage stakeholders and solicit feedback

Communicate expectations to the campus community

Keep program manager current with program scope

Stakeholders Group

- ❖ **College of Arts & Letters**
  David Earnest
  Associate Dean for Research & Graduate Studies

- ❖ **Strome College of Business**
  Kiran Karande
  Associate Dean

- ❖ **Continuing Education & Professional Development**
  Clair Dorsey
  Executive Director

- ❖ **Darden College of Education**
  Gail Dickinson
  Associate Dean for Graduate Studies & Research

- ❖ **Batten College of Engineering & Technology**
  Andres Sousa-Poza
  Associate Professor, Engineering Management & Systems Engineering

- ❖ **College of Health Sciences**
  Debbie Bauman
  Assistant Dean

- ❖ **College of Sciences**
  Charles Sukenik
  Professor & Chair of Physics

- ❖ **Faculty Research**
  H. Rodger Harvey
  Professor & Chair, Ocean, Earth & Atmospheric Sciences

Participate in program kickoff

Keep aware of program status and accomplishments via monthly updates

Vocal champions of the program

Participate in post-program review of accomplishments and lessons learned

Consulted as needed for assessment and feedback

Stakeholders Group

- ❖ **Academic Enhancement**
  Lisa Mayes
  Executive Director

- ❖ **Accessibility**
  Beth Ann Dickie
  Director of Educational
  Accessibility

- ❖ **Alumni & Donors**
  Daniel Genard
  Associate Vice President for
  University
  Advancement

- ❖ **Business & Finance**
  Mary Deneen
  Assistant Vice President for
  Finance &
  University Controller

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- ❖ **Distance Learning**
  Andy Casiello
  Associate Vice President for
  Distance Learning

- ❖ **Enrollment Management &
  Admissions**
  Jane Dané
  Associate Vice President for
  Enrollment Management

- ❖ **Registrar's Office**
  Humberto Portellez
  Associate Registrar

- ❖ **Research**
  Karen Eck
  Assistant Vice President for
  Research

- ❖ **Students**
  Don Stansberry
  Dean of Students & Associate
  Vice President for Student
  Engagement

Participate in program kickoff

Keep aware of program status
and accomplishments via
monthly updates

Vocal champions of the program

Participate in post-program
review of accomplishments and
lessons learned

Consulted as needed for
assessment and feedback

- ❖ Selected focus groups for specific projects

- ❖ Working groups for specific projects

- ❖ Website Managers Council

- ❖ Presentations for & engagement with other interested groups

Assist with completing project deliverables

Provide testing and feedback as requested

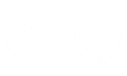Potential issues, risks, questions & concerns

- ❖ Misunderstood expectations
- ❖ Insufficient feedback/input
- ❖ Insufficient developer resources
- ❖ Insufficient Web & Digital Communication resources
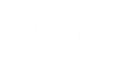- ❖ Dependence on individual units

Potential Risks

Success

Success

- ❖ Individual programs will have their own measures of success

- ❖ Post-program survey
  - ❖ Distributed to stakeholders group
  - ❖ Success = 80% or more indicate there is an improvement

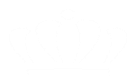- ❖ Suggestions for other metrics?

Communication plan

- ❖ Weekly/bi-weekly steering committee meetings

- ❖ Monthly email updates to the stakeholders group

- ❖ Project output review surveys

- ❖ Program website

www.odu.edu/website/projects/enhancement

Communication

Next steps & timing

Timeline

- ❖ Completion date: June 30, 2016

- ❖ Completed
  - ❖ Process
  - ❖ Usability Testing Enhancement
  - ❖ Legacy Website Migrations
  - ❖ Academic Program Listing Project

- ❖ In Progress
  - ❖ AEM 6.1 Migration
  - ❖ Information Architecture Modifications
  - ❖ University Homepage Refresh
  - ❖ University Website Template Refresh
  - ❖ Directory System Project
  - ❖ Faculty Website Solutions
  - ❖ Web Communication Partners Program Enhancements

www.odu.edu/website/projects/enhancement

Questions & wrap-up