

# “Moving Forward: Overhauling The College Website”



MN State College – SE Technical

Title: Moving Forward: Overhauling the college website

Date Begun:


07-  
15- Status: Current  
04

## Form Navigation

**Note:** Some institutions have elected not to share all information with the public. Therefore you may notice some fields on the form are not filled out.

### Timeline:

**Website launch: January 1, 2009; Content management infrastructure in place: February 1, 2008; Beta test: November 15, 2008**


**Description**  Describe this Action Project's goal in 100 words or fewer:

- 1) Develop a webpage that is easy to manage/update and that allows content owners to update their content regularly.
- 2) Develop a marketing portal and a services portal distinct from each other.
- 3) Develop web pages to highlight the distinctiveness of the college and its unique programs.
- 4) Provide a one stop shop for students as well as “Just in time” type services for immediate feedback
- 5) Develop a webpage to cater to our diverse population needs Ex: ADA Compliance, Technology Expertise Levels
- 6) Educate staff/faculty to utilize web services to enhance their service offerings
- 7) Create an assessment mechanism for assessing our web services.


Identify the single AQIP Category which the Action Project will most affect or impact: 

**Primary**

Category 6: Supporting institutional operations

**Rationale for Action**  Describe briefly your institution's reasons for taking on this Action Project now -- why the project and its goals are high among your current priorities:


The college website is due for an overhaul to accommodate increasing e-services as well as to improve functionality to program information, enhance access to an expanding pool of stakeholders and improve the overall appearance.

**Areas Affected**  List the organizational areas - -institutional departments, programs, divisions, or units -- most affected by or involved in

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this Action Project:


All institutional departments and programs

**Processes Affected**  Name and describe briefly the key organizational process(es) that you expect this Action Project to change or improve:


Content development and management, infrastructure management, content approval, e-services, student service development and integration; employee service and integration

**Timeline Rationale:** Explain the rationale for the length of time planned for this Action Project (from kickoff to target completion):


The timeline, while aggressive, is intended to meet this need as immediately as possible and to accommodate the most opportune time to launch a new website with minimal disruption to operations.

**Process Measures**  Describe how you plan to monitor how successfully your efforts on this Action Project are progressing:

Oversight and guidance on all college action projects is provided by the college Institutional Effectiveness committee as well as the college Executive Council (senior leaders). Data included during web development will include, content manager feedback, focus group feedback on appearance and ease of use, and beta test results from all users.

**Outcome Measures**  Describe the overall "outcome" measures or indicators that will tell you whether this Action Project has been a success or failure in achieving its goals:


Pre/post web utilization data (# of hits, search engine positions, time metrics); twice yearly focus group review; suggestion box feedback built into primary access pages.

**Performance Targets** 

Year (or Phase)	Quantitative and Qualitative Stretch Targets
One	<ol style="list-style-type: none"> <li>1. Establish cost estimates and acquire budget approval</li> <li>2. Data collection on current web usage</li> <li>3. Design overall information architecture                             <ol style="list-style-type: none"> <li>3.1. Database design/redesign</li> <li>3.2. Software design</li> </ol> </li> </ol>

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	<ul style="list-style-type: none"><li>3.3. Internal information process</li><li>4. Design architecture choices (templates).<ul style="list-style-type: none"><li>4.1. Navigation design</li><li>4.2. Content flow design</li><li>4.3. Solicit feedback</li></ul></li><li>5. Visual Display<ul style="list-style-type: none"><li>5.1. Look and feel (style sheet)</li><li>5.2. Templates</li></ul></li><li>6. Content Management System<ul style="list-style-type: none"><li>6.1 Select and purchase system</li><li>6.2 Training delivery on system</li></ul></li><li>7. Content Management process<ul style="list-style-type: none"><li>7.1. Content Strategy</li><li>7.2. Define content owner and hierarchy</li><li>7.3. Train content managers on use of technology</li></ul></li><li>8. E-commerce<ul style="list-style-type: none"><li>8.1. Ensure infrastructure compatibility</li></ul></li><li>9. Marketing fundamentals<ul style="list-style-type: none"><li>9.1. Website traffic tracking<ul style="list-style-type: none"><li>9.1.1. Google analytics</li></ul></li><li>9.2. Search engine optimization</li><li>9.3. Web identity<ul style="list-style-type: none"><li>9.3.1. Website branding</li></ul></li><li>9.4. Social network integration<ul style="list-style-type: none"><li>9.4.1. FaceBook</li></ul></li></ul></li><li>10. Beta-test web site<ul style="list-style-type: none"><li>10.1. Feedback to improvements</li></ul></li><li>11. Launch website</li></ul>
Two	

**Keeping Focus**  How do you plan to keep your institution’s focus on this project?

Assigning content managers and their interactions with all employees will ensure college-wide communication on this project as it is developed. Communicating progress and fostering involvement in beta-testing will also help drive institutional focus.

**Contact Person Information:** 

AQIP Coordinator/liaison

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### Opportunities

- Websites needs to have more information.
- Need to make more friendly.
- Good team.
- Content updated..is a must.
- Better access.
- Techno-savvy students.
- Update of media.
- Less clutter.
- Better marketing-we can make it more user friendly.
- Improve recruiting-need to know what they are looking for.
- Tool for instructors to communicate to students.
- Should be 1<sup>st</sup> point of marketing.
- Can get program input.
- Easy to use.
- More user-friendly.
- Ownership by students.
- If grow online classes, expand web.
- Buy books online.
- Advertise, my space, facebook, utube.
- Program showcase, updated pics (Need to update and keep regularly up keep)
  - Need to build ownership of individual programs.
  - Get marketing students.
- Bookstore on-line.
- Web portal, giving personalized info.
- Increase visibility.
- More current.
- Down errors of info.
- Up user friendly-Quicker links, more detailed info on each program.
- Quicker contact with student-texting. New ways to communicate.
- Offerings on-line/on website.
- Bookstore online.
- Make it a marketing tool.
- The college web site will support the first two items.
- Engage instructors in content.
- Automate more statistics customized sites for each student.
- Online education.
- More attractive web.
- Update program info.
- Allow to be more competitive.
- Needs flash, appeal.
- Information available 24 hours.
- Knowledgeable staff to help.
- Currently not user friendly-intuitive-work on that.
- E-commerce would be a plus.
- Do more self-promotion of all the great things we’ve done.

### Barriers

- Some do not have access to computers.
- Fair and commitment.
- Keep technical side.
- MNSCU
- TIME
- Update of website and info.
- Time to implement and update.
- Money.
- Improvements.
- Easy to use.
- Forms-sometimes frustrating. People give up!
- Me first generation
- Resources.
- Ad Hoch-no plan.
- Measured outcomes.
- Youth internet based.
- Financial, knowing regulations/bound.
- Need to update regularly.
- Needs to be kept up to date.
- There isn't a good way to communicate with students on the website.
- Not having full-time person.
- Our website is hard to navigate.
- Time & \$. Who responsible
- Need to educate students/people on how to use on-line.
- Must be user/friendly.
- Navigating effectively.
- Maintenance-staying current with information.
- Grammatical errors need to be fixed easily and quickly.
- \$
- Keep student and staff info separate.
- Keep content/data up to date.
- Time consuming.
- Program control.
- Boring.
- Make useful to diverse audience.
- Needs to be retrieved and updated continually.
- Too, many changes may be confusing (Can't find stuff).

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