



OLD DOMINION
UNIVERSITY

Website Enhancement Project



Website Enhancement Project



1. Externally focused website, better aligned with ODU's strategic goals
2. Simplified design
3. Removed clutter
4. Enhanced navigation
5. Created new model of web support for academic colleges (fall 2016)

Website Redesign Objectives



1. Increase alignment of the website to the University's strategic goals and priorities
2. Develop a homepage and additional pages that provide effective marketing, communication and storytelling to prospective students and other University audiences
3. Update navigation, way-finding and search to improve access to content for all audiences
4. Ensure stakeholders are actively involved in the project and a program of continuous improvement

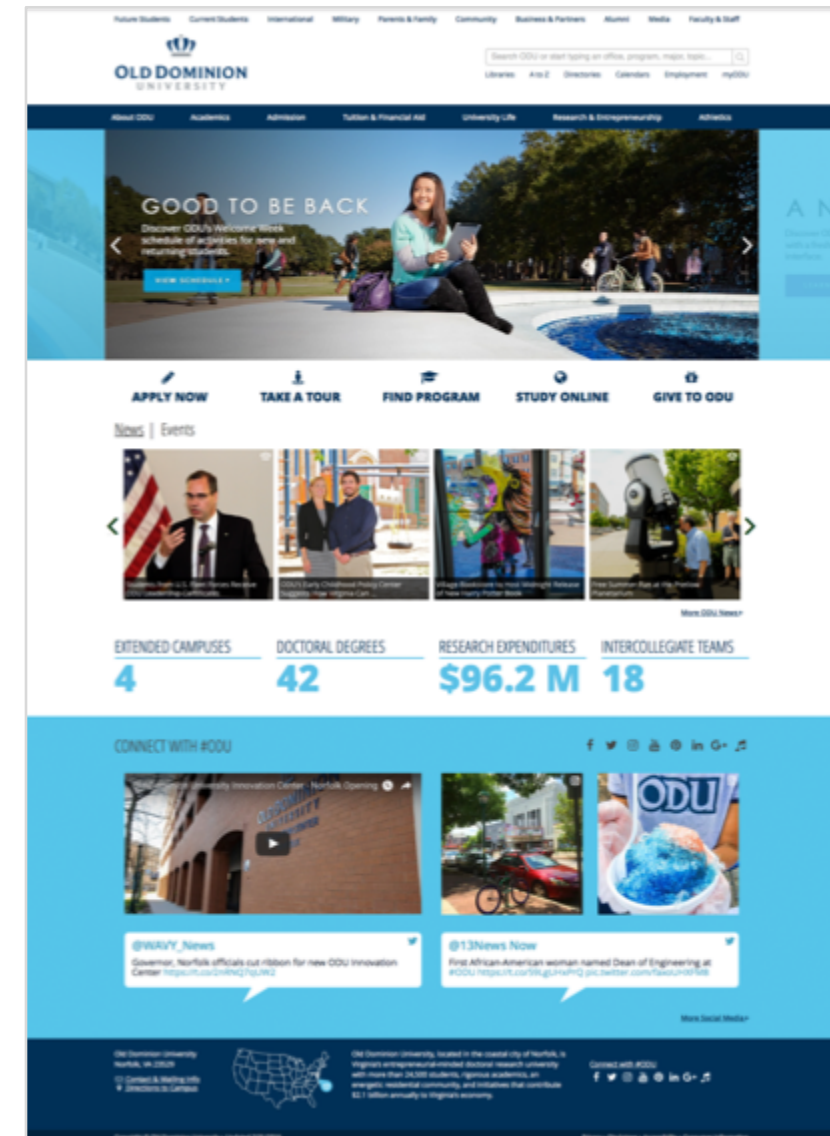
Website Redesign Outcome



Before



After



Website Redesign Demo



Production site demo: pprd.odu.edu

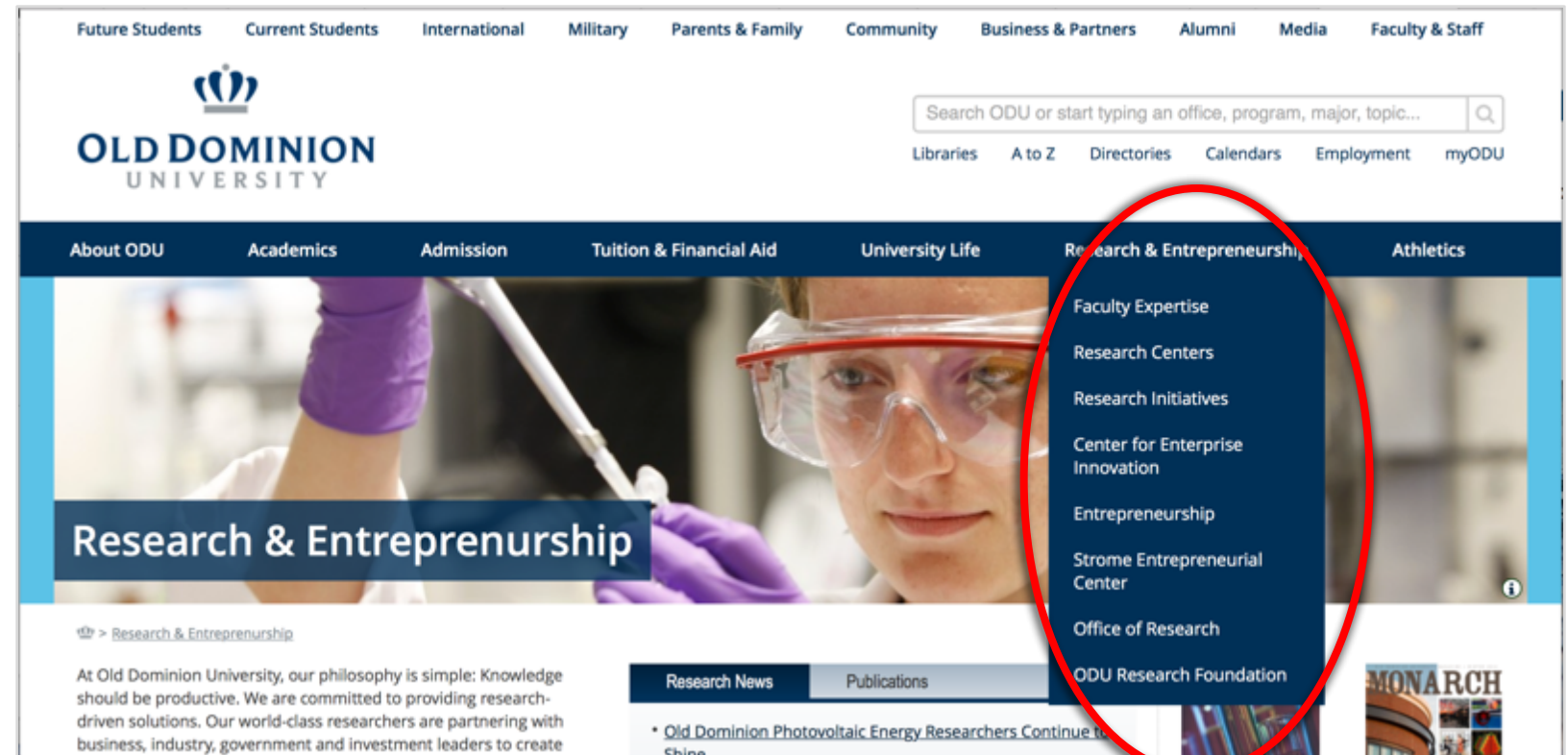
Objective #1:

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



The new *Research & Entrepreneurship* page and categories in the navigation support:

- Goal #1 (Enhance the University's Research and Academic Excellence)
- Goal #5 (Promote an Entrepreneurial Culture)
- The *Research Expenditures* point of pride support Goal #1



EXTENDED CAMPUSES

4

DOCTORAL DEGREES

42

RESEARCH EXPENDITURES

\$96.2 M

INTERCOLLEGIATE TEAMS

18

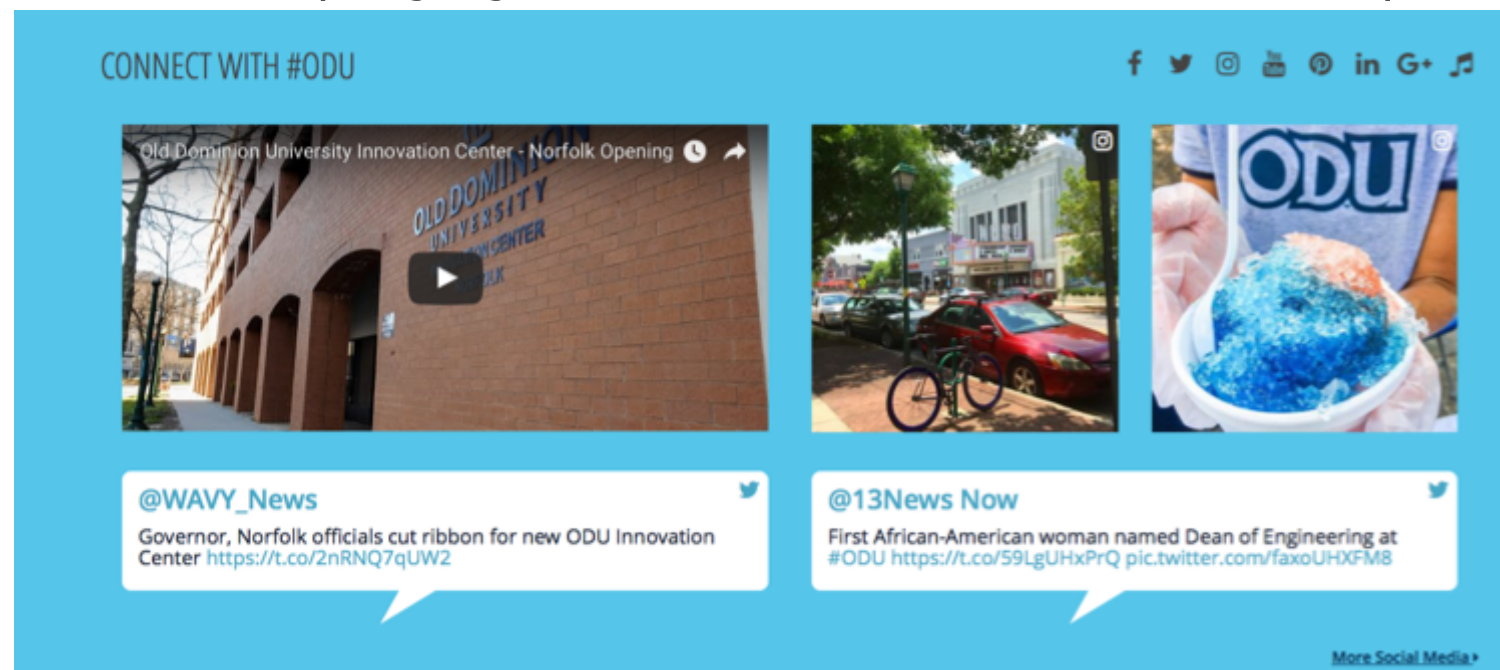
Objective #1:

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



The new *News & Events* section and the *Social Media* section support:

- Goal #2 (Support Student Success)
- Goal #3 (Enrich the Quality of University Life)
- Goal #4 (Engage with the Greater Community)

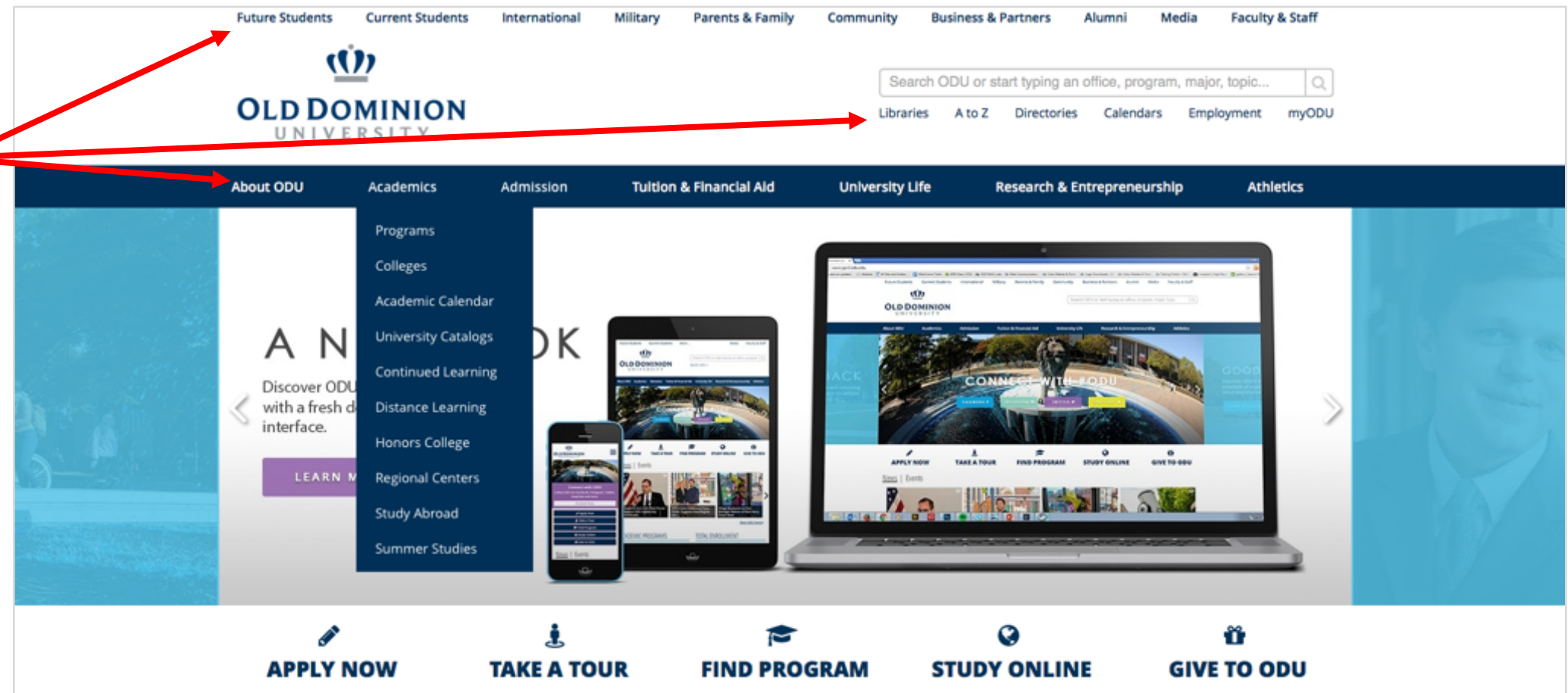


Objective #1:

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



The Target Audience categories, Quick Links, and more intuitive information architecture and navigation support Goal #2 (Support Student Success)

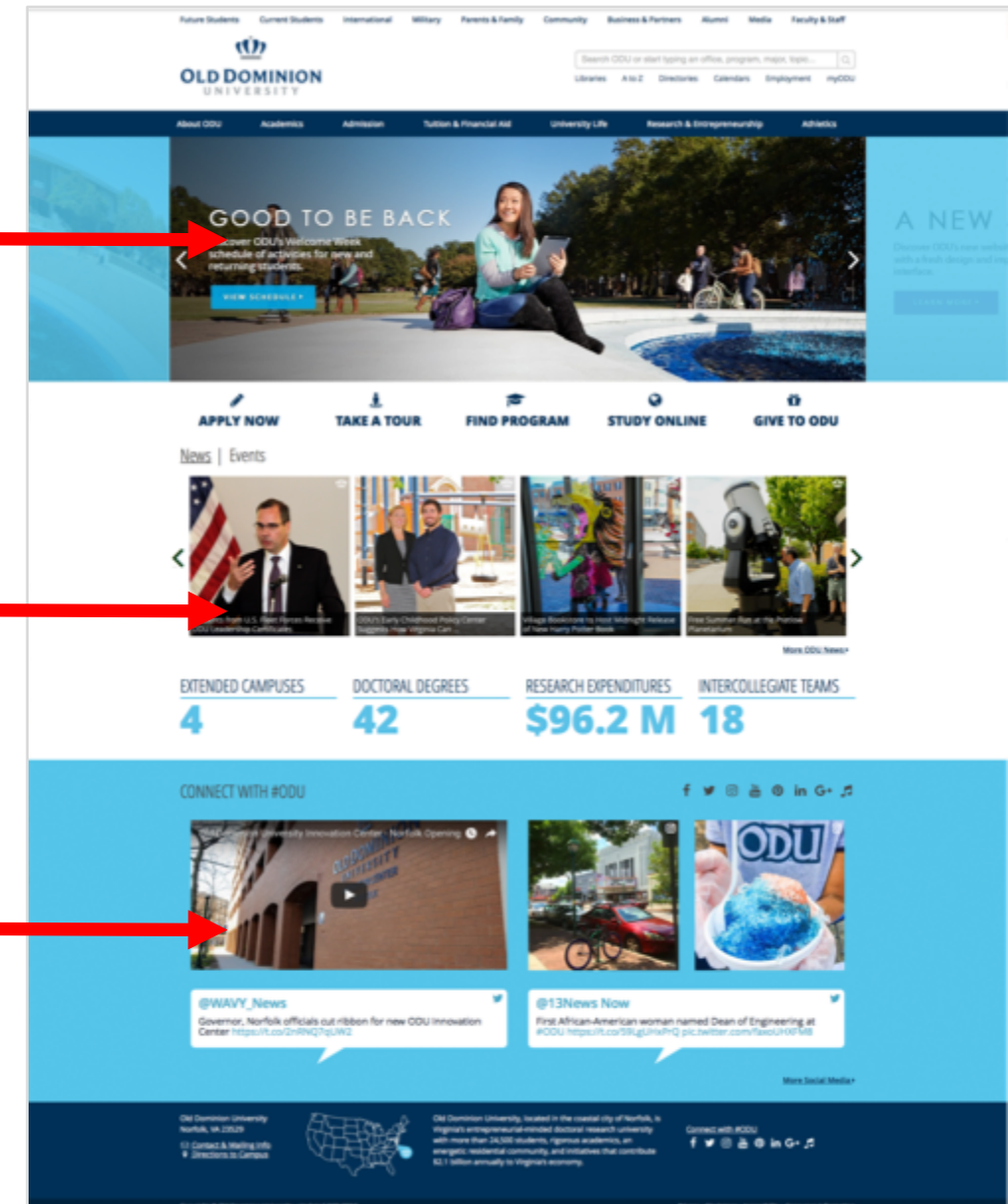


Objective #2:



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

- Larger interactive image and messaging
- Prominent news stories with images to enhance storytelling
- Featured area for key videos and social media

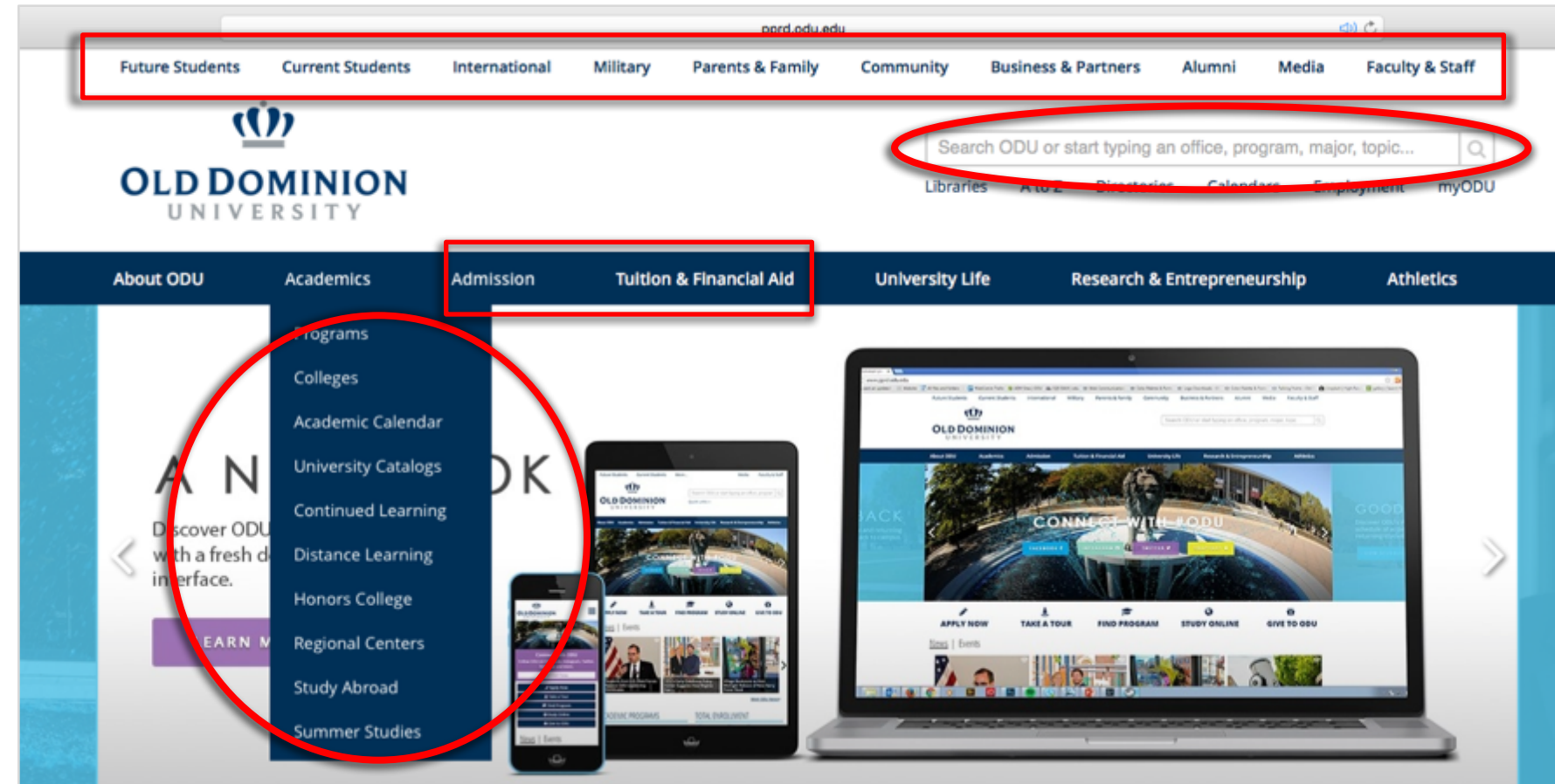


Objective #3:

Update navigation, wayfinding and search, to improve access to content for all audiences



- New Navigation:
 - Admission and Tuition & Financial Aid are separate categories
 - New Research & Entrepreneurship categories
- Improved Wayfinding
 - Expandable navigation categories
 - Target Audience categories included but minimized
- New Predictive Search



Objective #4:



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

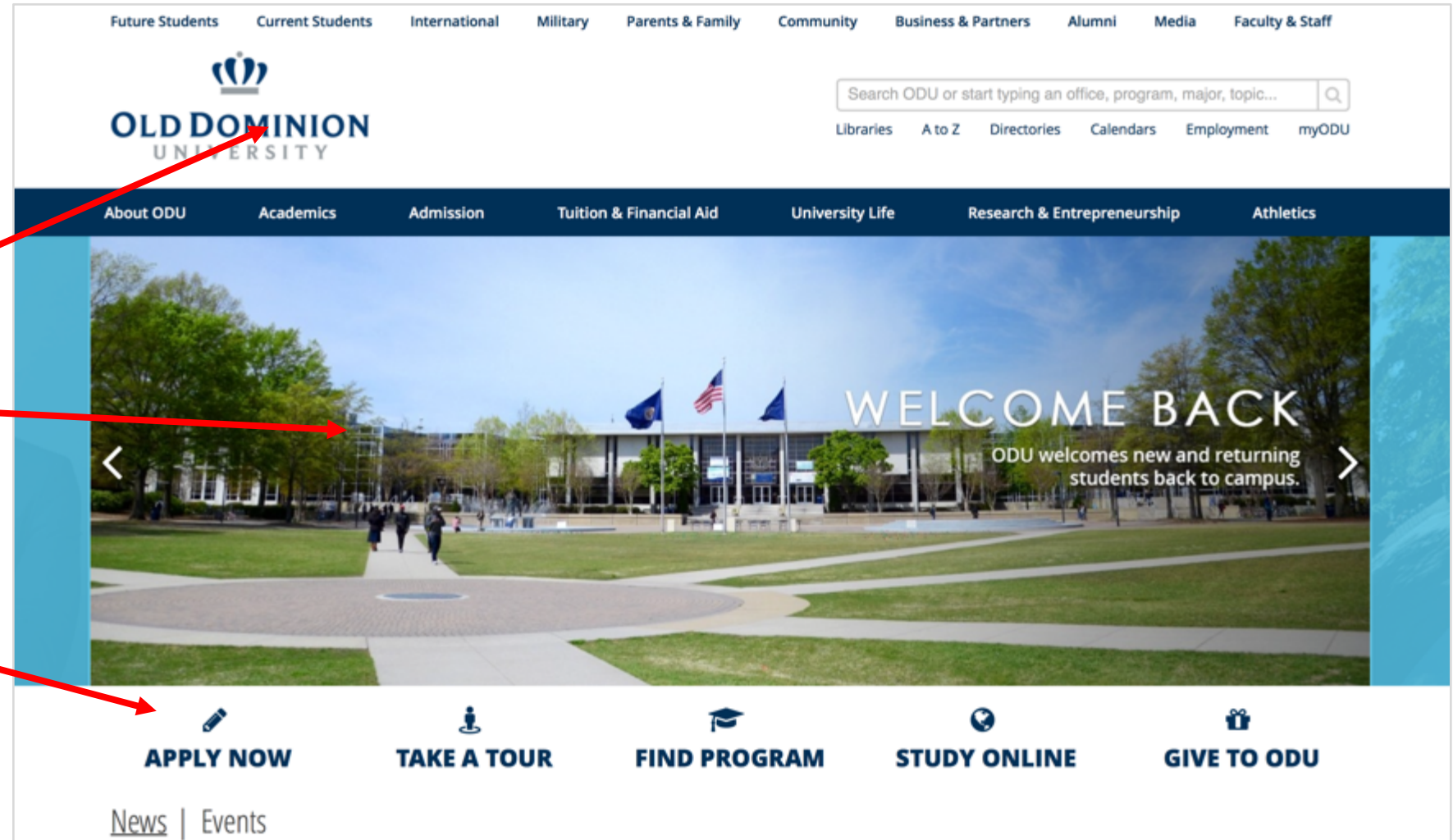
- Faculty and staff from Academic Affairs and diverse units were part of the stakeholders group and were engaged throughout the process
- After an initial design was completed based on research, the design was presented to the stakeholders and to focus groups to capture additional feedback with Objective #2 in mind: Developing a website that focused on prospective students and other University audiences
- The following focus groups were conducted:
 - Prospective Students
 - Current Undergraduate Student
 - Current Graduate Students
 - Graduate Program Directors
 - Admissions Counselors
- Information from the focus groups were incorporated into the final design

Objective #4:

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



- Like the clean and simple design
- Need a larger ODU logo and/or more prominent University name
- Integrate more iconic images of campus
- Like the use of icons
- Use common language (like take a tour and study online)

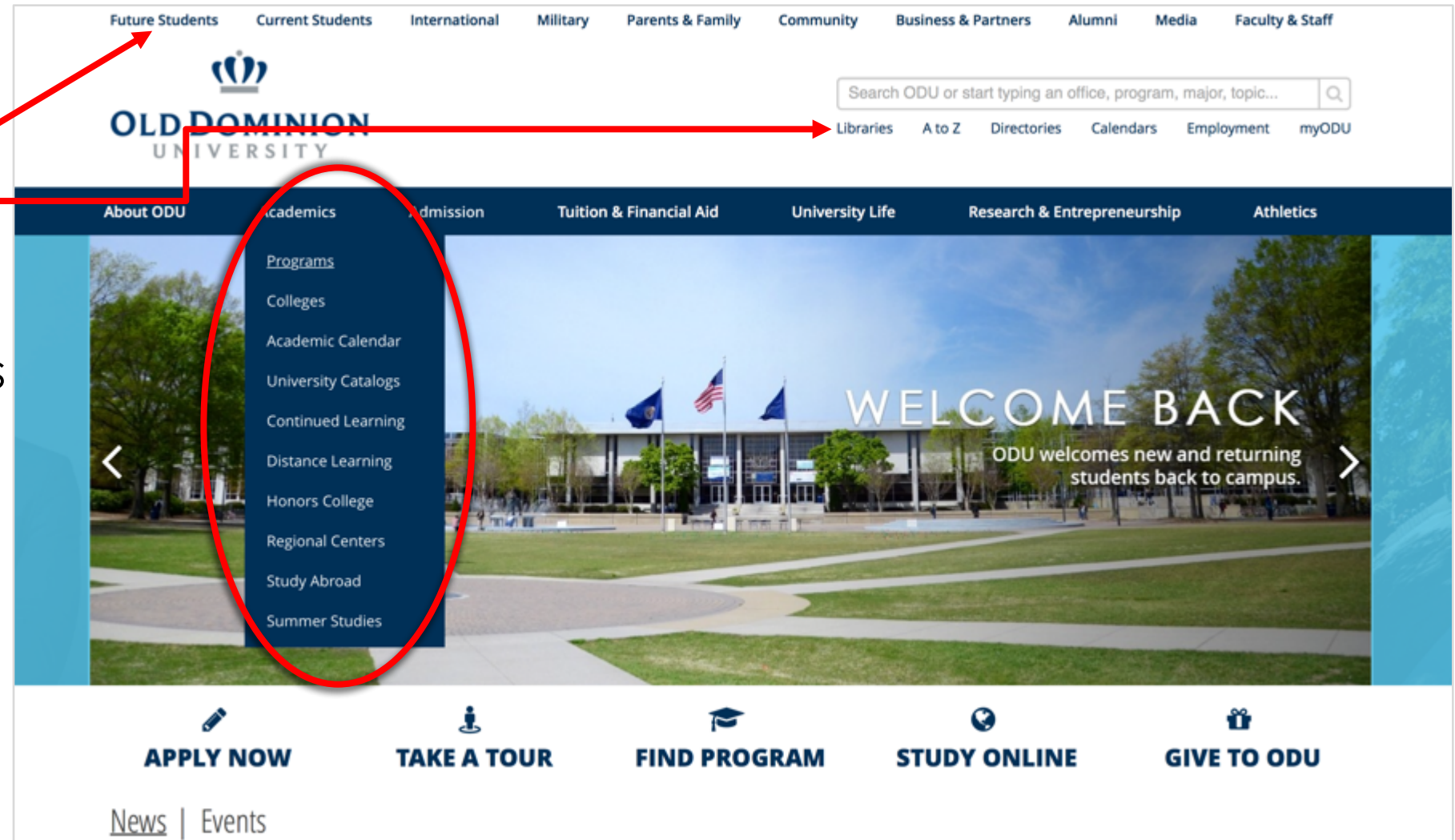


Objective #4:

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



- Target audience categories and quick links (i.e.: myODU) should be present on all pages without adding clutter
- Add navigation drop-down menus to make navigation easier without adding clutter to the homepage
- Easy to find academic programs, majors and colleges



Faculty and Directory Website Information



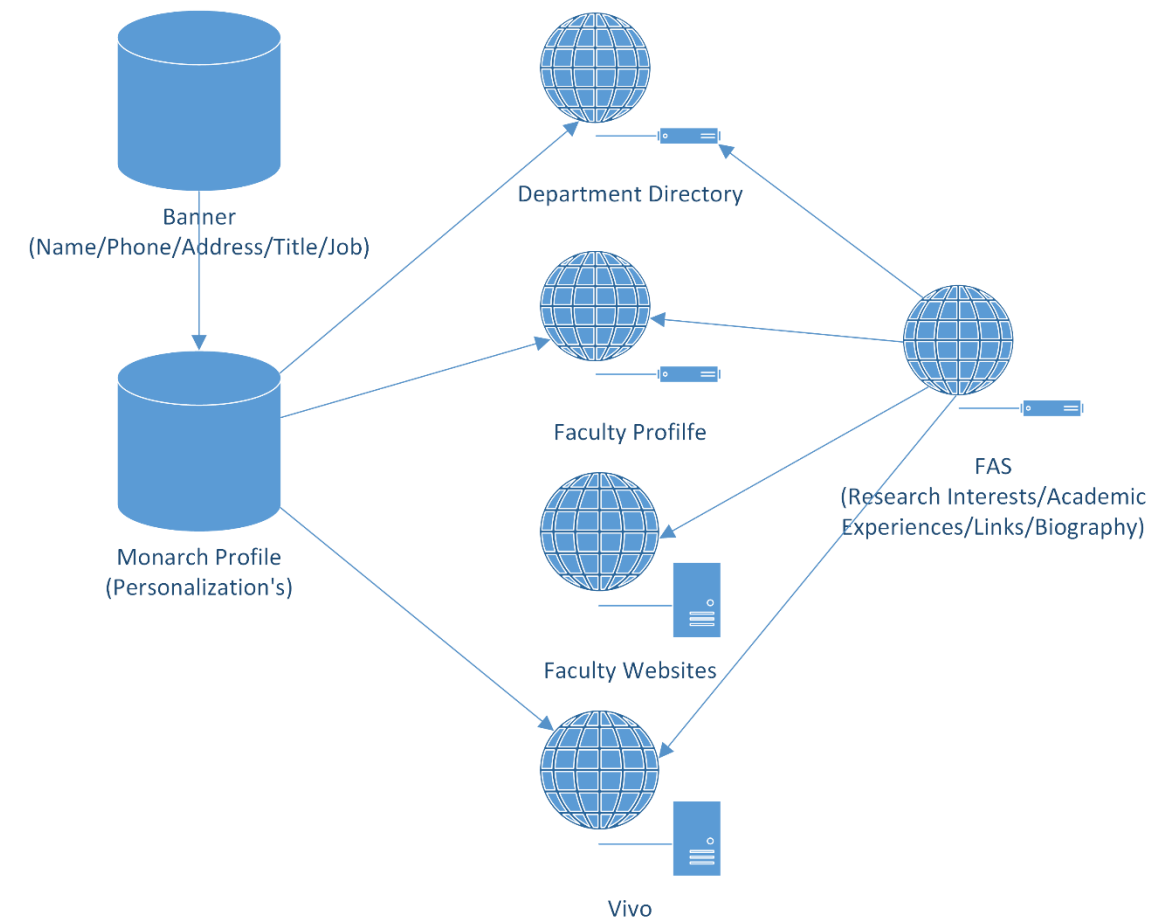
- Public-facing web profiles displaying bio information, academic interests and activities are critical for administrators, faculty members and researchers.
 - Directory Search Result Entry
 - Directory profile pages
 - Departmental directory listing
 - Faculty expertise database, research discovery system
 - Faculty websites
- Steering Committee
 - Doug Streit - ITS
 - Rick Mckenzie - BCET
 - Charles Sukenik - CoS
 - Richardean Benjamin - CoHS
 - Nina Brown - DCoE
 - David Earnest - CoAL
 - Kiran Karande - SCoB
 - Ericha Forest – Web Communications
 - Corey Van Vlymen – Academic Affairs
 - Cheri Murphy - HR
 - Julian Facenda - ODURF
 - David Kozoyed - ITS

Faculty and Directory Website Information



- Authoritative Sources of Data
- Banner
 - Name, Address, Phone number, Position, Title, Department
- Monarch Profile Manager
 - Professional name, New photo uploads, Web friendly title, Compliance title, Supplemental title
- FAS (Digital Measures)
 - Education credentials, Expertise, Select publications, Presentations, Honors, Artistic and Professional performances and exhibits, Research, Biography, Web links

Directory Support Systems



Faculty and Directory Website Information




Departmental Directory Listing

Directory:
Department of Communication & Theatre Arts

» > Colleges > Arts & Letters > Departments > Communication & Theatre Arts > Directory

Leadership


Chair

 Stephen Pullen
ASSOCIATE PROFESSOR & CHAIR
M.F.A. University Of Southern California
Mr. Pullen is a screenwriter and film director whose work centers on feature screenplays and narrative film. He teaches classes in Film Appreciation, Screenwriting and Cinema Production and currently serves as department chair.

3000 BATTEN ARTS & LETTERS BLDG
NORFOLK, VA 23529
757-683-3831
spullen@odu.edu

[Full Profile >](#)


Associate Chair

 Burton Saint John
ASSOCIATE PROFESSOR
Ph. D. Saint Louis University

3010 BATTEN ARTS & LETTERS
NORFOLK, VA 23529
757-683-3834
bsaintjo@odu.edu

[Full Profile >](#)

Graduate Program Director

 Tom Socha
PROFESSOR
Ph. D. University of Iowa
26-year ODU communication scholar, professor, and graduate program director, specializing in family communication, children's


205 VA BEACH HIGHER ED CTR
VIRGINIA BEACH, VA 23453
757-368-4114
tsocha@odu.edu
[Web Page](#)

Organizational Chart

- Office of the President
- Academic Affairs
- College of Arts & Letters
- Department of Communication & Theatre Arts

Contact


Department of Communication & Theatre Arts
3000 Batten Arts & Letters
Norfolk, VA 23529
757-683-3828 (office)
757-683-4700 (fax)



Directory Search Result Entry

Faculty & Staff Results

*click on employee's name to view full profile

Name*	Department	Contact Info
 David Earnest	College of Arts & Letters	9034 BATTEN ARTS & LETTERS 757-683-6077 dearnest@odu.edu

Directory Profile Page

» > Directories

David Earnest

University Information

ASSOCIATE PROFESSOR
College of Arts & Letters

Associate Dean for Research and Graduate Studies, Arts & Letters
College of Arts & Letters

Education/Credentials

Ph. D. in Political Science, The George Washington University, (2004)
M.A. in Security Policy Studies, The George Washington University, (1994) [View More](#)

Contact Information

[9034 BATTEN ARTS & LETTERS](#)
NORFOLK, VA 23529

Email: dearnest@odu.edu
Phone: 757-683-6077

Web Link(s)

- <http://www2.odu.edu/~dearnest/>
- [davidcarnest.wordpress.com/](#)

Organizational Chart

- Office of the President
- Academic Affairs
- College of Arts & Letters
- David Earnest

Expertise

Political Science

Globalization; political economy; methodology

Academic Web Support Personnel Program



- Established six web content management positions to support academic colleges and departments
- Led by Candice Goodin – ITS
- Benefits
 - Understand and implement what is needed
 - Understand audiences and user experience
 - Make web updates seamless to the requestor
 - Provide a single point of contact and maintain operational ownership of academic websites
 - Work as a single team and partner with existing resources
 - Educate colleges and departments on website trends and best practices

Academic Web Support Personnel Program



- Recruitment Status
 - Continuous Recruitment
 - Finished interviews from first pool of candidates
 - Selected 3 candidates, waiting for approval to make offers with September 25th start date
 - Training
- Next steps
 - Continue recruitment, phone interviews from 2nd pool
 - College meetings
 - Develop processes
 - Train new staff



Plan for Website Release

Date	Task
Friday 9/2	Pre-Prod Site Live for Viewing www.pprd.odu.edu
Monday 9/19	Announcement at President's Cabinet Meeting
Tuesday 9/27	Announcement at Provost's Council Meeting
Wednesday 9/28	Email to stakeholders from Giovanna and Rusty
Thursday 9/29	Email to campus from Giovanna and Rusty
Thursday 9/29	Interactive on odu.edu homepage
Thursday 9/29	Posts on Social Media
Thursday 9/29	"Student Portal" information post
Thursday 9/29	Article in "InsideODU"
Sunday 10/9	Website "go-live" www.odu.edu

Feedback or Questions:

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ggenard@odu.edu
757-683-4683

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rwater@odu.edu
757-683-5070