

Website Enhancement Program 2015-16

Stakeholder Update – April 2016



- ❖ Welcome
- ❖ Review of Objectives
- ❖ Project Updates & Accomplishments
- ❖ Questions
- ❖ Moving Forward

Stakeholder Update Agenda





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

8

IN PROGRESS

10

Previously Completed Projects

- ❖ 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 AEM to version 6.1
- ❖ Improve the website directory system - phase I

Modify the website information architecture

- ❖ Revised information architecture complete
- ❖ Backend development work complete
- ❖ Changes to begin in April
- ❖ Changes complete by program end except for changes under the “Admission” and “Tuition & Aid” sections



About ODU

Academics

Admission

Tuition & Aid

University Life

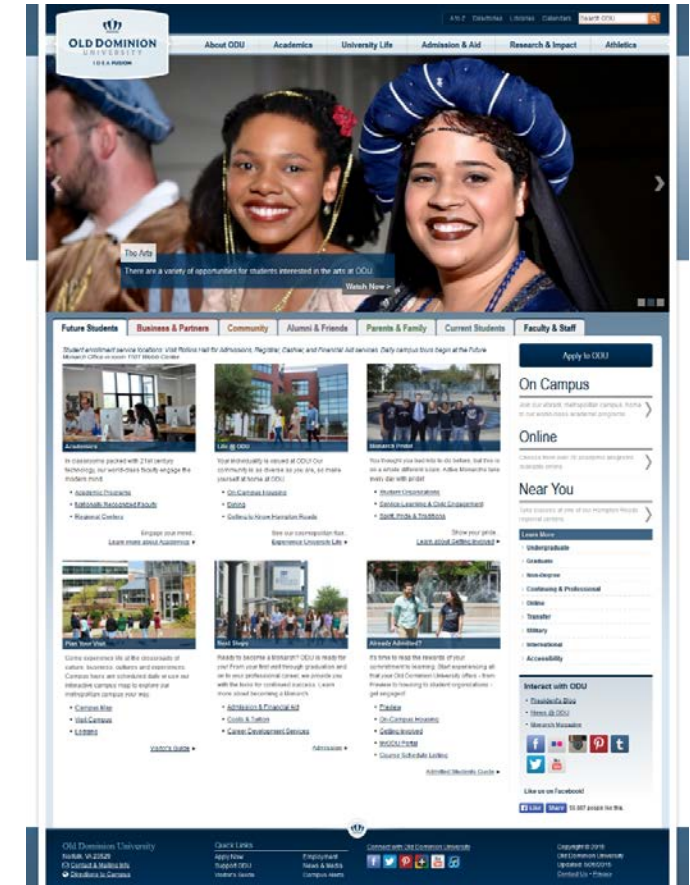
Research & Impact

Athletics

IN PROGRESS

Refresh the University homepage

- ❖ New design draft complete
 - ❖ Presented at last stakeholders meeting
 - ❖ Presented to President's Cabinet
 - ❖ Presented to AEM Users Group
- ❖ Conducting focus groups in collaboration with Student Engagement & Enrollment Services



IN PROGRESS

Focus Groups

- ❖ Prospective Students
- ❖ Current Undergraduate Students
- ❖ Current Graduate Students
- ❖ Current Distance Learning Students
- ❖ Graduate Program Directors
- ❖ Admissions Counselors

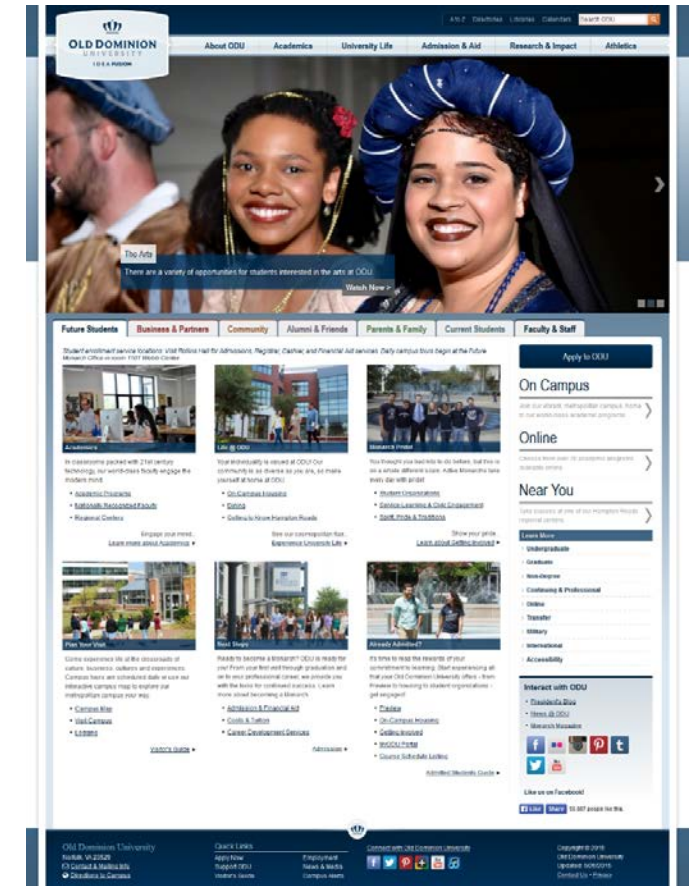
Caitlin Chandler
Executive Director of Strategic
Communication & Marketing

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



Refresh the University homepage

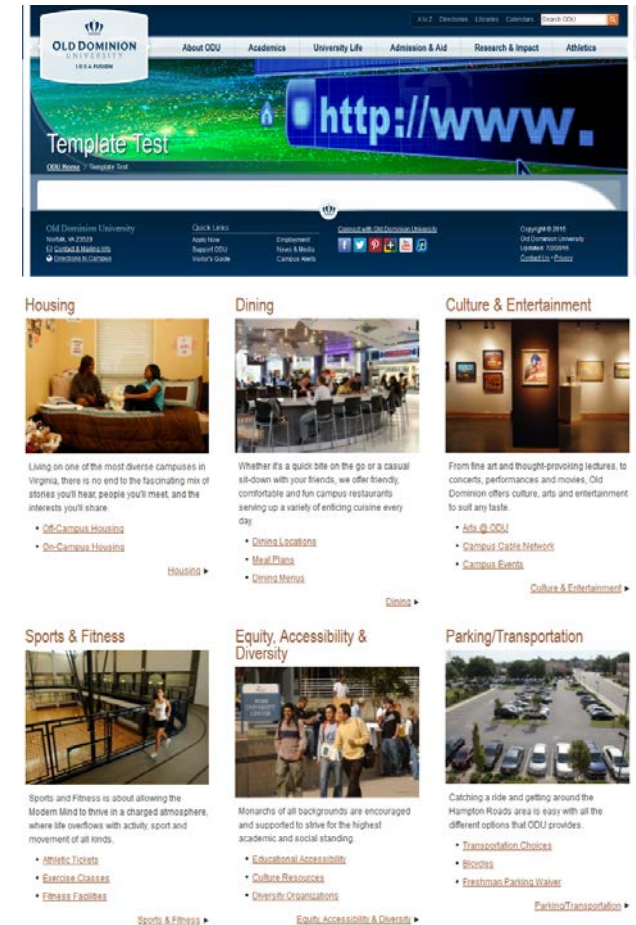
- ❖ Design will be complete within the scope of this program
- ❖ Implementation of the design may extend beyond the June 30 program end date



IN PROGRESS

Refresh the University website template & improve wayfinding and create traditional navigation

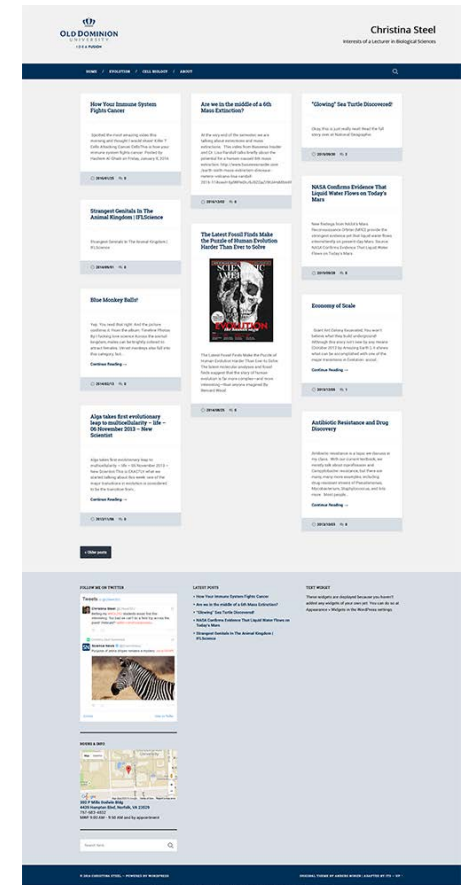
- ❖ New navigation system will be developed and launched as part of the template refresh
- ❖ Template refresh is dependent on the homepage refresh
- ❖ Design will be complete within the scope of this project
- ❖ Implementation of the design may extend beyond the June 30 program end date



IN PROGRESS

Develop and communicate solutions for faculty & instructional websites

- ❖ ODU WordPress now available for University employees and students (templated option)
- ❖ CLT training available
- ❖ Code-It-Yourself (CIY) solution, currently in development, will provide an HTML and PHP-enabled directory in which faculty can code their own faculty pages
 - ❖ Each website will have its own service account
 - ❖ Knowledge of HTML/PHP required to effectively use the service
- ❖ CIY solution expected to be released in early June 2016



IN PROGRESS

Evaluate Adobe Analytics as analytics solution

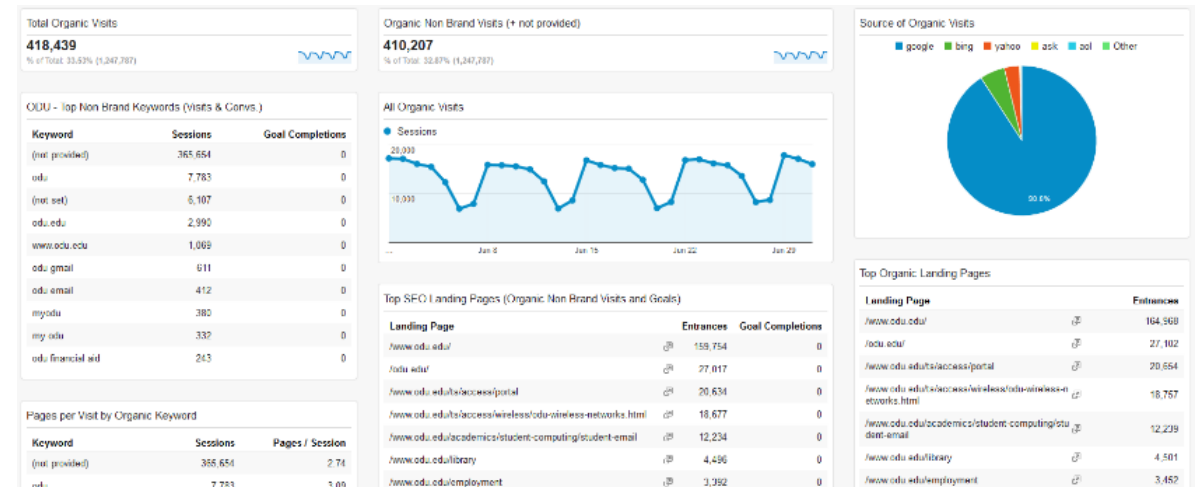
- ❖ Completed on-site demonstration of Adobe Analytics
- ❖ Will not pursue Adobe Analytics at this time
 - ❖ Significant monetary investment
 - ❖ Significant time investment
- ❖ May re-visit Adobe Analytics at a later time



COMPLETE

Improve integration and leveraging of Google Analytics in Adobe Experience Manager

- ❖ Implementing system changes to allow for greater flexibility in the use of Google Analytics
- ❖ Building in capability to expand capabilities as Google Analytics continues to grow



IN PROGRESS

Enhance digital asset manager interface & content

- ❖ Restructuring of the DAM is in progress
- ❖ Developing backend DAM processes
- ❖ External DAM search enhancements in development:
Advanced search & enhanced image information

ODU Asset Search



Simplified DAM structure:

- ❖ Images
- ❖ Units
- ❖ Graphics
- ❖ Audio
- ❖ Video
- ❖ Directory
- ❖ Policies
- ❖ Curriculum Sheets

IN PROGRESS

Improve search functionality

- ❖ Updated search with updated Google search code to resolve the “blank results” issue
- ❖ Removed all legacy content March 21
- ❖ Implemented server redirects to force search engines to recognize new content locations
- ❖ Search results will continue to improve as legacy content is removed from search engine indices and directed to the new content locations



COMPLETE

Establish a model for content managers

- ❖ Position description with Human Resources for suggested changes and evaluation of base salary
- ❖ Finishing assembly of free training available to assist current and new content managers with enhancing their skills

IN PROGRESS

Enhance the Web Communication Partners program

Recently Completed:

- ❖ Digital asset management standards training & cheatsheet
- ❖ Copyright training & cheatsheet

Currently in Progress:

- ❖ Developing annual refresher training
- ❖ Developing "How to Write for ODU"
- ❖ Developing permissions lookup

Previously Completed:

- ❖ Content manager form enhancement
- ❖ Partner service standards
- ❖ AEM news system training

IN PROGRESS

Enhance and improve social integration with Adobe Experience Manager pages

- ❖ Facebook feed component under development
- ❖ Vimeo component development nearing completion
- ❖ Customized Twitter feed component under development
- ❖ Investigating customized Instagram feed component

IN PROGRESS

New deliverables

- ❖ Revised information architecture
- ❖ Search fixes and improvements
 - ❖ Updated Google search code
 - ❖ Removal of legacy website content
 - ❖ Server-side redirects
- ❖ Simplified digital asset manager structure
- ❖ Digital asset standards
- ❖ Copyright training
- ❖ Decision to not pursue Adobe Analytics at this time

Expected Completion

Website Enhancement Program 2015-16 ends June 30, 2016

Status of the 18 line items at the conclusion of the program:

COMPLETED

13

OUT OF SCOPE

5

Deliverables to be completed by June 30

- ❖ Completion of all information architecture moves except those under “Admission” and “Tuition & Aid”
- ❖ Vetted and approved design for the University homepage
- ❖ Vetted and approved design for the website template and navigation system
- ❖ “Code-It-Yourself” solution for faculty websites
- ❖ Improvements to the use of Google Analytics
- ❖ Enhanced digital asset manager backend
- ❖ Enhanced digital asset public search

Deliverables to be completed by June 30

- ❖ Content manager position description
- ❖ Listing of additional free trainings for content managers
- ❖ Annual content manager refresher training
- ❖ “How to Write for the ODU Website” training for content managers
- ❖ Facebook feed component
- ❖ Vimeo component
- ❖ Customized Twitter feed component

Deliverables to be completed by June 30

Interim refresh/updates of the following pages:

- ❖ About ODU
- ❖ Academics
- ❖ Entrepreneurship
- ❖ News @ ODU
- ❖ Prospective Students homepage
- ❖ Current Students homepage
- ❖ Community homepage
- ❖ Business & Partners homepage
- ❖ Alumni homepage
- ❖ Military homepage
- ❖ Faculty & Staff homepage
- ❖ International homepage

What is now out of scope?

Modify the website information architecture

- ❖ Information architecture changes under the “Admission” and “Tuition & Aid” top-level entities
will be completed after substantial implementation of the refreshed template

Refresh the University homepage

- ❖ Implementation of the design
will be completed in iterative phases beginning in July 2016
- ❖ Fully redesigned secondary audience homepages
interim updates will occur before June 30, but substantial redesigns are dependent on implementation of the template refresh

What is now out of scope?

Refresh the website template & create traditional navigation

- ❖ Implementation of the design & navigation system
will be completed in iterative phases beginning in July 2016 - tied together with the homepage refresh iterative phases

Enhance the Web Communication Partners program

- ❖ Permissions database/lookup
expected to be completed by August 2016
- ❖ Digital Presence Consultations
will begin scheduling these mid-summer once template refresh iterative steps are scheduled

What is now out of scope?

Enhance and improve social integration with Adobe Experience Manager pages

- ❖ Customized Instagram feed component
development of this component will begin after the conclusion of this program

Questions about progress
or line items?





Moving Forward?



- ❖ Continue to collect data and feedback
- ❖ Continue to identify enhancement initiatives and projects
- ❖ Continue to engage website stakeholders

Continuous
Website
Enhancement



- ❖ Move the Website Enhancement Program stakeholders group to a permanent “Website Stakeholders” group

We are asking stakeholders to...

- ❖ Communicate insights and feedback from their respective areas
- ❖ Stay informed of latest activities and deliverables
- ❖ Present on website enhancement activities and deliverables to their respective areas

Website
Stakeholders
Group



Stakeholder Engagement

- ❖ Would everyone in this group like to be part of a permanent “website stakeholders” group?
- ❖ How would you like to continue to stay engaged with the website progress and initiatives?
 - ❖ Regular meetings (each semester, semi-annually...)
 - ❖ Email updates (monthly, bi-monthly...)
 - ❖ Projects website
 - ❖ Other ideas?

Next Activities for this Group

- ❖ Program close-out meeting - early July
- ❖ Follow-up survey





www.odu.edu/website/projects/enhancement

Thank you for your continued partnership!

