WEB REDESIGN PROJECT UPDATE

Presented at Cabinet

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Process Overview – Phase 1

Preliminary
- **Pre-planning**
- YIELDS: Identify processes and decision makers

Step 1
- **Research**
- YIELDS: Data and context for understanding

Step 2
- **Strategy**
- YIELDS: Strategy and sitemap

Step 3
- **Design**
- YIELDS: Establishes design look/feel, architecture

Step 4
- **Development**
- YIELDS: Transfer to web environment, content

Step 5
- **Asset Management**
- YIELDS: Implementation and long-term plan

Logic of the Re-Design Phase 1

Prospective student focused	• Less jargon, more pictures, more fun, more color, more mobile
Better organization	• Landing pages for mobile, reduced menu options, top navigation
Easier to find information	• Easy to skim, better search, use more headings, tested words
More modern	• New design features, more white space, now responsive

for all (handwritten annotation bracketing the middle rows)

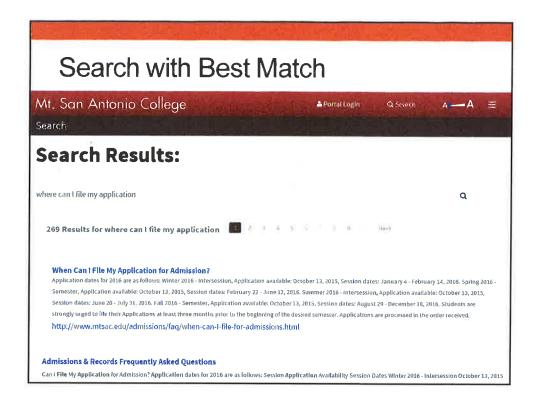*Add internal audience to research step* (handwritten annotation)

Phase 1 Included

- Home page
- Mega Menu
- Landing Pages
- Admissions
- Financial aid
- Cost to attend
- Transfer information
- Tours
- Clubs
- Calendar
- Sports
- Testimonials
- Transportation

What happened after Flex Day?

- More Training (20+ hours)
- More Open Office Hours (30+ hours)
- More One-on-One Meetings (150+ hours)
- More Programming and Design Work
  - Finding and fixing glitches
  - Adjusting for mobile, tablet, desktop views
  - Creating more snippets and assets
- More Web Editing
  - Strengthening web text and media
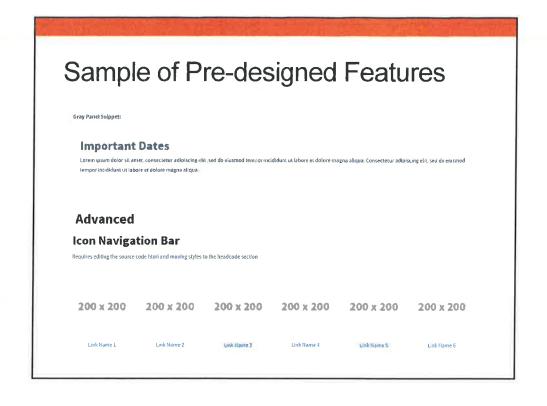
What happened after launch?

- Usability studies with prospective and current students
- Newly designed snippets and styles requested by Departments
- New Google Translate feature
- New search with Best Match feature
- New accessibility feature called Sitecues
- New 3D map and tour
- More Programming and Design Work
- More Web Editing
  - A contractor is helping with SEO and writing

Search with Best Match

Mt. San Antonio College   👤 Portal Login   🔍 Search   A ——A   ☰

Search

Search Results:

where can I file my application   🔍

269 Results for where can I file my application   **1** 2 3 4 5 6 7 8 9   Next

When Can I File My Application for Admission?
Application dates for 2016 are as follows: Winter 2016 - Intersession, Application available: October 13, 2015, Session dates: January 4 - February 14, 2016. Spring 2016 - Semester, Application available: October 13, 2015, Session dates: February 22 - June 12, 2016. Summer 2016 - Intersession, Application available: October 13, 2015, Session dates: June 20 - July 31, 2016. Fall 2016 - Semester, Application available: October 13, 2015, Session dates: August 29 - December 18, 2016. Students are strongly urged to file their Applications at least three months prior to the beginning of the desired semester. Applications are processed in the order received.
http://www.mtsac.edu/admissions/faq/when-can-I-file-for-admissions.html

Admissions & Records Frequently Asked Questions
Can I File My Application for Admission? Application dates for 2016 are as follows: Session Application Availability Session Dates Winter 2016 - Intersession October 13, 2015

Pre-designed Features

- A to Z (Folder-Level) Index
- Accordion
- Note Box (Blue, Gray, White 1 and 2 Columns)
- Contact Table
- Faculty Contact List and Faculty Contacts with Photos
- Green Chevron Lists (1, 2, and 3 Columns)
- Image Caption
- Landing Page
- Layout (2 and 3 Columns)
- Quote Callout and Quote Callout with Citation
- Responsive Table
- RSS Display

www.mtsac.edu/webdesign

Sample of Pre-designed Features

Gray Panel Snippet:

Important Dates

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Advanced

Icon Navigation Bar

Requires editing the source code html and moving styles to the headcode section

200 x 200	200 x 200	200 x 200	200 x 200	200 x 200	200 x 200
Link Name 1	Link Name 2	Link Name 3	Link Name 4	Link Name 5	Link Name 6

Icon Toolbar Example

Event Calendars on Websites

News Feeds

Future Phases

- Depends on research results
- More focus on department and program level pages
- Consider standardizing content:
  - Contact Information
  - Clear Calls to Action
  - Calendar
  - News/Announcements Feed
- Add-on Features
  - 3D Map (Facilities)
  - Online Catalog (Instruction)
  - Directory Information (Bios can be featured)

What's next?

- **Plan for Phase 2**
- **Recruit for Phase 2 Advisory Board**
- **Survey** of faculty, staff, students
- **User group meetings** launched for advanced features
- **Web writer** to continue with search engine optimization
- **More Add Ons** need to be fully implemented
  - Directory
  - 3D map and tour (Facilities)
  - Online College Catalog (Instruction-led Initiative)
  - RSS news feeds and news blog

Phase 2 – We do it all again

Preliminary	• Pre-planning • YIELDS: Identify goals, process
Step 1	• Research • YIELDS: Data and context for understanding
Step 2	• Strategy • YIELDS: Strategy, sitemap, scale
Step 3	• Design • YIELDS: Establishes look/feel, architecture
Step 4	• Development • YIELDS: Transfer to web environment, new content
Step 5	• Asset Management • YIELDS: Implementation and long-term plan

Clarify Goals of Phase 2

- Based on results of research make adjustments to site
- Focus on Interior Pages
  - Best Practices for divisions
  - Best Practices for departments
  - Best Practices for academic programs/departments
  - Best Practices for committees
  - Best Practices for faculty pages
- Department-level add-ons and features
  - Online Directory - how deep should implementation go?
  - Online Catalog - how can we take advantage of the online catalog at the department level?
  - Department Calendar Widget
  - Department News/RSS Widget

Best practices for committees
System for posting accreditation evidence
— using a smart sheet

Cabinet Feedback on Advisory Board

- Student Services Reps (1-2 reps appointed by VP)
- Instruction Reps (1-2 reps appointed by VP)
- Student (1 rep appointed by Associated Students)
- Faculty (1 rep appointed by Academic Senate)
- Staff (1 rep appointed by Classified Senate)
- Human Resources (1 rep appointed by VP)
- Administrative Services (1 rep appointed by VP)
- Experts, as needed