

Subject: Monday Matters: ODU Website Updates & Redesign
Date: Monday, February 14, 2022 at 8:03:12 AM Eastern Standard Time
From: Dodge, Gail
To: Dodge, Gail
CC: Whitfield, Tiffany L.
Attachments: image001.png, image002.jpg, image003.jpg, image004.jpg, Content Managers Update Dec 2021.pdf

Dear Colleagues:

I've asked Tiffany Whitfield, Strategic Communications and Marketing Coordinator, to give an overview of ODU's website update and redesign process.

ODU will be moving to a new platform with a plethora of capabilities (see the attached PDF). With this website redesign comes improved user experiences, key messaging, Search Engine Optimization (SEO), accessibility, and more.

Primary Goals:

- Create a more compelling experience for site users, especially prospective students
- Guide visitors to their desired destinations with a user experience that encourages desired actions
- Mobile first and responsive design that speaks to target audience
- Communicate key messaging from the University more effectively
- Improve Search Engine Optimization (SEO)
- Be a model for accessible and user-centric design
- Better organized information architecture
- Provide friendly interface and tools for site administration users

Project Timeline:

- Fall 2020 – Licensed Acquia Cloud and Digital Asset Manager
- January 2021 – Identified Agency Partner, KWALL
- March – June 2021 – Research and Discovery Phase
- May – August 2021 – Design Phase
- August 2021 – January 2022 – Development Phase
- January – March 2022 – Delivery Phase
- Spring 2022 – Website launch
- Spring 2022 – Summer 2023 – Work with various units and migrate to new platform
- Fall 2023 – Decommission AEM

The College of Sciences will be a part of the Spring 2022 website launch and then the seven departments will follow thereafter. In preparation of the upcoming website redesign there are some things that each faculty and staff can do to be ready to move to the new platform.

- Makes updates to the directory- add your photo if it's missing and/or make sure your title is correct via monarchprofile.odu.edu.
- Start selecting faculty members to help in the transition of the new website.
- Go through your website pages and ensure only the most up-to-date information is shown and either revise or delete any outdated pages.
- Ensure departmental directories are correct.
- Check links and either fix broken links or remove them from webpages.
- Assign a team or individuals as content managers for the new website (training information

should be coming out soon.)

Once more information is available on training opportunities for content managers on the new platform, we will update you.

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