



Herding Cats

A Practical Primer on Leading
a Successful Website Redesign



85% of prospective students rank the website as the #1 research tool.

The website and a rebrand are the largest, most visible marketing projects.

Everyone on campus feels they own the website.

Helping You Succeed by –

Understanding the full process
Knowing how to set expectations
Learning pro tips to plan ahead

Two Categories

People

Your Team
Your Audience
Your Stakeholders

&

The Work

The Scope
The Timeline
Content!



START WITH WHY

Why a Website Project Needs Business Goals

During the project, you will need to make choices to prioritize audiences, budget, strategies, and tactics.

Without business goals, all choices and decisions are equal.

~~SOME BUSINESS GOALS~~

~~“Make a responsive website”~~

~~“Implement a new CMS”~~

~~“Create new templates”~~

~~“Increase site traffic”~~

~~“Make the site accessible”~~

THESE ARE TACTICS

THE 3 TYPES OF BUSINESS GOALS

Make Money

Save Money

Raise Brand Awareness

Our goal is

MAKE \$
SAVE \$
INCREASE BRAND

to

by

A MEASUREMENT

so that

IMPACT STATEMENT

**To increase international enrollments
by 15% in the next 3 years
so that we can increase revenue**

**To decrease basic information phone calls
by 50% year-over-year
so that the admissions team is more effective**

**To increase our brand prestige
by 20% (as measured by before and after surveys)
so that we are the preferred choice**

How to start defining business goals

- Look at your strategic plan for the school.
- Talk to your President or CFO.
- Talk to admissions and tie your efforts to admissions goals.
- Look at the forms on your site – request information, visit campus, apply, donate.



Total Admits	1000	1000
Admits that took a campus tour	300	350
Rate of matriculation with tour	50%	50%
Estimated matriculants	50% of 300 = 150	50% of 350 = 175
Gain	0 students	25 students
Tuition Gain Year 1	\$0	\$228,475+



**GET YOUR PEOPLE
IN LINE**

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Content!

37%

OF TEAMS HAVE

3-4 PEOPLE

10 Most Common Roles on Web Teams

86% – Manager or Director

69% – Front-end Developer

62% – Back-end or CMS Developer

53% – Visual or Graphic Designer

48% – Content Strategist

47% – Project Manager

47% – Social Media

37% – Writer

36% – User Experience Designer

34% – Information Architect

Only 27% of web teams have a role dedicated to digital marketing.

The least common role is an Accessibility/Usability Specialist

The Most Typical Team

**Director of Digital
Manager of the Website
Content Manager/Director
Content Producers**

PRIORITIZE YOUR AUDIENCES

Prospective Students

Alumni

Donors

Current Students

Faculty & Staff

Parents

Media

Vendors

PRIORITIZING USER NEEDS



GATHER INPUT FROM USERS



Everyone Has a Stake in the Website

- **The president**
- Admission & Aid
- Provost, deans, and department heads
- Faculty
- Student life — residential life, dining, student services
- Career services
- Alumni and development offices
- Athletics
- Information technology

- Will this website be a sound fiscal investment?
- Will it help drive enrollment?
- Will it engage alumni and help with fundraising?
- Will it accurately convey the essence of our institution?

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- Will the website accurately portray the school?
- Will our school website look better than the competition?
- Will the website help me recruit students?
- Will the website forms work with my CRM?

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- Will this website excite prospects?
- Can we promote events that are important to the faculty?
- Will the faculty be able to promote themselves professionally?
- Will the website help further my research through professional connections or grants?

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- Will we be able to better communicate with students?
- Will it help students find relevant information to answer their questions?
- Can the website and/or the website calendar get more people to our events?

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- **Alumni and development offices**
- Athletics
- Information technology

- Will our audience be able to find our tools and information?
- Will this site work with our existing donation and community tools?
- Can this website highlight our events, offers, and services?

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- Alumni and development offices
- **Athletics**
- Information technology

- We've never built an athletics website.
- Calendar integration is usually a concern.
- Marketing needs to think about how to present all types of athletics – not just varsity.

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- Career services
- Alumni and development offices
- Athletics
- **Information technology**

- What responsibilities will IT have for maintaining the site?
- How does the website align with other digital priorities?
- What are the integration points?
- Who is responsible for hosting?



CONNECTING WITH STAKEHOLDERS



Wisdom from the Field



“Set expectations early for your stakeholders. Share what will and won’t be part of the project scope, and define when and where people will be able to provide input.

Engaging stakeholders is vital.

At the same time, setting boundaries on time and place for feedback will keep the project moving.”

Keeping People in Their Lanes



**PRO
TIP**

Example RACI Chart

Project Deliverable (or Activity)	Project Manager	Strategist	Designer	Front End Developer	Back End Developer
Design site map	C	R	A	I	I
Design wireframes	C	A	R	I	I
Create style guide	A	C	R	C	I
Code templates	A	I	C	R	C

Responsible

The team member who does the work to complete the task

Accountable

The person who delegates work and provides final review on a task or deliverable before it's deemed complete

Consulted

People who provide input on a deliverable based on the impact on their work or their domain of expertise

Informed

People who need to be kept in the loop on project progress

Keep on Communicating



Define your communication plan goals and audience

Engage and communicate proactively

Let your goals shape how you communicate

Holistic omnichannel approach

Keep on Communicating



QUARTERLY COMMUNITY UPDATE

September 2017

MarCom would like to extend an invitation to all faculty and staff to attend the **Quarterly Community Update**. The forum is designed as an opportunity to learn about what is happening currently within the SMU community and receive updates on future plans.

Who: Faculty, staff, and students

What: *Quarterly Community Forum* – The Quarterly Community Update is an opportunity to share updates and initiatives from the BOT meetings, including info around enrollment, fundraising, academic programs, and student affairs initiatives. The format will include an address from the President, deans, and small group info sessions led by a cabinet representative to address and answer specific questions.

When: Thursday, September 28 from 3:30–5:00pm

Where: Worthington Conference Center

Posted in Uncategorized on September 27, 2017 by kylewohlenhaus. [Leave a comment](#)

CATEGORIES

[2014–15 website redesign](#)

[2017–2018](#)

[Drupal](#)

[Hot Topics!](#)

[stmartin.edu info](#)

[Uncategorized](#)

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[My Tweets](#)

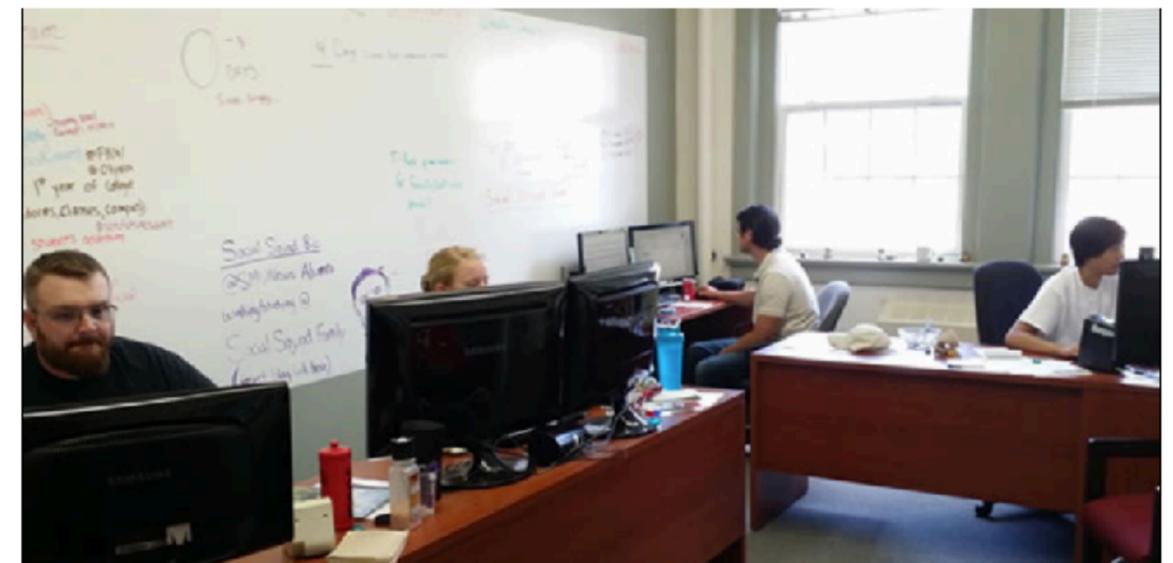
INSTAGRAM

There was an error retrieving images from Instagram. An attempt will be remade in a few minutes.

And just when you thought this update couldn't get any better... photo essay!



Welcome to the matrix, Neo. The content matrix, that is. This is the Grand Poo-bah of documents for our new website. Everything we build comes out of this.



Two Categories

People

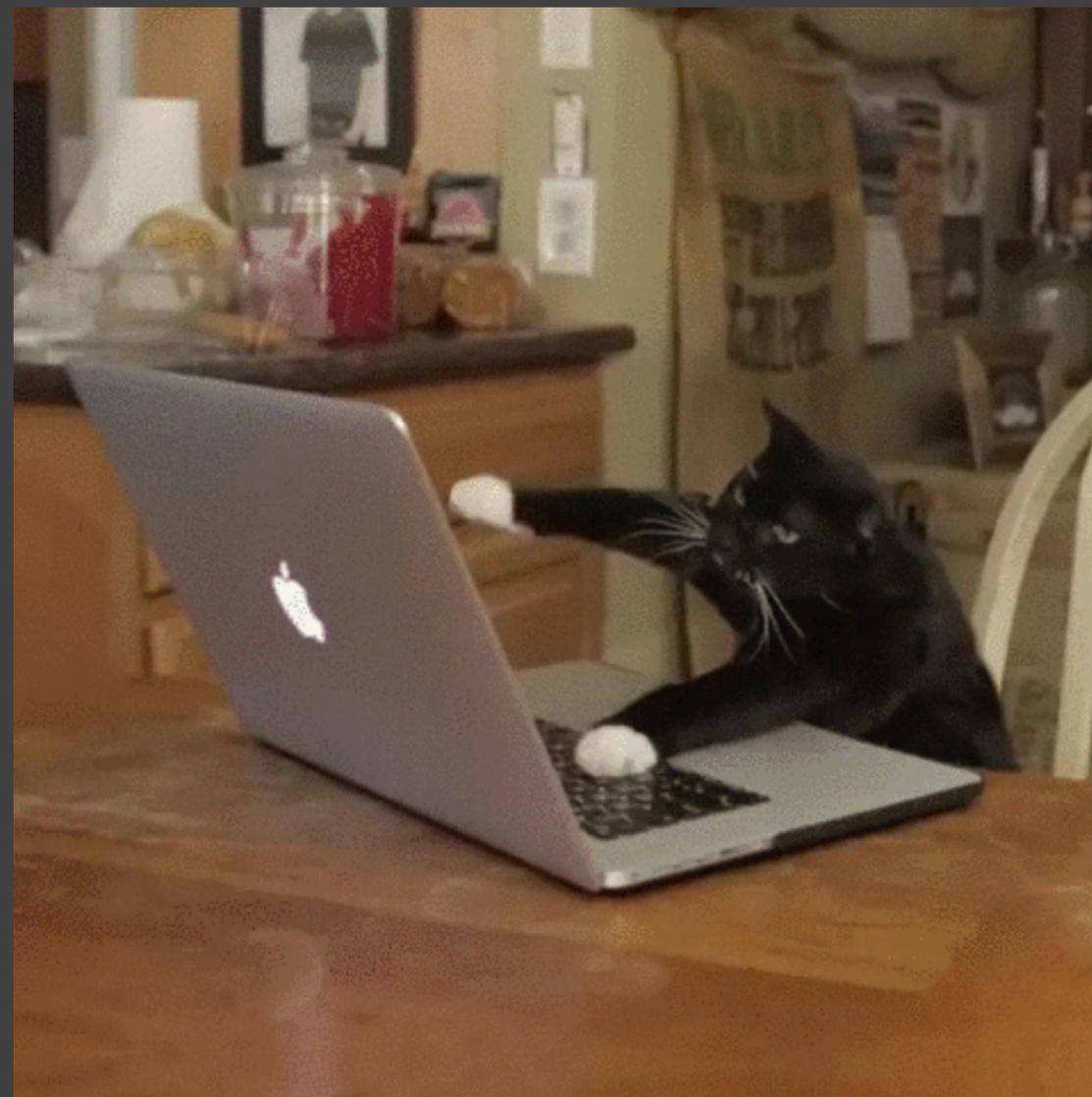
Your Team
Your Audience
Your Stakeholders

&

The Work

The Scope
The Timeline
Getting a Head Start

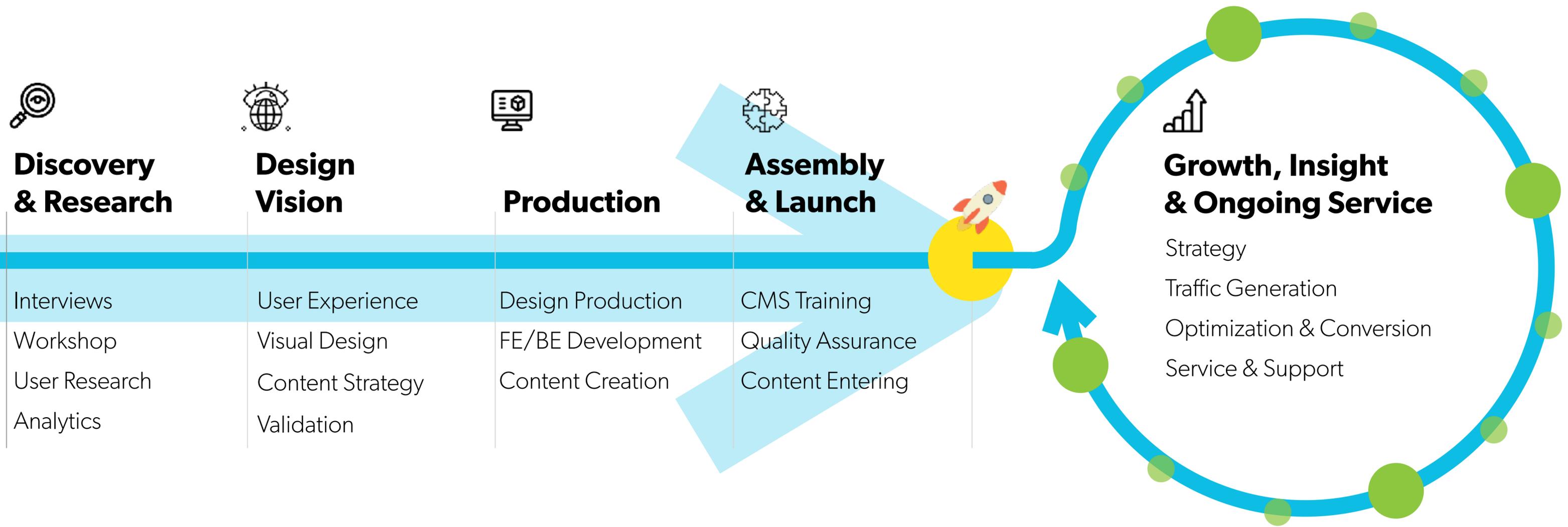
LET'S TALK TIMELINE!



Timeline

**Most full-school website redesigns
take 10-15 months**

Process Overview



How Much Time Will I Need to Dedicate?

	Discovery	Design	Content	Production
Director	40%	50%	60-80%	100%
Content Lead	20%	40%	100%	100%
Development Lead	20%	40%	100%	100%
Writers	n/a	n/a	100%	n/a
Migration Support	n/a	n/a	50%	100%

**PRO
TIP**

**MEETINGS &
SCHEDULING**

**REVIEWING
DELIVERABLES**

**PRODUCTION &
PROJECT
MANAGEMENT**

A Realistic RFP Timeline



April	May	June	July	August	September
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Release RFP

Collect Responses

+

Internal Review

On-Campus Interviews

Make Selection

Contracting

+

Getting Ready

Start discovery meetings

THE 4-WEEK COMMENCEMENT DEAD ZONE

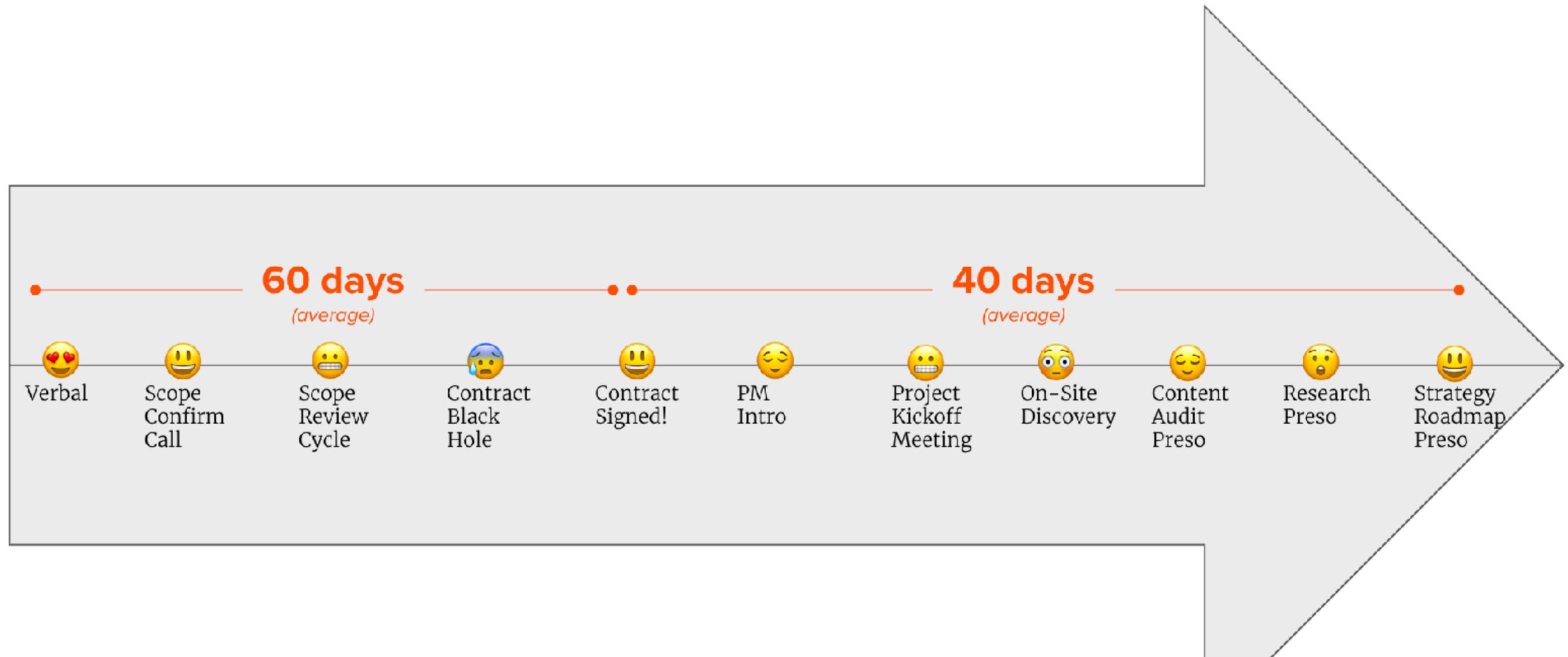
"I'M OUT OF THE OFFICE."

WAIT UNTIL AFTER CLASSES START

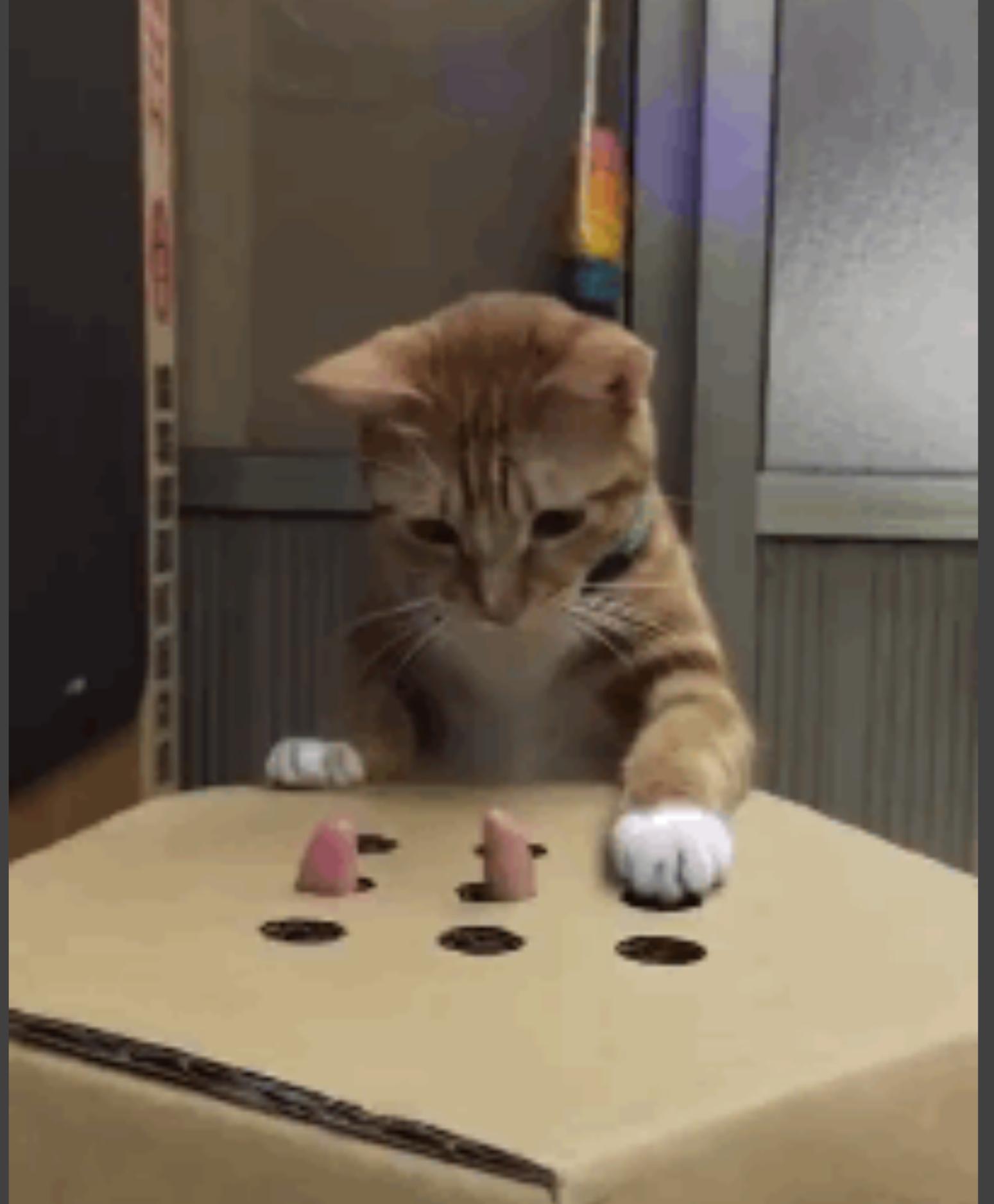
Timeline

100 days

from vendor selection to discovery findings



WHAT'S THE SCOPE?



4 Types of Projects

Design Only

Discovery to Design

Full Process

Discovery + Design + CMS Build

Through Front-End

Discovery to HTML

Full Process +

Add in more user research, branding, content strategy, content production

Project Scope	Design Only	Thru Front-End	Full Build	+Content/Research
Discovery – Interviews & Audits	AGENCY	AGENCY	AGENCY	AGENCY
1:1 User Research	NONE	NONE	NONE	AGENCY
Strategy Roadmap	AGENCY	AGENCY	AGENCY	AGENCY
Information Architecture	AGENCY	AGENCY	AGENCY	AGENCY
Visual Design	AGENCY	AGENCY	AGENCY	AGENCY
Annotations	AGENCY	AGENCY	AGENCY	AGENCY
Messaging & Content Strategy	SCHOOL	SCHOOL	AGENCY	AGENCY
Front-end dev – HTML/CSS	SCHOOL	AGENCY	AGENCY	AGENCY
Back-end dev – CMS	SCHOOL	SCHOOL	AGENCY	AGENCY
User Acceptance Testing	SCHOOL	SCHOOL	SCHOOL	SCHOOL
Content writing	SCHOOL	SCHOOL	SCHOOL	AGENCY
Content loading	SCHOOL	SCHOOL	SCHOOL	SCHOOL
Deployment	SCHOOL	SCHOOL	AGENCY	AGENCY

Core Screens for a College or University Website

1. Homepage
2. Level 2
3. Level 3 / General
4. Program / Degree Selection
5. Program / Degree Detail
6. Course detail
7. School / Department homepage
8. Event Listing
9. Event Detail
10. News Listing
11. News Detail
12. In the News
13. Faculty Listing / Directory
14. Faculty Detail
15. Student/Alumni Story
16. Audience Landing page

Let's Talk about Slate

https://admissions.dickinson.edu/register/request_information

Dickinson REQUEST INFO VISIT APPLY ALUMNI GIVE

ADMISSIONS / APPLY /

Request Information

Thank you for your interest in Dickinson! Complete this information request form to tell us more about you.

* Indicates **required** information

Information About You

Student First/Given Name*

Student Preferred First Name

Student Last/Family Name* Suffix

Birthdate*

Student Email Address*

Student Postal Address*

Country

Street

City

State

Postal Code

I am a prospective...*

Year Planning to Enter Dickinson*

https://www.holycross.edu/admissions-aid/info

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CELEBRATING 175 YEARS

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Senior Interviewers

Student Volunteers Opportunities

Visits to Your High School

Request Information

Alumni Admissions Volunteer

Online Chat

Admissions & Aid > Meet Our Staff

Request Information

To learn more about Holy Cross, please join our mailing list. You will receive general information about the College, brochures regarding the application process and invitations to upcoming events. Thank you for your interest in Holy Cross.

* Denotes required field

*First Name (Legal Name)

Middle Name

*Last Name

Suffix

Preferred Name/Nickname

*Mailing Address

Country

Street

City

https://admission.bryant.edu/request-information

Back to Home

Bryant University | Undergraduate Admission

REQUEST INFO APPLY VISIT SEARCH

WHY BRYANT? ACADEMICS APPLYING TO BRYANT STUDENT EXPERIENCE FINANCIAL AID AND TUITION

Request Information

REQUEST INFORMATION

Thank you for your interest in Bryant University! Please complete and submit the form below to receive relevant information about Bryant and the application process. Visit our site often to keep up with the latest updates.

1 Enter your first name

2 Enter your middle name

3 Enter your last name

Enter your email address

Confirm your email address

Birth month Birth day Birth year

NEXT

Get a Handle on Your Integrations

1. Forms – inquiry
2. CRM
3. Donation forms
4. Calendar
5. Single-sign on
6. Content integrations from other tools
7. Course catalog
8. People directory

GETTING A HEAD START



What Can I Do Now?

1. Review analytics and set-up conversion goals
2. Audit and develop a content philosophy
3. Spend some time with users
4. Collect input from the community
5. Get inspired – look at competitor websites
6. Plan out an approach to content management
7. Start visioning conversations with leadership and key stakeholders – using analytics as a springboard and start asking about their key needs.

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- Set up conversion goals in Google Analytics to start measuring impact.
- Use conversion goals to start conversations about business goals.

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- Use a tool like Screaming Frog to get an scan of your website.
- Figure out broad categories of content – marketing, programs, news, events, etc.
- Start discussions with your team about the editorial approach.
- Surface governance issues.
- Get a sense of the number of templates you'll need.

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- Give prospective students some common website activities and watch them.
- Encourage them to talk aloud.
- Give them a 10-second test – show “aspirational” websites and then ask for their impressions.

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- Collect information from different stakeholders.
- But, be sure to frame the conversation.
- Don't ask about features — ask about communication goals.

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- Yep. That's an easy one.
- Take it a step further and reach out your colleagues to find out what works on the site.

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6. Plan out an approach to content management

- How do you want to manage content differently?
- What's working now?
- What do you want to change?
- What's missing?
- What's broken?
- Think about governance and publishing workflows

QUESTIONS?

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