Website Enhancement Program 2015-16 Stakeholder Update – January 2016

OLD DOMINION
UNIVERSITY

IDEA FUSION

Stakeholder Update Agenda

- ❖ Welcome
- ❖ Review of Objectives
- ❖ Project Updates & Accomplishments
- ❖ Timelines
- ❖ Questions on Updates
- ❖ New Homepage & Template Designs
- ❖ Questions on Designs
- ❖ Next Meeting

Objectives

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

Projects
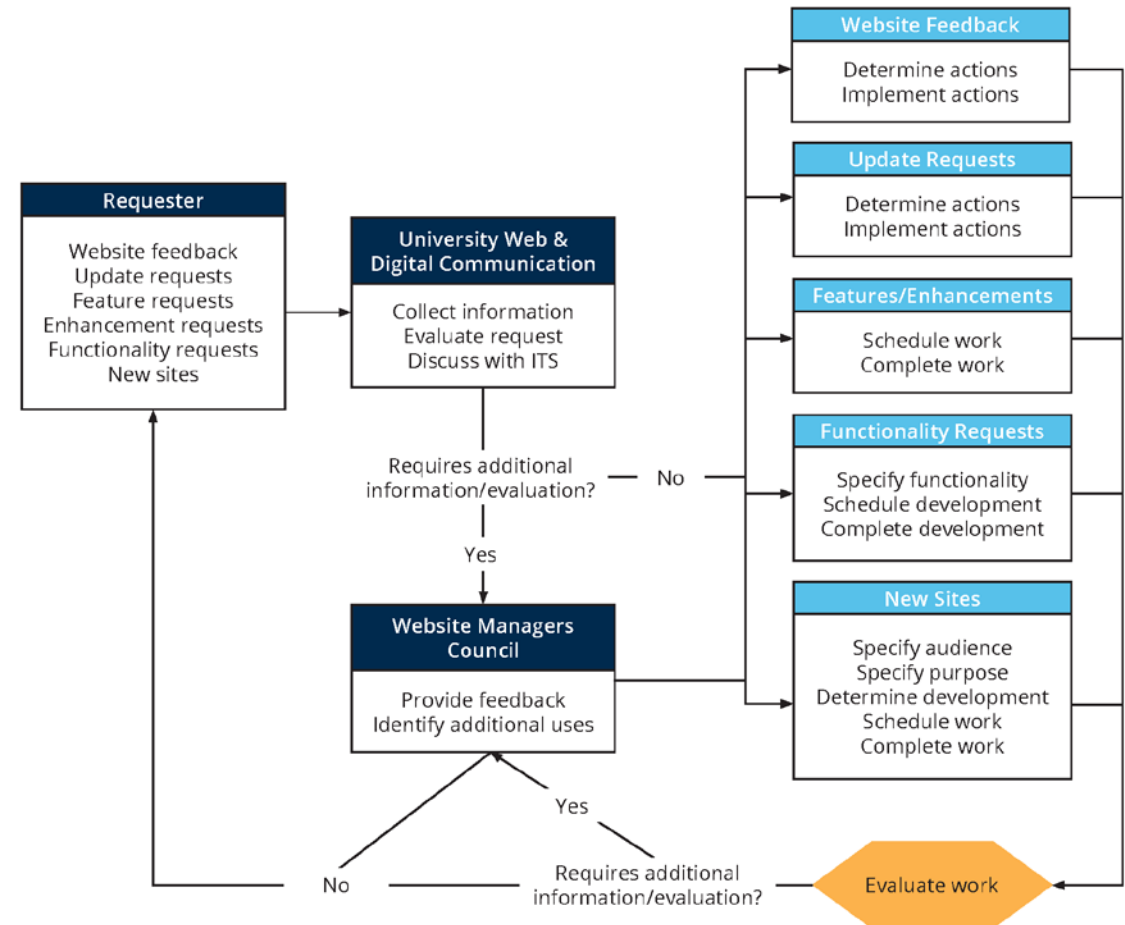
Overall Status

COMPLETED	IN PROGRESS	TO BE STARTED
6	10	2

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

Requester
Website feedback
Update requests
Feature requests
Enhancement requests
Functionality requests
New sites

University Web & Digital Communication
Collect information
Evaluate request
Discuss with ITS

Requires additional information/evaluation? — No

Yes

Website Managers Council
Provide feedback
Identify additional uses

Yes

No — Requires additional information/evaluation?

Website Feedback
Determine actions
Implement actions

Update Requests
Determine actions
Implement actions

Features/Enhancements
Schedule work
Complete work

Functionality Requests
Specify functionality
Schedule development
Complete development

New Sites
Specify audience
Specify purpose
Determine development
Schedule work
Complete work

Evaluate work

COMPLETE

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
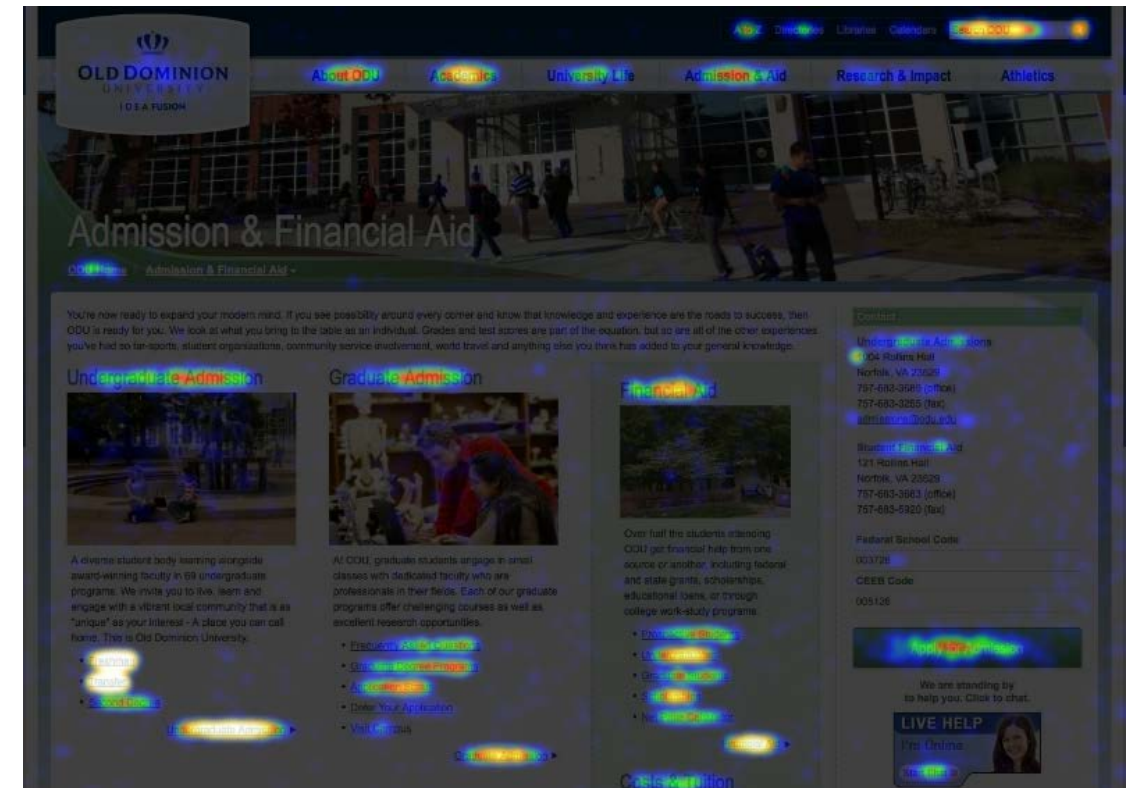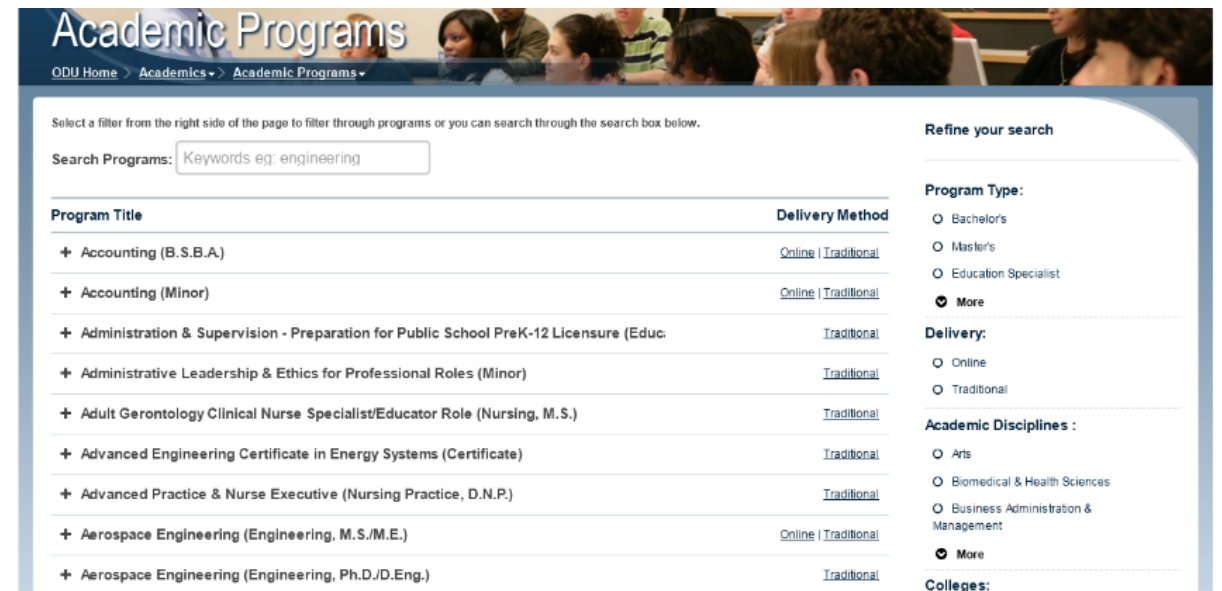

COMPLETE

Complete the legacy website migrations

❖ All University units' Web pages are now maintained within the Adobe Experience Manager Web content management system

❖ Web & Digital Communication team is archiving and deleting any content remaining on the legacy servers

  ❖ Faculty sites under www.odu.edu/~midasid convention will remain for now

  ❖ Student organization sites under orgs.odu.edu will remain for now

  ❖ Forms on ww2 will remain for now

COMPLETE

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

COMPLETE

Migrate AEM to version 6.1

- ❖ Stood up new, faster servers for Website authoring, publishing and delivery

- ❖ Migrated content and digital assets from AEM 5.6 installation to new 6.1 environment

Adobe Experience Manager

COMPLETE

Modify the website information architecture

❖ Information architecture group has completed two working sessions – the group will hold two more work sessions to complete the proposal

❖ Work completed:

  ❖ University navigation

  ❖ About ODU

  ❖ Academics

  ❖ Admission

  ❖ Tuition & Aid

  ❖ Research & Impact

About ODU	Academics	Admission	Tuition & Aid	University Life	Research & Impact	Athletics

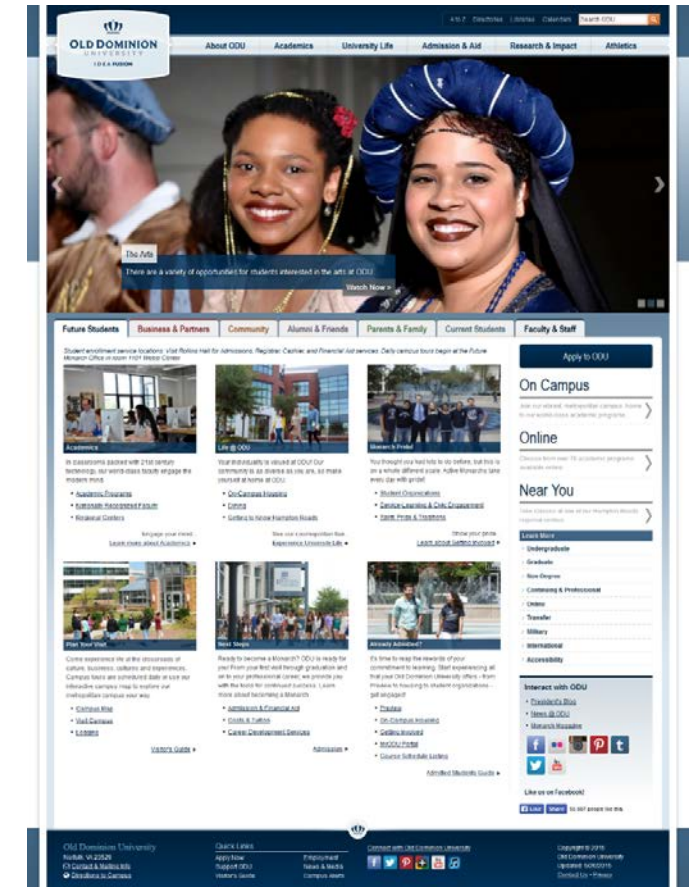**IN PROGRESS**

Refresh the University homepage

❖ Research and data analysis complete

❖ New design is data-driven and includes new interactive
feature, enhanced news, events and calls to action
and social media integration

❖ Homepage links reduced from 101 to 64

❖ Design presentation follows this presentation

❖ New design will also be presented to the
Website Managers Council

IN PROGRESS

Refresh the University website template

- ❖ Research and data analysis complete

- ❖ New design is based on data and best practices and leverages existing layouts

- ❖ Frequently access information will be easily accessible, based on usability testing

- ❖ Design presentation follows this presentation

- ❖ New design will also be presented to the Website Managers Council

IN PROGRESS

Improve wayfinding and create traditional/expected navigation

❖ Functional specification complete

❖ Visual design of the new navigation is incorporated into the new template design

❖ Navigation component will launch as part of the iterative steps of the template refresh
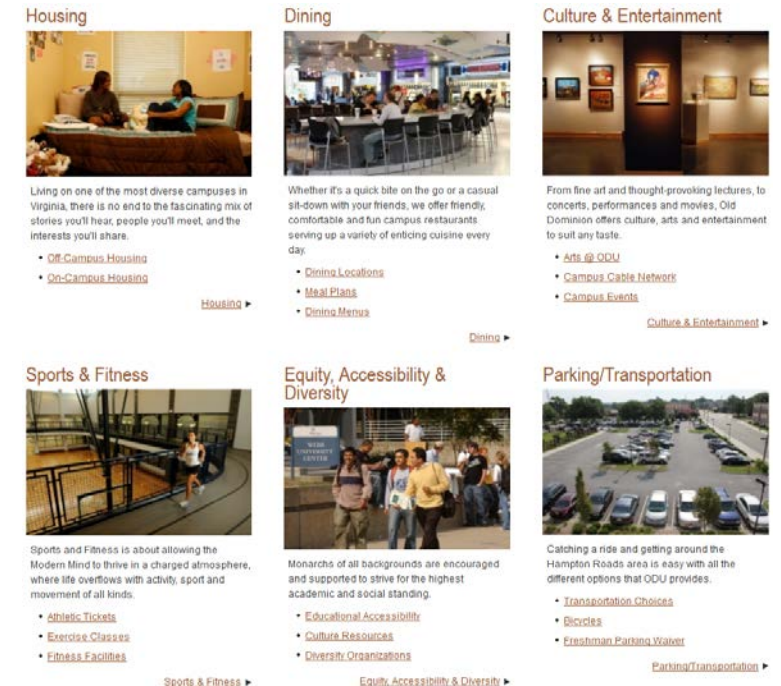
IN PROGRESS

Improve the website directory system

- ❖ Phase I complete

- ❖ Refreshed individual profile display

- ❖ Created central repository to store directory information

- ❖ Created Monarch Profile Manager to provide single point of information update and display management

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

- ❖ Phase II is likely out of scope for this program
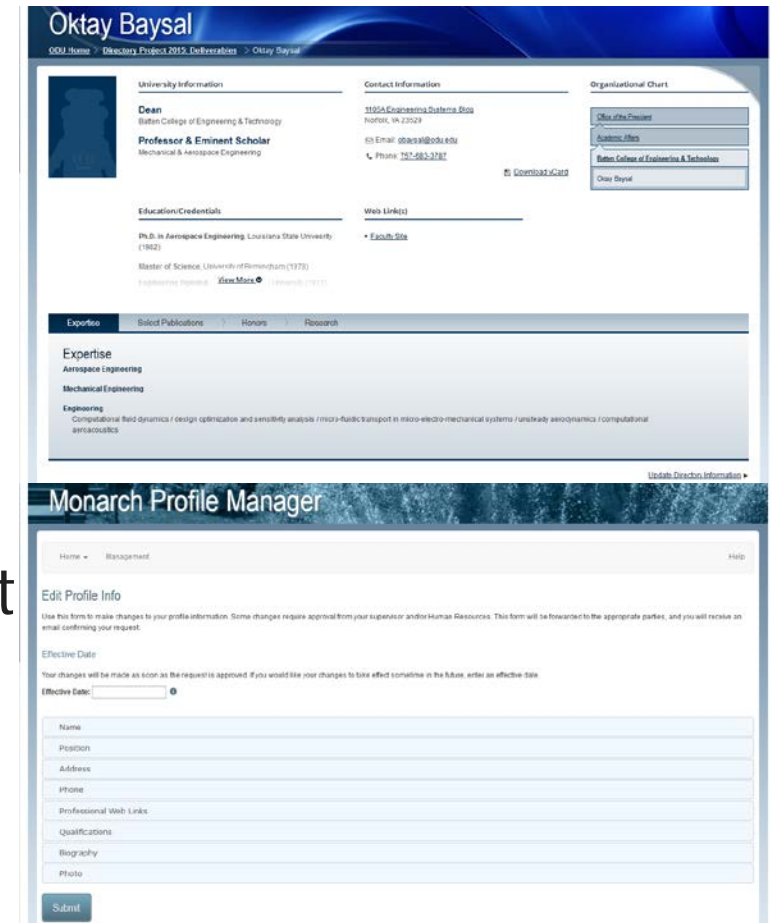
PHASE I – COMPLETE

Develop and communicate solutions for faculty & instructional websites

- ❖ ODU WordPress now available for University employees and students (templated option)

- ❖ CLT training available

- ❖ Completing development on HTML/PHP solution with URLs managed through WordPress server ("DIY" option)

- ❖ Example of each will be presented at the next stakeholder meeting
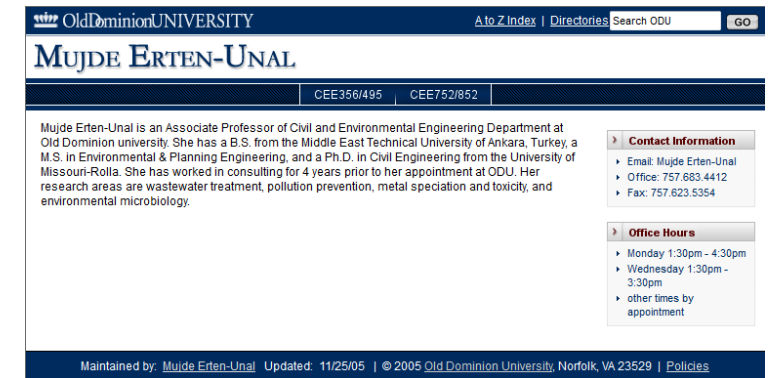
IN PROGRESS

Evaluate Adobe Analytics as analytics solution

❖ Scheduling demonstration of Adobe Analytics in coming weeks

❖ Will evaluate benefits versus Google Analytics

❖ Will evaluate added benefits versus added costs

❖ Decision to be finalized prior to next stakeholders meeting

IN PROGRESS

Improve integration and leveraging of Google Analytics in Adobe Experience Manager

❖ If decision is to pursue Adobe Analytics, this project will be eliminated from the program

❖ First step will be to identify additional functionality and avenues for integration into the WCMS
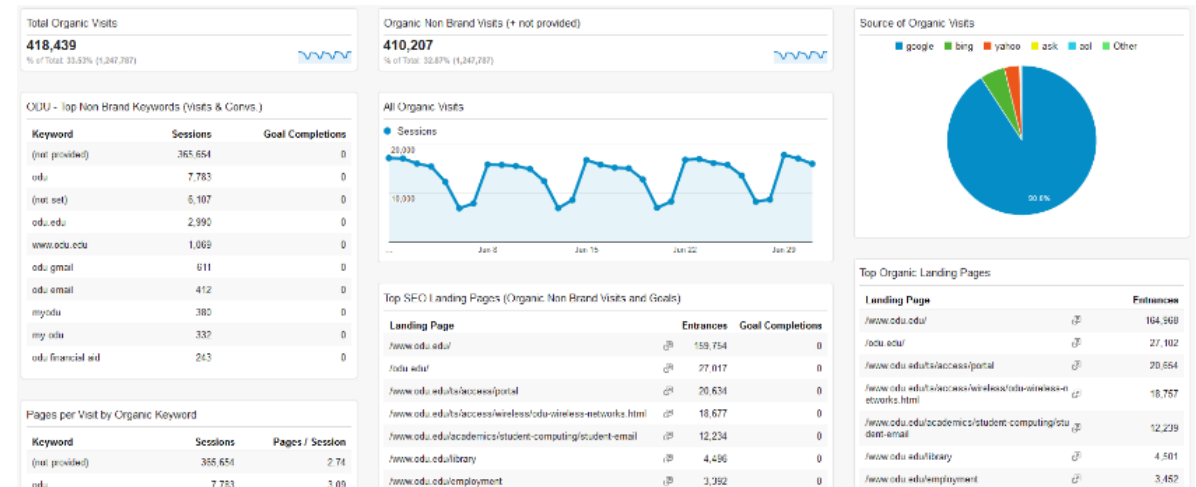
Enhance digital asset manager interface & content

❖ Restructuring of the DAM is in progress

❖ Evaluating new digital asset management capabilities available in AEM 6.1

❖ Specifying enhancements to external DAM search

→ **Simplified DAM structure:**

❖ Images

❖ Units

❖ Graphics

❖ Audio

❖ Video

❖ Directory

❖ Policies

❖ Curriculum Sheets

ODU Asset Search

leaves

IN PROGRESS

Improve search functionality

❖ Evaluate continuing to use Google search versus AEM's built-in search

❖ Deliverables from the information architecture modification project will help improve expected search results

STARTS THIS MONTH

Establish a model for content managers

❖ **Discovery work completed**

❖ **Position description creation in progress**

Top KSAs

❖ Web content management experience in higher education

❖ Attention to detail

❖ Strong editing & proofreading

❖ Highly motivated and able to work without supervision

❖ User interface design/good design aesthetic

❖ Ability to interpret requests from multiple constituents

Additional KSAs

❖ Ability to set and communicate deadlines

❖ Digital asset management & metadata management

❖ Strong writing skills

❖ Intermediate computer skills

❖ Strong time management skills

❖ Strong organizational skills

❖ Working knowledge of Web best practices

IN PROGRESS

Enhance the Web Communication Partners program

- ❖ Enhanced the forms that content managers must frequently use

- ❖ Enhanced Web Communication Partner service standards

- ❖ Developed and presented training on the AEM news system

- ❖ Developing annual refresher training

- ❖ Developing digital asset management training

- ❖ Developing "How to Write for ODU"

- ❖ Developing permissions lookup

Digital Presence Consultations to be scheduled for:

- ❖ Career Development Services

- ❖ Registrar's Office

- ❖ Student Financial Aid

- ❖ Academic Enhancement

- ❖ Preview

- ❖ Registration

- ❖ College of Continuing Education & Professional Development

IN PROGRESS

Enhance and improve social integration with Adobe Experience Manager pages

- ❖ Research and data collection complete

- ❖ Vimeo component development nearing completion

- ❖ Will develop a Facebook feed component

- ❖ Will offer customized Twitter feed components

- ❖ Will offer customized Instagram feed components

IN PROGRESS

Timelines

Timelines

Project or Task Name	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June
	2015									2016					
Project Initiation	■	■	■	■											
Process & procedure for website updates, features, enhancements and feedback	■	■	■	■											
Demonstrate strategic plan alignment	■	■	■												
Implement usability testing	■	■													
Stabilize Environment	■	■	■	■	■	■									
Complete legacy website migrations	■	■	■	■	■	■									
Complete the academic program/search project	■	■	■												
Migrate AEM to version 6.1	■	■	■	■	■	■	■	■							
Contingency					■	■									

Project or Task Name	2015									2016					
	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June
Enhance the University Website	■	■	■	■	■	■	■	■	■	■	■	■	■		
Modify the information architecture	▢	▢	▢	▢	▢	▢	▢	▢	▢	▢					
Refresh the University homepage		▢	▢	▢	▢	▢	▢	▢	▢	▢	▢	▢	▢	▢	▢
Refresh the website template		▢	▢	▢	▢	▢	▢	▢	▢	▢	▢	▢	▢	▢	
Improve wayfinding and navigation		▢	▢	▢	▢					▢	▢				
Improve leveraging of Google Analytics										▢	▢	▢	▢		
Enhance digital asset manager interface										▢	▢	▢	▢	▢	
Improve search functionality										▢	▢	▢			
Contingency												▢	▢		

Timelines

Project or Task Name	2015									2016					
	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June
Related Initiatives	■	■	■	■	■	■	■	■	■	■	■	■	■	■	
Directory project – phase 1	▨	▨	▨	▨	▨	▨	▨	▨	▨	▨					
Directory project – phase 2 (?)											▨	▨	▨	▨	
Faculty website solution				▨	▨	▨	▨	▨	▨	▨					
Improve Website Management	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Evaluate Adobe Analytics										▨					
Establish content manager model						▨	▨								
Enhance the WebComm Partners	▨	▨	▨	▨	▨	▨									
Enhance social integration in AEM										▨	▨	▨	▨		
Contingency														▨	

Homepage & Template Refresh Walk-Through

Next Meeting –
Last week of March or first week of April

www.odu.edu/website/projects/enhancement

Deliverables page added

Thank you for your continued partnership!