Website Enhancement Project
1. Externally focused website, better aligned with ODU’s strategic goals
2. Simplified design
3. Removed clutter
4. Enhanced navigation
5. Created new model of web support for academic colleges (fall 2016)
Website Redesign Objectives

1. Increase alignment of the website to the University’s strategic goals and priorities

2. Develop a homepage and additional pages that provide effective marketing, communication and storytelling to prospective students and other University audiences

3. Update navigation, way-finding and search to improve access to content for all audiences

4. Ensure stakeholders are actively involved in the project and a program of continuous improvement
Production site demo: pprd.odu.edu
Objective #1:
Increase alignment of the website to the University’s strategic goals and priorities

The new Research & Entrepreneurship page and categories in the navigation support:
• Goal #1 (Enhance the University’s Research and Academic Excellence)
• Goal #5 (Promote an Entrepreneurial Culture)

• The Research Expenditures point of pride support Goal #1
Objective #1:
Increase alignment of the website to the University’s strategic goals and priorities

The new News & Events section and the Social Media section support:

• Goal #2 (Support Student Success)
• Goal #3 (Enrich the Quality of University Life)
• Goal #4 (Engage with the Greater Community)
Objective #1: Increase alignment of the website to the University’s strategic goals and priorities

The Target Audience categories, Quick Links, and more intuitive information architecture and navigation support Goal #2 (Support Student Success)
Objective #2:
Develop a homepage and additional pages that provide effective marketing, communication and storytelling to prospective students and other University audiences.

- Larger interactive image and messaging
- Prominent news stories with images to enhance storytelling
- Featured area for key videos and social media
Objective #3:
Update navigation, wayfinding and search, to improve access to content for all audiences

- New Navigation:
  - Admission and Tuition & Financial Aid are separate categories
  - New Research & Entrepreneurship categories

- Improved Wayfinding
  - Expandable navigation categories
  - Target Audience categories included but minimized

- New Predictive Search
Objective #4:
Ensure stakeholders are actively involved in the project and a program of continuous improvement

- Faculty and staff from Academic Affairs and diverse units were part of the stakeholders group and were engaged throughout the process.

- After an initial design was completed based on research, the design was presented to the stakeholders and to focus groups to capture additional feedback with Objective #2 in mind: Developing a website that focused on prospective students and other University audiences.

- The following focus groups were conducted:
  - Prospective Students
  - Current Undergraduate Student
  - Current Graduate Students
  - Graduate Program Directors
  - Admissions Counselors

- Information from the focus groups were incorporated into the final design.
Objective #4:
Ensure stakeholders are actively involved in the project and a program of continuous improvement

- Like the clean and simple design
- Need a larger ODU logo and/or more prominent University name
- Integrate more iconic images of campus
- Like the use of icons
- Use common language (like take a tour and study online)
Objective #4:
Ensure stakeholders are actively involved in the project and a program of continuous improvement

- Target audience categories and quick links (i.e.: myODU) should be present on all pages without adding clutter
- Add navigation drop-down menus to make navigation easier without adding clutter to the homepage
- Easy to find academic programs, majors and colleges
Public-facing web profiles displaying bio information, academic interests and activities are critical for administrators, faculty members and researchers.

- Directory Search Result Entry
- Directory profile pages
- Departmental directory listing
- Faculty expertise database, research discovery system
- Faculty websites

Steering Committee
- Doug Streit - ITS
- Rick Mckenzie - BCET
- Charles Sukenik - CoS
- Richardan Benjamin - CoHS
- Nina Brown - DCoE
- David Earnest - CoAL
- Kiran Karande - SCoB
- Ericha Forest – Web Communications
- Corey Van Vlymen – Academic Affairs
- Cheri Murphy - HR
- Julian Facenda - ODURF
- David Kozoyed - ITS
Faculty and Directory Website Information

- Authoritative Sources of Data
- Banner
  - Name, Address, Phone number, Position, Title, Department
- Monarch Profile Manager
  - Professional name, New photo uploads, Web friendly title, Compliance title, Supplemental title
- FAS (Digital Measures)
  - Education credentials, Expertise, Select publications, Presentations, Honors, Artistic and Professional performances and exhibits, Research, Biography, Web links
Academic Web Support Personnel Program

- Established six web content management positions to support academic colleges and departments
- Led by Candice Goodin – ITS
- Benefits
  - Understand and implement what is needed
  - Understand audiences and user experience
  - Make web updates seamless to the requestor
  - Provide a single point of contact and maintain operational ownership of academic websites
  - Work as a single team and partner with existing resources
  - Educate colleges and departments on website trends and best practices
Academic Web Support Personnel Program

- Recruitment Status
  - Continuous Recruitment
  - Finished interviews from first pool of candidates
  - Selected 3 candidates, waiting for approval to make offers with September 25th start date
  - Training

- Next steps
  - Continue recruitment, phone interviews from 2nd pool
  - College meetings
  - Develop processes
  - Train new staff
# Plan for Website Release

<table>
<thead>
<tr>
<th>Date</th>
<th>Task</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friday 9/2</td>
<td>Pre-Prod Site Live for Viewing <a href="http://www.pprd.odu.edu">www.pprd.odu.edu</a></td>
</tr>
<tr>
<td>Monday 9/19</td>
<td>Announcement at President’s Cabinet Meeting</td>
</tr>
<tr>
<td>Tuesday 9/27</td>
<td>Announcement at Provost’s Council Meeting</td>
</tr>
<tr>
<td>Wednesday 9/28</td>
<td>Email to stakeholders from Giovanna and Rusty</td>
</tr>
<tr>
<td>Thursday 9/29</td>
<td>Email to campus from Giovanna and Rusty</td>
</tr>
<tr>
<td>Thursday 9/29</td>
<td>Interactive on odu.edu homepage</td>
</tr>
<tr>
<td>Thursday 9/29</td>
<td>Posts on Social Media</td>
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<tr>
<td>Thursday 9/29</td>
<td>“Student Portal” information post</td>
</tr>
<tr>
<td>Thursday 9/29</td>
<td>Article in “InsideODU”</td>
</tr>
<tr>
<td>Sunday 10/9</td>
<td>Website “go-live” <a href="http://www.odu.edu">www.odu.edu</a></td>
</tr>
</tbody>
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**Feedback or Questions:**

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