Website Redevelopment Project

Wave 4 Launch

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blogs.UND.edu/web-redesign
Top 5 Wishes – Jan 2017

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

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
Quality Assurance/Quality Control

Too much junk!
- Broken links
- Spelling
- Readability
- Image sizes
- Missing alt tags
## Governance Options

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

- Info For Navigation
- Logins
- Program Finder
- Directory
- Search
- LIA Stories
- Events Calendar
- Campus Map
Before
After
## Exceeding Industry Standards

<table>
<thead>
<tr>
<th>Category</th>
<th>Industry Standard</th>
<th>Old Site</th>
<th>New Site</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Quality Assurance</strong></td>
<td>78.1</td>
<td>73.0</td>
<td>97.2</td>
</tr>
<tr>
<td><em>broken links, spelling, readability</em></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Accessibility</strong></td>
<td>68.2</td>
<td>64.1</td>
<td>96.8</td>
</tr>
<tr>
<td><em>alt text, PDFs, HTML</em></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>SEO</strong></td>
<td>72.6</td>
<td>62.3</td>
<td>84.7</td>
</tr>
<tr>
<td><em>meta descriptions, speed, word count</em></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

New site data reported September 21, 2018
75% Reduction in Page Products

<table>
<thead>
<tr>
<th>Site Name</th>
<th>Old</th>
<th>New</th>
<th>Reduction</th>
</tr>
</thead>
<tbody>
<tr>
<td>One-Stop</td>
<td>84</td>
<td>115</td>
<td>-36.9%</td>
</tr>
<tr>
<td>Essential Studies</td>
<td>299</td>
<td>297</td>
<td>0.7%</td>
</tr>
<tr>
<td>Medicine</td>
<td>11,443</td>
<td>4,472</td>
<td>60.9%</td>
</tr>
<tr>
<td>International Center</td>
<td>491</td>
<td>184</td>
<td>62.5%</td>
</tr>
<tr>
<td>Law</td>
<td>5,276</td>
<td>1,930</td>
<td>63.4%</td>
</tr>
<tr>
<td>Registrar</td>
<td>4,136</td>
<td>1,099</td>
<td>73.4%</td>
</tr>
<tr>
<td>Graduate School</td>
<td>2,200</td>
<td>414</td>
<td>81.2%</td>
</tr>
<tr>
<td>Admissions</td>
<td>1,572</td>
<td>274</td>
<td>82.6%</td>
</tr>
<tr>
<td>Honors Program</td>
<td>425</td>
<td>50</td>
<td>88.2%</td>
</tr>
<tr>
<td>Business</td>
<td>2,553</td>
<td>293</td>
<td>88.5%</td>
</tr>
<tr>
<td>Education</td>
<td>4,896</td>
<td>186</td>
<td>96.2%</td>
</tr>
<tr>
<td>Extended Learning</td>
<td>4,568</td>
<td>130</td>
<td>97.2%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>37,943</strong></td>
<td><strong>9,444</strong></td>
<td><strong>75.1%</strong></td>
</tr>
</tbody>
</table>
Leads Up 85%

<table>
<thead>
<tr>
<th>Month</th>
<th>Undergrad</th>
<th>Grad</th>
</tr>
</thead>
<tbody>
<tr>
<td>June</td>
<td>447</td>
<td>757</td>
</tr>
<tr>
<td>July</td>
<td>527</td>
<td>897</td>
</tr>
<tr>
<td>August</td>
<td>740</td>
<td>1,275</td>
</tr>
</tbody>
</table>
Student User Testing

1. UND’s new site bold, modern and highly usable.
2. The program finder is easier to discover on mobile than desktop.
3. Program finder interactivity and Compare feature are used/liked.
4. Students get the sense that we offer many student events and activities but can’t find a list of clubs and activities.
5. Current students are not yet familiar with their portal page.
It’s Tricky
You Are Moving...Get Ready!
## Timeline

<table>
<thead>
<tr>
<th>Wave</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Jul</td>
<td>Aug</td>
</tr>
<tr>
<td>Wave 1</td>
<td>Prep and Plan</td>
<td>IA</td>
</tr>
<tr>
<td>Wave 2</td>
<td>Prep and Plan</td>
<td>IA</td>
</tr>
<tr>
<td>Wave 3</td>
<td>Prep and Plan</td>
<td>IA</td>
</tr>
<tr>
<td>Wave 4</td>
<td>Prep and Plan</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
<table>
<thead>
<tr>
<th>Wave</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>
<th>Aug</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wave 1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wave 2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Support</td>
<td>PL Optimize</td>
<td></td>
</tr>
<tr>
<td>Wave 3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Optimization</td>
<td>Review</td>
<td>Launch</td>
<td>Support</td>
<td>PL Optimize</td>
</tr>
<tr>
<td>Wave 4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>IA</td>
<td>Cleanup</td>
<td>Migrate</td>
<td>Optimize</td>
</tr>
</tbody>
</table>
Wave 1 – May 2018

Migrated Sites
• Admissions
• Extended Learning
• One-Stop
• Ucard

New Features
• Program Finder
• Google Map
• Search Appliance
• Landing Pages
• About UND
• Leaders in Action*
Wave 2 – August 2018

- American College of Norway
- Business
- Education
- Essential Studies
- Graduate School
- Honors
- International Center
- Law
- Medicine
- Registrar
Wave 3 – December 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
- Summer Institute of Linguistics
- TTaD/CILT/UIT/Tech Support
Wave 4 – May 2019

- 2020
- Aerospace
- Affirmative Action
- American Indian Student Services
- Art Collections
- Brand Site
- Bus Tour
- Career Services
- Center for Innovation
- Center for Rural Health
- Ceremony & University Events
- Chester Fritz Auditorium
- Disability Support Services
- EERC
- 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
- Web Support
- Women’s Center
Wave 5 – TBD after May 2019

- Center for Community Engagement
- Children and Family Services Training Center
- NDSBDC
- Organizations – All
- 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. Delete, delete, delete!!!!
2. Fix page copy
3. Transfer faculty/staff bios to Directory
4. Move all moving binary files to _files/docs
5. Identify photos needs
6. Complete migration spreadsheet
## Phase 2: Migration Spreadsheet

<table>
<thead>
<tr>
<th>Current Location</th>
<th>New Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>/faculty-and-staff/graduate-committee.pcf</td>
<td>/faculty-and-staff/graduate-committee.pcf</td>
</tr>
<tr>
<td>/discover-the-grad-school/contact-us.pcf</td>
<td>/about/contact-us.pcf</td>
</tr>
<tr>
<td>/discover-the-grad-school/staff.pcf</td>
<td>/about/staff.pcf</td>
</tr>
<tr>
<td>/discover-the-grad-school/memberships.pcf</td>
<td>/about/associations-affiliations.pcf</td>
</tr>
<tr>
<td>/discover-the-grad-school/history-of-tgs.pcf</td>
<td>/about/history.pcf</td>
</tr>
<tr>
<td>/current-students/financial-assistance/doctoral-funding.pcf</td>
<td>/current-students/financial-aid/doctoral-funding.pcf</td>
</tr>
<tr>
<td>/current-students/financial-assistance/cultural-diversity.pcf</td>
<td>/current-students/financial-aid/cultural-diversity.pcf</td>
</tr>
<tr>
<td>/current-students/financial-assistance/assistantship.pcf</td>
<td>/current-students/financial-aid/assistantship-faq.pcf</td>
</tr>
<tr>
<td>/current-students/grad-2018/grad-guidelines.pcf</td>
<td>/events/grad/grad-guidelines.pcf</td>
</tr>
</tbody>
</table>
Phase 3: Final Check by Web Team

- Finalize information architecture
- Review mapping spreadsheet
- Schedule migration date by domain
Phase 3: Scripted Migration at Fixed Date

<table>
<thead>
<tr>
<th>Will Migrate</th>
<th>Will Not Migrate</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Words on the page</td>
<td>• Images and graphics (includes all on page images and headers)</td>
</tr>
<tr>
<td>• Basic HTML (paragraph tags, bold, italics, headings)</td>
<td>• Snippets (slideshows, pitches)</td>
</tr>
<tr>
<td>• Binary files (.pdf, .doc) stored in the _files/docs folder</td>
<td>• Assets</td>
</tr>
<tr>
<td>• Binary file links in content done using dependency manager tags</td>
<td>• Styles and classes (right align, image right, notice)</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>• Links</td>
<td>• All forms</td>
</tr>
<tr>
<td></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: Migration Example

Students

The College of Engineering & Mines currently offers five of our engineering degree programs (chemical, civil, electrical, mechanical and petroleum) through a distance delivery mode called our Distance Engineering Degree Program (DEDP).

Our DEDP delivery mode offers non-traditional engineering students an opportunity to complete most of their undergraduate degree coursework in our accredited undergraduate engineering programs through the internet. Students are required to complete their laboratory requirements through accelerated summer courses at UND. Since our DEDP students experience the same lectures and coursework requirements as our on campus students, we consider this education experience to be essentially equivalent.

Advisement Forms

Current DEDP students are required to have an advisement form filled out and emailed to their advisor each semester for advisement.

- Chemical Engineering (PDF)
- Civil Engineering (PDF)
- Computer Science (PDF)
- Electrical Engineering (PDF)
- Geology & Geological Engineering (PDF)
Phase 4: Migration Example

Thank you for considering the University of North Dakota Geology and Geological Engineering programs.

Goals

***IMAGE REMOVED***

The goals of the undergraduate programs are to provide professional preparation for majors in the geosciences and engineering and to provide guidance to non-majors seeking to gain a greater understanding of Earth and planetary environments and resources.

Degree Programs

The Harold Hamm School of Geology and Geological Engineering offers challenging programs leading to:

B.S. in Geology
B.S. in Earth Science
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 sets up Google Analytics to measure 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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