Welcome
Review of Objectives
Project Updates & Accomplishments
Timelines
Questions on Updates
New Homepage & Template Designs
Questions on Designs
Next Meeting
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
Establish a process for website feedback, updates, features and enhancements

- Process set during program planning
- All feedback, updates, feature requests and enhancement requests start with University Web & Digital Communication
Enhance on-going usability testing

- Using Google Analytics, anecdotal feedback, feedback forms, issue tracking and outreach meetings
- Added “User Testing” videos
- Added subscription service for heatmaps and scrollmaps
- Formed the Website Managers Council to provide a more formal vehicle for evaluation and feedback
Complete the legacy website migrations

- All University units’ Web pages are now maintained within the Adobe Experience Manager Web content management system

- Web & Digital Communication team is archiving and deleting any content remaining on the legacy servers
  - Faculty sites under www.odu.edu/~midasid convention will remain for now
  - Student organization sites under orgs.odu.edu will remain for now
  - Forms on ww2 will remain for now

COMPLETE
Complete the academic program listing project

- Refreshed the browsing interface at www.odu.edu/academics/programs
- Created a vetted, authoritative list of the University’s programs and necessary accompanying data for display on the website
- Developed a process for maintaining that list
Migrate AEM to version 6.1

- Stood up new, faster servers for Website authoring, publishing and delivery
- Migrated content and digital assets from AEM 5.6 installation to new 6.1 environment
Modify the website information architecture

- Information architecture group has completed two working sessions - the group will hold two more work sessions to complete the proposal

- Work completed:
  - University navigation
  - About ODU
  - Academics
  - Admission
  - Tuition & Aid
  - Research & Impact

<table>
<thead>
<tr>
<th>About ODU</th>
<th>Academics</th>
<th>Admission</th>
<th>Tuition &amp; Aid</th>
<th>University Life</th>
<th>Research &amp; Impact</th>
<th>Athletics</th>
</tr>
</thead>
</table>

IN PROGRESS
Refresh the University homepage

- Research and data analysis complete
- New design is data-driven and includes new interactive feature, enhanced news, events and calls to action and social media integration
- Homepage links reduced from 101 to 64
- Design presentation follows this presentation
- New design will also be presented to the Website Managers Council
Refresh the University website template

- Research and data analysis complete
- New design is based on data and best practices and leverages existing layouts
- Frequently access information will be easily accessible, based on usability testing
- Design presentation follows this presentation
- New design will also be presented to the Website Managers Council
Improve wayfinding and create traditional/expected navigation

- Functional specification complete
- Visual design of the new navigation is incorporated into the new template design
- Navigation component will launch as part of the iterative steps of the template refresh
 Improve the website directory system

- Phase I complete
- Refreshed individual profile display
- Created central repository to store directory information
- Created Monarch Profile Manager to provide single point of information update and display management
  
- Phase II is likely out of scope for this program

PHASE I - COMPLETE
Develop and communicate solutions for faculty & instructional websites

- ODU WordPress now available for University employees and students (templated option)
- CLT training available
- Completing development on HTML/PHP solution with URLs managed through WordPress server (“DIY” option)
- Example of each will be presented at the next stakeholder meeting
Evaluate Adobe Analytics as analytics solution

- Scheduling demonstration of Adobe Analytics in coming weeks
- Will evaluate benefits versus Google Analytics
- Will evaluate added benefits versus added costs
- Decision to be finalized prior to next stakeholders meeting
Improve integration and leveraging of Google Analytics in Adobe Experience Manager

- If decision is to pursue Adobe Analytics, this project will be eliminated from the program
- First step will be to identify additional functionality and avenues for integration into the WCMS

STARTS AFTER ADOBE ANALYTICS EVALUATION
Enhance digital asset manager interface & content

- Restructuring of the DAM is in progress
- Evaluating new digital asset management capabilities available in AEM 6.1
- Specifying enhancements to external DAM search

Simplified DAM structure:
- Images
- Units
- Graphics
- Audio
- Video
- Directory
- Policies
- Curriculum Sheets
Improve search functionality

- Evaluate continuing to use Google search versus AEM’s built-in search

- Deliverables from the information architecture modification project will help improve expected search results

STARTS THIS MONTH
Establish a model for content managers

- Discovery work completed
- Position description creation in progress

Top KSAs
- Web content management experience in higher education
- Attention to detail
- Strong editing & proofreading
- Highly motivated and able to work without supervision
- User interface design/good design aesthetic
- Ability to interpret requests from multiple constituents

Additional KSAs
- Ability to set and communicate deadlines
- Digital asset management & metadata management
- Strong writing skills
- Intermediate computer skills
- Strong time management skills
- Strong organizational skills
- Working knowledge of Web best practices
Enhance the Web Communication Partners program

- Enhanced the forms that content managers must frequently use
- Enhanced Web Communication Partner service standards
- Developed and presented training on the AEM news system
- Developing annual refresher training
- Developing digital asset management training
- Developing “How to Write for ODU”
- Developing permissions lookup

Digital Presence Consultations to be scheduled for:

- Career Development Services
- Registrar’s Office
- Student Financial Aid
- Academic Enhancement
- Preview
- Registration
- College of Continuing Education & Professional Development

IN PROGRESS
Enhance and improve social integration with Adobe Experience Manager pages

- Research and data collection complete
- Vimeo component development nearing completion
- Will develop a Facebook feed component
- Will offer customized Twitter feed components
- Will offer customized Instagram feed components
## Timelines

<table>
<thead>
<tr>
<th>Project or Task Name</th>
<th>2015</th>
<th>2016</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Apr</td>
<td>May</td>
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<tr>
<td><strong>Project Initiation</strong></td>
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<tr>
<td>Process &amp; procedure for website updates, features, enhancements and feedback</td>
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<td>Demonstrate strategic plan alignment</td>
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<td>Implement usability testing</td>
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<td><strong>Stabilize Environment</strong></td>
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<td>Complete legacy website migrations</td>
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<td>Complete the academic program/search project</td>
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<td><strong>Related Initiatives</strong></td>
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<td>Directory project – phase 1</td>
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<td>Directory project – phase 2 (?)</td>
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<td>Faculty website solution</td>
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Questions about progress or timelines?
Homepage & Template Refresh Walk-Through
Next Meeting -
Last week of March or first week of April
www.odu.edu/website/projects/enhancement

Deliverables page added

Thank you for your continued partnership!