

Website Enhancements 2015-16

Post Program Review



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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





Measures of Success



Success

- ❖ Post-program survey to stakeholders shows 80% or more indicate there is an overall improvement. [Met](#)
- ❖ Analytics show improvement (metrics to be determined); includes things like wayfinding and behavior and analytics specific to areas like Undergrad students, Graduate students, Alumni. [Met](#)
- ❖ Performance (responsiveness/speed) has improved. [Met](#)
- ❖ Content managers have more control over making changes when needed. They have the tools to change in a timely manner. [Met](#)
- ❖ [The Program can close November 11, 2016](#)





Lessons Learned



- ❖ Communication can always improve
- ❖ Remember to communicate expectations of people viewing the Preview. They waited until go live before notifying ITS of issues.
- ❖ Deadlines were met. Setting and keeping stakeholder expectations worked well.
- ❖ Remember to set the “Time to live” indicator

Lessons Learned



Lessons Learned

- ❖ Think about training on how to take photos
- ❖ Share metrics
 - ❖ Use www.odu.edu/website/projects/enhancement
 - ❖ Show if more people are spending time at the site
 - ❖ Show if people are staying longer
 - ❖ Show how many repeat visitors
- ❖ Remind users how to use analytics
- ❖ Doug shared status of Directory/Profile changes



Attendees

- ❖ David Kozoyed
- ❖ Debbie Bauman
- ❖ Gail Dickinson
- ❖ Karen Eck
- ❖ Kiran Karande
- ❖ Andrew Edwards
- ❖ Doug Streit
- ❖ Ericha Forest
- ❖ Giovanna Genard
- ❖ Karthik Navuluri
- ❖ Rusty Waterfield
- ❖ Caitlin Chandler
- ❖ Elise Kluge
- ❖ Kelly Bradley
- ❖ Jansen Butler
- ❖ Barrie Sutton





www.odu.edu/website/projects/enhancement

Questions & wrap-up

