Website Redevelopment Project

Wave 3 Launch

Tera Buckley
Office of Marketing & Creative Services
Follow Project Blog Via Email

blogs.UND.edu/web-redesign
Our Partner

mStoner

University of NC School of the Arts
Saint Louis University

The Project

1. Discover
   Develop a comprehensive site strategy with measurable results

2. Design
   Create a responsive design optimized for action and engagement

3. Implement
   Buildout technical specifications, test and migrate content

4. Deploy
   Launch new site

5. Improve
   Address issues, user testing and training

UNIVERSITY OF NORTH DAKOTA
Top 5 Wishes from Discovery Phase

1. Fix internal search
2. Improve navigation
3. Make programs easier to find
4. Showcase or pride
5. Promote events
Brand Discovery

UNIVERSITY OF NORTH DAKOTA

PERSONALITY

COMMITTED
We are hard-working and diligent. We pursue excellence, face challenges and believe in actually doing, not just talking about doing.

PRACTICAL
We are down-to-earth and realistic in how we go about our business. We are reliable and determined to make an impact on our community, state and the world.

PROUD
We are strong-willed and passionate. We embrace our UND community and celebrate our achievements as a team.

INNOVATIVE
We are challenging, unafraid to question how things are done. When we see a problem, we fix it with smart thinking and decisive action.

APPROACHABLE
We are genuine, welcoming and supportive of all students and cultures. We help those with a desire to learn and make a positive impact.

BOLD
We are founded on a bold vision and a resilience that defies all odds, characteristics which remain in all of us to this day. We are independent and tough, able to overcome any obstacles.
Competitor Analysis

Selected Competitors

• North Dakota State University
• University of Minnesota Twin Cities
• University of Minnesota Duluth
• Concordia College
• University of St. Thomas
• University of Nebraska–Lincoln*

Assessment

• Mobile optimization
• Creative or interactive features
• Academic program finder functionality
• Level of immersion or engagement
• Overall feel and personality of the site and the institution
• Overall approach to IA
• Adherence to higher ed best practices
• Placement of academic program finder and program pages
Personas

1. Local / In-State Prospective Undergraduate
2. Out-of-State Prospective Undergraduate
3. Undergraduate Transfer
4. Prospective Parent
5. Local Prospective Graduate
6. International Prospective Graduate
## Site Scan

<table>
<thead>
<tr>
<th>Site</th>
<th># of Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aerospace</td>
<td>1,300</td>
</tr>
<tr>
<td>Arts &amp; Sciences</td>
<td>3,700</td>
</tr>
<tr>
<td>Business</td>
<td>600</td>
</tr>
<tr>
<td>Education</td>
<td>1,300</td>
</tr>
<tr>
<td>Engineering</td>
<td>1,200</td>
</tr>
<tr>
<td>Graduate School</td>
<td>700</td>
</tr>
<tr>
<td>Extended Learning</td>
<td>3,100</td>
</tr>
<tr>
<td>Law</td>
<td>1,400</td>
</tr>
<tr>
<td>Med</td>
<td>2,800</td>
</tr>
<tr>
<td>Nursing</td>
<td>1,300</td>
</tr>
</tbody>
</table>

50% Target Page Reduction
Quality Assurance/Quality Control

- Broken links
- Spelling
- Readability
- Image sizes
- Missing alt tags
- Policies
# Governance Options

<table>
<thead>
<tr>
<th></th>
<th>Fully Managed</th>
<th>Standard</th>
<th>Independent</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Web Consultant</strong></td>
<td>Web Team</td>
<td>Web Team</td>
<td>Web Team</td>
</tr>
<tr>
<td><strong>Content Expert</strong></td>
<td>College/Unit</td>
<td>College/Unit</td>
<td>College/Unit</td>
</tr>
<tr>
<td><strong>Content Contributor</strong></td>
<td>Web Team</td>
<td>College/Unit</td>
<td>College/Unit</td>
</tr>
<tr>
<td><strong>Publisher</strong></td>
<td>Web Team</td>
<td>Web Team</td>
<td>College/Unit</td>
</tr>
<tr>
<td><strong>User Support</strong></td>
<td>NA</td>
<td>Web Team</td>
<td>College/Unit or Web Team</td>
</tr>
<tr>
<td><strong>Technical Support</strong></td>
<td>Web Team</td>
<td>College/Unit or Web Team</td>
<td>College/Unit or Web Team</td>
</tr>
</tbody>
</table>
FEATURED EVENTS

2018 Feast of Nations
The international flavor of the University of North Dakota will be on center stage at the 56th Annual Feast of Nations. Mark your calendars for Saturday...
Jan 27 at 6:00 pm

TRENDING EVENTS

The Price is Right - Live!
The Price Is Right Live is the hit interactive stage show that gives eligible individuals the chance to Come On Down to win. Prizes may include...
Jan 30 at 7:00 pm
Chester Fritz Auditorium

Foreigner
With 10 multi-platinum albums and 16 Top 30 hits, Foreigner is universally hailed as one of the most popular rock acts in the world with a formidable musical.
Feb 4 at 8:00 pm
Chester Fritz Auditorium

Search places, events, groups

Submit an Event

All Events
Places to Go
Groups

OTHER CALENDARS

University Dates & Deadlines
Athletics
Student Life
All Events

FEBRUARY

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calendar.UND.edu – Live Dec 18
Search Appliance – Launch Wave 1

Getting Married

A-Z Index
MyUND
Directory
# Online Profile

**Tera Buckley**

**Marketing & Creative Services**

<table>
<thead>
<tr>
<th>Title</th>
<th>Assistant Director</th>
</tr>
</thead>
</table>

**Marketing Dept**

<table>
<thead>
<tr>
<th>Title</th>
<th>Lecturer</th>
</tr>
</thead>
</table>

**Specialty**

- Integrated Marketing Communications

**Contact Information**

<table>
<thead>
<tr>
<th>Email</th>
<th><a href="mailto:tera.buckley@UND.edu">tera.buckley@UND.edu</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>Office Phone</td>
<td>701.777.4941</td>
</tr>
<tr>
<td>Dept. Phone</td>
<td>701.777.6829</td>
</tr>
<tr>
<td>Office</td>
<td>Skalicky Tech Room 235</td>
</tr>
<tr>
<td></td>
<td>4300 James Ray Drive Stop 7142</td>
</tr>
<tr>
<td></td>
<td>Grand Forks, ND 58202-7142</td>
</tr>
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</table>

**Education**

- M.S., Integrated Marketing Communications, West Virginia University, 2012
- B.B.A., Marketing, University of North Dakota, 2001
Template Suite

1. Universal Subpage with Side Navigation
2. Full-Width University Subpage
3. UND Home Page (unique)
4. UND In Action (unique)
5. Top-Level Landing
6. Program Finder
7. Academic Program
8. College/School Home Page
It’s Tricky
## Timeline

<table>
<thead>
<tr>
<th>Wave</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
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</thead>
<tbody>
<tr>
<td>Wave 1</td>
<td>Prep and Plan</td>
<td>IA</td>
<td>Cleanup</td>
<td>Migrate</td>
<td>Optimize</td>
<td>Review</td>
<td>Launch</td>
<td>Support</td>
<td>PL Optimize</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wave 2</td>
<td>Prep and Plan</td>
<td>IA</td>
<td>Cleanup</td>
<td>Migrate</td>
<td>Optimize</td>
<td>Review</td>
<td>Launch</td>
<td>Support</td>
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</tr>
<tr>
<td>Wave 3</td>
<td>Prep and Plan</td>
<td>IA</td>
<td>Cleanup</td>
<td>Migrate</td>
<td>Optimize</td>
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</tr>
<tr>
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<td>Prep and Plan</td>
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</tbody>
</table>

### Key
- Web Team - Content
- Web Team - Content Intense
- Web Team - Tech
- Web Team - Tech Intense
- Division / Unit - Content
- Division / Unit - Content Intense
- All
## Timeline cont.

<table>
<thead>
<tr>
<th>Wave</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wave 1</td>
<td></td>
<td></td>
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<td></td>
<td></td>
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</tr>
<tr>
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<td></td>
<td></td>
<td></td>
<td>PL Optimize</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
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<td></td>
<td>Review</td>
<td>Launch</td>
<td>Support</td>
<td>PL Optimize</td>
<td></td>
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<td></td>
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<td></td>
</tr>
<tr>
<td>Wave 4</td>
<td>IA</td>
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<td>Migrate</td>
<td>Optimize</td>
<td>Review</td>
<td>Launch</td>
<td>Support</td>
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<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Key**
- Web Team - Content
- Web Team - Content Intense
- Web Team - Tech
- Web Team - Tech Intense
- Division / Unit - Content
- Division / Unit - Content Intense
- All
Wave 1 – April 2018

Matt & Ellissa
- /admissions/financial-aid
- /admissions/military
- /admissions/student-account-services
- /admissions/undergraduate
- /one-stop
- *graduate admissions
- Student Disclosure Information (Consumer Disclosure Information)
- Admissions landing page
- Apply landing page
- Visit landing page
- Request info landing page
- Summer Sessions
- UCard
- /identity
- /web-support

Tanner & Aimee
- /academics/extended-learning

Tera
- /discover (About)
- Virtual Tour
- Academic Program Finder
- Contact Us (Directory and Social Media Directory)
- UND in Action
- Search Appliance
- Global Navigation
- Footer Navigation
- ‘Information for’ landing pages
- Home Page
- Calendar
- Maps
Wave 2 – June 2018

- American College of Norway
- Business
- Education
- Essential Studies
- Graduate School
- Honors
- International Center
- Law
- Medicine
- Registrar
Wave 3 – October 2018

- Arts & Sciences
- Code of Student Life
- Current Students – Student Life
- Engineering
- Housing & Dining
- Library
- Nursing
- Research
- Student Academic Support Services
  - Testing Center
  - Writing Center
  - Math Center
- Student Involvement & Leadership Office
- TTaD/CILT/UIT/Tech Support
- Undergrad Showcase
Wave 4 – March 2019

- 2020
- Aerospace
- Affirmative Action
- American Indian Student Services
- Art Collections
- Bus Tour
- Career Services
- Center for Innovation
- Center for Rural Health
- Ceremony & University Events
- Chester Fritz Auditorium
- Disability Support Services
- EERC
- Environmental Training Institute
- Finance & Operations
- Founders Day
- Health & Wellness
- Honor Roll
- Human Resources
- Internal Auditing
- Memorial Union
- MIRA
- Multicultural Programs & Services Center
- Office Marketing & Creative Services
- Office of Public Safety
- Office of Student Rights & Responsibilities
- Office of the Chief Information Officer (AS Tech)
- Office of the President
- Office of the Provost
- ROTC
- Staff Senate
- Strategic Planning
- Student Affairs
- Student Government
- Telecommunications
- The Pride Center
- TRIO
- University & Public Affairs
- University Children’s Learning Center
- University Senate
- Women’s Center
Wave 5 – TBD after March 2019

- Center for Community Engagement
- Children and Family Services Training Center
- NDSBDC
- Organizations – All
- Summer Institute of Linguistics
- SUNRISE
- Writer’s Conference

- All sites not meeting deadlines move to Wave 5.
- Sites not migrated by the end of Wave 5 will be archived and deleted.
- There will NOT be a Wave 6.
Phase 1: One In-Person Meeting

1. Analytics report and analysis
2. Estimated target page reduction
3. Draft site map
4. Site inventory spreadsheet
5. Governance model
6. Site goals (CTA’s)
7. Note any special circumstances
Phase 2: Clean-Up

1. Fix errors within the page copy
2. Rewrite copy to match desired reading level and best practices
3. Transfer all staff and faculty bio info the directory and delete existing bio pages in current site (link to the directory profile page now in the current site)
4. Inventory entire pages in the spreadsheet (keep, delete, or combine)
5. Map the existing website to a new information architecture using standard labels
6. Delete any content marked as delete, save files to keep on their own computer, shared drive or other external hard drive (storage space will not be provided)
7. Identify photos needed for new site and follow request process
Phase 3: Final Check by Web Team

• Finalize target IA using the mapping spreadsheet
• Schedule migration date
## Phase 3: Scripted Migration at Fixed Date

<table>
<thead>
<tr>
<th>Will Migrate with OU Script</th>
<th>Will Not Automatically Migrate</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Words on the page</td>
<td>- Styles and classes (right align, image right, notice)</td>
</tr>
<tr>
<td>- Basic HTML (paragraph tags, bold, italics, headings)</td>
<td>- Images and graphics (includes all on page images and headers)</td>
</tr>
<tr>
<td>- Binary files (.pdf, .doc) stored in the <code>_files/docs</code> folder</td>
<td>- Snippets (slideshows, pitches)</td>
</tr>
<tr>
<td>- Binary file links in content done using dependency manager tags</td>
<td>- Assets</td>
</tr>
<tr>
<td>- Tabs/accordion snippets</td>
<td>- Custom coding</td>
</tr>
<tr>
<td>- Tables</td>
<td>- Page layouts (column, widget, bottom content)</td>
</tr>
<tr>
<td>- Page properties (title, description, keywords)</td>
<td>- User accounts and access groups</td>
</tr>
<tr>
<td>- Bulleted lists (order and unordered lists)</td>
<td>- Navigation files (’_nav-local.inc’)</td>
</tr>
<tr>
<td>- In text hyperlinks (open in current or new window)</td>
<td>- Footer files (’_footer-local.inc’)</td>
</tr>
<tr>
<td>- Email addresses</td>
<td>- Embedded files (videos, social media)</td>
</tr>
<tr>
<td>- Profile pages</td>
<td>- All forms</td>
</tr>
<tr>
<td>- Links</td>
<td>- RSS feeds</td>
</tr>
</tbody>
</table>
Phase 4: New Governance

• New governance model fully in place at this phase
• “Old” website is still live and needs to be maintained by unit under previous management model
• Mandatory training to get OU access
Phase 4: Content Optimization

- Correct migration issues
- Configure new features of the design
- Add images
- Create and check links
- Style content
Phase 5: Final Check/Approval by Web Team

• Site owner and MM expected to work with Web Team to resolve issues
• Web Team conducts a QA check via Siteimprove report
• Web Team has final authority to launch site or not – sites not ready move to Wave 5
• Web Team makes sure Google Analytics measures site goals
Phase 6: Site Launch by Web Team

• Content freeze in new environment
• Execute launch checklist for the site
• Final check by Web Team then lift content freeze, **no one has access until content freeze is lifted by Web Team**
• Review the site for issues
Phase 7: Post-Launch Support

• Review site for issues (all)
• Resume editing content as needed in the new site
Phase 8: Post-Launch Content Optimization

• Re-address mobile first
• Focus on optimizing lower priority pages and taking advantage of additional design features
• Conduct IA testing if needed (manual card sorting activity or Qualtrics survey)
• User testing methods TBD
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