Website Enhancements 2015-16
Post Program Review

- Welcome
- Objectives and Scope
- Measures of Success
- Lesson Learned
Objectives & scope
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
- 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 Adobe Experience Manager to version 6.1
- Modify the website information architecture
- Refresh the University homepage
- Refresh the website template
- Improve wayfinding and create traditional/expected navigation
Scope

- Improve the website directory system
- Develop and communicate solutions for faculty/instructional websites
- Improve integration and leveraging of Google Analytics in Adobe Experience Manager
- Enhance digital asset manager interface and content
- Improve search functionality
- Evaluate Omniture as an analytics solution
- Establish a model for content managers
- Enhance the Web Communication Partners program
- Enhance and improve social integration with Adobe Experience Manager pages
Measures of Success
Post-program survey to stakeholders shows 80% or more indicate there is an overall improvement. **Met**

Analytics show improvement (metrics to be determined); includes things like wayfinding and behavior and analytics specific to areas like Undergrad students, Graduate students, Alumni. **Met**

Performance (responsiveness/speed) has improved. **Met**

Content managers have more control over making changes when needed. They have the tools to change in a timely manner. **Met**

**The Program can close November 11, 2016**
Lessons Learned
Communication can always improve

Remember to communicate expectations of people viewing the Preview. They waited until go live before notifying ITS of issues.

Deadlines were met. Setting and keeping stakeholder expectations worked well.

Remember to set the “Time to live” indicator
- Think about training on how to take photos
- Share metrics
  - Use www.odu.edu/website/projects/enhancement
  - Show if more people are spending time at the site
  - Show if people are staying longer
  - Show how many repeat visitors
- Remind users how to use analytics
- Doug shared status of Directory/Profile changes

Lessons Learned
Attendees

- David Kozoyed
- Debbie Bauman
- Gail Dickinson
- Karen Eck
- Kiran Karande
- Andrew Edwards
- Doug Streit
- Ericha Forest
- Giovanna Genard
- Karthik Navuluri
- Rusty Waterfield
- Caitlin Chandler
- Elise Kluge
- Kelly Bradley
- Jansen Butler
- Barrie Sutton