

# STRATEGIC WEBSITE INTEGRATION FACELIFT TEAM



TEAM SWIFT

LEAP TEAM 2013

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## Executive Summary

For College of the Canyons, an institution that is committed to excellence in every area, public image is paramount. The College has two campuses nestled in the rolling hills of the Santa Clarita Valley, which house state of the art buildings and beautifully landscaped grounds, it is imperative that College of the Canyons' web presence be just as state of the art and attention grabbing. In today's information age where unlimited access to any place on earth is quite literally in the palm of your hand, our institution's website is our ambassador to the rest of the world. It causes a visitor to form a relatively quick opinion, whether consciously or subconsciously, that will determine whether they will stay and explore the site or look to a different institution for the same service.

Visitors to our website whether they are student, staff, faculty or potential international students want information that is clear, up to date and easily accessible. Currently the College's website contains numerous pages that lack unity, contain broken links, direct the user to non-COC pages without warning, and contain outdated content. The LEAP Team SWIFT was assembled to address this aspect of COC's public image and help create a solution that is timely, cost-effective and meets the needs of all its stakeholders.

SWIFT members met with numerous people and groups on campus to gauge where the College was at in transitioning to a more user-friendly and unified website. We also conducted an on-line survey that was made available to all faculty, both full-time and adjunct, to ascertain the needs of our faculty and to discuss how to successfully implement the process of migrating current and new department pages over to the new website using a template, to help promote website cohesion amongst the department and the faculty pages. These conversations and survey results helped refine our focus to developing the process a faculty or staff member would go through to create an individual page or change a current page over to a new design.

Currently, the College is creating a website for the home and department pages using SharePoint, proposed new software and a new content manager system. The College is also creating a new template to offer to faculty that will assist them in webpage development, and provide a continuous and seamless feel for new pages consistent with the main College pages. This template will be user friendly to both the website visitor as well as for the staff member creating and maintaining it. While the College is on track to creating this new look and feel to the website, it had not delineated a process or any steps to help roll out this transition in a way that would encourage department and faculty participation as well as relieve any apprehension they might have to the change.

SWIFT involved numerous stakeholders to create this new process, and incorporated various avenues including marketing strategies, online tutorials, FLEX workshops, sandbox area to test, develop and train, and incorporation of website maintenance by departments as part of their yearly program reviews to assist the College in the successful rollout of and transition to this new website. We are confident that this clearly defined process with predetermined educational tools will help the College launch the new site with minimal resistance, eager anticipation and universal acceptance by all of its stakeholders.

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## **COC Website Project**

### **Strategic Website Integration Facelift Team (SWIFT)**

#### ***Project Description***

The Strategic Website Integration Facelift Team (SWIFT) will assist the campus community in developing and/or updating campus web pages to ensure accuracy, consistency, and uniformity of page designs and content. A standardized webpage template will be developed specifically to assist users who may have limited to no experience developing web pages and provide them with a user friendly format which will assist them in completing their designs and entering information.

The template will also assist users in easily updating their existing or new department websites thus facilitating the process used for changing information and enhancing the accuracy of campus information on an on-going basis.

#### ***Target Audience for the Project***

The project will serve all campus departments, programs, and services which contribute to the on-line image of College of the Canyons with particular focus on assisting our faculty and departments in their web page development.

#### ***Why is this needed?***

Public opinion is extremely important in business, whether the businesses are for profit or are non-profits like colleges. A website creates an immediate emotional response as soon as it appears on the screen. A web visitor forms an opinion, either consciously or unconsciously, in a split second and this can affect their decision to stay and explore the site or look elsewhere for a different campus that offers the same service.

Good design reflects consistency and continuity, and impacts the user's perception of the campus. The campus image can project professionalism and instill trust. Users view individual webpages as a reflection of the whole, hence consistent images and continuity in design project a cohesive, goal-oriented, professional image for College of the Canyons.

#### ***Stakeholders for the Project***

- Faculty/Staff/Administrators
- Students and Potential Students
- Parents
- Business Partners

- Alumni
- Donors
- Community Users

## ***Mission Statement***

SWIFT brings uniformity, ease, and clarity to College of the Canyons' website, with particular attention to faculty and department pages.

## ***Vision Statement***

SWIFT is committed to maintaining College of the Canyons' professional public image as well as creating ease in navigation by encouraging uniformity throughout the College's many pages. College of the Canyons is an institution committed to excellence and serving the community. Our vision is to help the website communicate this same level of excellence by enabling our users to better navigate through these numerous pages. In addition, this process will assist College of the Canyons in appropriately informing our users when they are navigating away from our site.

## ***Values***

- Accuracy
- Professionalism
- Ease of navigation
- Consistency
- Access 24/7
- Ease of dissemination of information

## ***Project Objectives/ Evaluation***

- To gather data from current faculty regarding the use and purpose of their department and faculty pages including when they were last updated and their level of interest in a template.
- To pass on faculty needs, concerns, and ideas to the template designers to consider incorporating as feasible.
- To assist the College with rolling out the new template design that was created by developing a concise and logical process with which to educate and include all members of the campus community.
- To dialogue with the various stakeholders regarding current web site usage so the new design brings the clarity, uniformity and ease in navigation desired by all.

- To create support for faculty in web page development and maintenance through tutorials, a FAQs page, and FLEX workshops.
- To promote the maintenance of pages so they stay current and functional through the utilization of the current annual program review process.

## ***SWOT Analysis-***

### ***Strengths***

- Meets strategic goals of the College by providing branding
- Helps maintain a professional image for the College
- Provide uniformity and consistency in design
- Can assist users in developing new web pages
- Facilitates the maintenance and update of information

### ***Weaknesses***

- College does not currently have a process for monitoring web page content
- Information is not current, accurate, and linked in places
- Problems cannot always be resolved as there is no clear point person or entity responsible
- Guidelines have not been established for website content, or links to external sources
- College does not have process for annual reviews of web pages
- College does not have financial and human resources to maintain sites and/or resolve issues

### ***Opportunities***

- Provides an opportunity for departments and individuals with little to no experience to develop pages
- College can establish guidelines for content, and continuity in design
- Increased information and improved accuracy
- Better image projected for College of the Canyons
- Increased use by internal and external users
- Improved ease of navigation to find information

### ***Threats***

- No current funding available to hire or assign a dedicated staff to website maintenance

- Faculty resistance to establishment of content and design guidelines
- Lack of training in website design
- Misunderstanding or misconceptions about use of template design

## ***Research***

### ***Faculty survey:***

An Online survey was developed and sent to all of COC faculty.

### ***Interviews:***

Barry Gribbons (Assistant Superintendent /VP Institutional Development)

John Green (Director PIO)

Mike Gunther (Assistant director Information Technology)

### ***Meetings***

Web Committee

Students

Community members

SWIFT members met with numerous people and groups on campus to gauge the viewpoints and status of our transition to a more user-friendly and unified website. We also conducted an on-line survey that was made available to all faculty at College of the Canyons, both full-time and adjunct, to ascertain the needs of our faculty. In addition, feedback was provided regarding the potential success of a template and sandbox to help promote website cohesion from program sites to individual faculty pages. These conversations, meetings, and survey results refined our project to focus on developing the process a faculty or staff member would go through to create an individual page, or convert an existing page over using the new design template.

A summary of the survey results is provided below.

- 88.6 percent feel a web page template is useful (105 responses)
- 78.3 percent feel a sandbox would be helpful (108 responses)
- More than 40 percent of respondents would NOT know who to contact regarding a webpage issue (108 responses)
- 87.9 percent know who to contact regarding blackboard issues (107 responses)
- 79.2 percent feel that blackboard adequately meets needs of communication with students (77 responses)



- Blackboard is more accessible therefore, more easily understood and user friendly.  
Why?

Blackboard has FLEX classes available to faculty, is located on Canyons.edu main page and has a designated person as a point of contact for faculty

## ***Research Findings***

There are successful on-line programs that work well for COC. The one that emerged as very successful is Blackboard. There are currently mechanisms in place which facilitate the use of Blackboard, that are not in place for website development and updates.

In order for College of the Canyons to improve all facets of its website image, we must provide the same opportunities for faculty to become familiar with it, including accessibility on the main page, training, and assignment of a primary point of contact (a website coordinator).

## ***Proposed Implementation Steps***

- Establishment of SWIFT team to develop policy and procedures, and identify need areas
- Adoption of website guidelines
- Development of a common template
- Campus-wide training for faculty and staff on use of template
- Annual review of individual and departmental websites through the program review process
- Establishment of campus-wide deadlines for submission of website updates
- Appointment of a designated website coordinator as the primary point person for updating and assistance

## ***The Sample Process – “How to create a new webpage”***

A step by step process describing how to create your own webpage using our campus template

- 1) Login to My Canyons.edu
- 2) Press the "Build My Page" tab
- 3) Fill out the electronic form created for this purpose. Provide information about your department, and self (if individual web page.)
- 4) Once the form is filled out, both your Department Dean and you will then receive an email confirmation along with a user name, password, link to the Content Manager and template to be used.
- 5) You provide the content, narrative, photos, etc. Once you fill in your department or faculty information and content on the template provided, save it, publish it and you are done.

*It's that easy!*

## **Not Sure?**

Not sure how to add content to the template? Not a problem we will provide you with a video link showing you the basics of using the content manager as well as an introduction to explain how to add your own content to the template.

Still not too confident? Then please sign up for a live tutorial and earn **FLEX** Credit while you learn the easy process.

## **Marketing**

### 1. How do we market to faculty and staff?

- COC all - email to all campus distribution list
- My Canyons- create a tab in MY CANYONS called "Build My Page"
- Flex Credit – offer training sessions through Professional development for flex credit to faculty
- Access to support with new templates – website coordinator support provided to departments and individual faculty using the campus template

## **Budget**

**Website Coordinator (100%)**      \$67,000 yr.    benefits \$26,800      Total \$93,800

The establishment of this position which will serve as the primary point person for website coordination is essential. The current structure does not promote consistency, or facilitate updating web pages as no one person is responsible for training, development, monitoring, and updating.

**Marketing materials-** No funding was assigned to this function as existing in-house resources can be used for relatively no cost.

**Training-** website design- No funding was assigned to this function. Professional development can set up the training, and the webmaster can provide training as part of their job responsibilities.

**Annual Website Review-** No funding was assigned to this function. The costs associated with program review which can also include an annual webpage review are covered through in-kind resources.

## ***Conclusion***

SWIFT involved numerous stakeholders to create this process and incorporated various avenues including marketing strategies, online tutorials, FLEX workshops, sandbox, and yearly reviews to assist the College in the successful rollout and transition of this new website. We are confident that this clearly defined process with predetermined educational tools will help the College to launch the new site with minimal resistance, eager anticipation and universal acceptance by all of its stakeholders.

Appendix A: Website Redesign 2013- Template

Appendix B: Proposed process for webpage development

Appendix C: Job Description- Website Coordinator

## Appendix A: Website Redesign 2013- Template

### Website Redesign 2013

#### Sublevel Page Template

It's important to utilize a template that incorporates all college web pages within a unified design, and provides logical, intuitive and consistent navigation. With such a design, visitors will always be able to find the home page, key college services and search features (including Ask Canyons / Intelliresponse) no matter how deep into the site they go.

The three main components of this template are:

#### 1. HEADER

This is the most complex component, providing college branding and incorporating the most important links to college services and information. The header itself is divided into two areas:

##### a. Top Navigation Bar Includes...

- Hyperlinks based on visitor type, which in turn point to portals with links unique to such visitors.
- Branded, easily recognizable icon buttons that point to key and/or heavily visited areas of the site, as well as primary social media links.
- The search function.

##### b. Main Header Includes...

- Website branding.
- Three categorized header links that provide dropdown menus to additional content – a more elegant way of providing many links on a page, but visible only when the cursor hovers over a category.

1 (

2 (

3 (



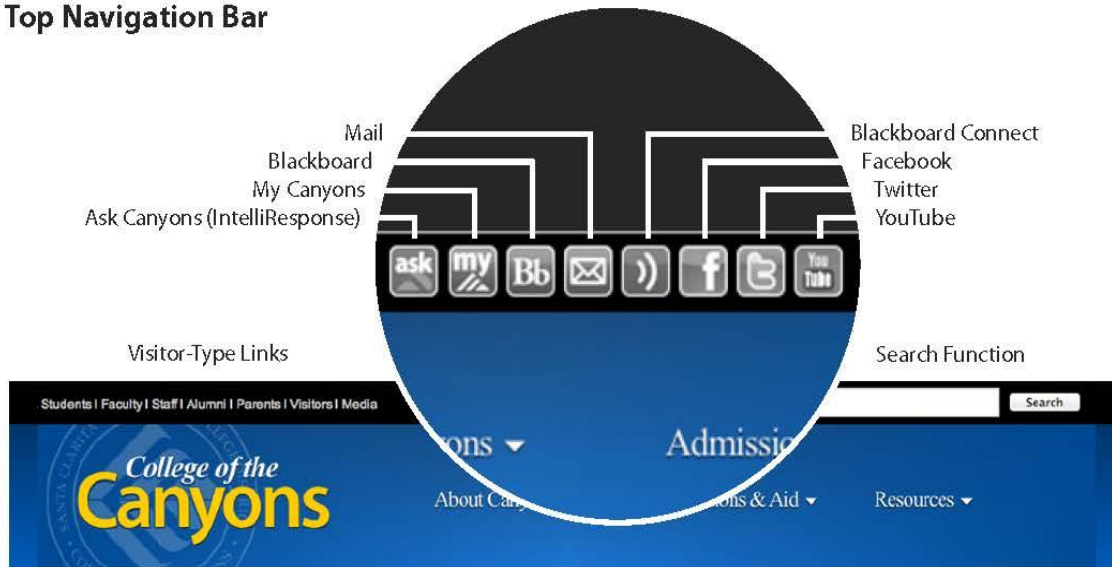
#### 2. CONTENT MODULE

Represented here as white and light-gray areas immediately below the main header, the content module is where individual site administrators would post and update content specific to their departments.

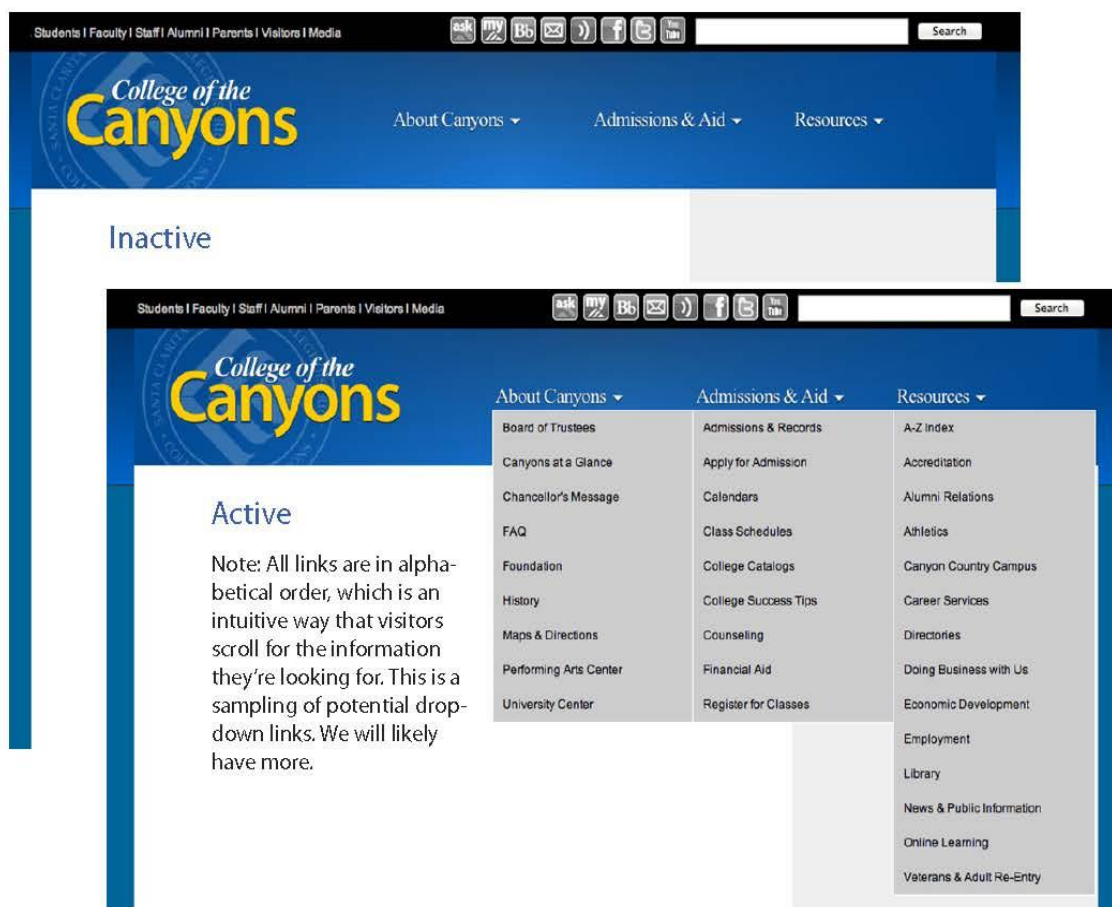
#### 3. FOOTER

The footer provides a final layer of branding and essential key information, i.e. physical addresses, map links, general email links, phone numbers, and links to the home pages for the Valencia and Canyon Country campuses.

## Top Navigation Bar



## Dropdown Navigation Menus



The templates and information is provided courtesy of John Green.

## ***Appendix B: Proposed alternate process for webpage development***

1. How do I get a new template to create a non-existing faculty page?
  - Email the help desk at: [helpdesk@canyons.edu](mailto:helpdesk@canyons.edu)
  - Template will be created
  - To make page LIVE then contact Mike Gunther- [michael.gunther@canyons.edu](mailto:michael.gunther@canyons.edu)
2. How do I request a new page to transfer existing material to?
  - Email the help desk at: [helpdesk@canyons.edu](mailto:helpdesk@canyons.edu)
  - Template will be created
  - Faculty member will transfer desired material to new page
  - To deactivate old page and make NEW page LIVE, contact Mike [Gunther-michael.gunther@canyons.edu](mailto:Gunther-michael.gunther@canyons.edu)
3. Who do I contact for questions pertaining to web page design or for technical issues?
  - For design and layout questions contact: [john.green@canyons.edu](mailto:john.green@canyons.edu)
  - For technical or function questions contact: [chad.estrella@canyons.edu](mailto:chad.estrella@canyons.edu)
  - Assistance will only be provide to faculty using COC templates
4. What resources are available to educate myself further?
  - Tutorials and FAQ's will be accessible through Faculty and Staff tabs in My Canyons
  - A Sandbox will also be provided through My Canyons
  - Flex workshops will provide opportunities for learning about technical aspects and design

## **Appendix C: Website Coordinator**

**Salary. \$67,183**

### **Job Description:**

College of the Canyons is looking to hire a qualified website coordinator, who will be the technical lead for Software Integration Face Lift Team. Candidate will support and develop SharePoint WCM component and template development. The lead responsibilities include (but are not limited to):

### **Responsibilities:**

Author, format, and review Web site content, including formatting standards, classification markup and content tagging, and Section 508 compliance. Set up and maintain a documentation library and contract documentation deliverable release management processes in SharePoint. Set up SharePoint sites that track, facilitate, and lead program management office functional teams to completion of document deliverables. Create original content, provide input to and review of internal operating and procedural guides, job aids, and FAQ reference materials for both internal use and release to the Sponsor on internal, Sponsors collaboration sites and communication portals. Provide Web content development support for external communications using Web development tools, including JavaScript, JQuery, PHP, or HTML5, Adobe Web Publishing tools, including Flash, Illustrator, or Photoshop, SharePoint, and SharePoint Designer. Provide guidance to client's community on the implementation of Section 508 compliance.

### **Qualifications**

#### **Basic Qualifications:-**

- 6 years of experience with Web site administration, content management, or design- Experience with setting up and maintaining documentation library and contract documentation deliverable release management processes in SharePoint.
- Experience with setting up SharePoint sites that track, facilitate, and lead program management office functional teams to completion of document deliverables.
- Experience with providing Web content development support using Web development tools, including JavaScript, JQuery, PHP, or HTML5, Adobe Web Publishing tools, including Flash, Illustrator, or Photoshop, or SharePoint Designer-Active TS/SCI clearance with a polygraph-HS diploma or GED

#### **Additional Qualifications:-**

- Experience and knowledge of HTML code development and implementation of DoD Section 508 requirements-
- AA or AS degree with 4 years of experience, BA or BS degree and 2 years of experience, or MS degree and 1 year of experience.
- Strong written and oral communication skills. Ability to communicate with internal customers in a non-technical manner.

- Must be able to work effectively as a member of a Team and in a matrix reporting environment.
  - Must be able to work with and effectively communicate (listen, speak, present and write) to all levels of management and build working relationship with others
- College of the Canyons is proud to be an Affirmative Action/Equal Opportunity Employer committed to hiring a diverse and inclusive workforce

Cited: Glassdoor.com

[http://careers.boozallen.com/job/McLean-Web-Content-Manager-Job-VA-22101/2478040/?feedId=66&campaignId=3&utm\\_source=GlassDoor&utm\\_campaign=J2W\\_GlassDoor\\_CPL](http://careers.boozallen.com/job/McLean-Web-Content-Manager-Job-VA-22101/2478040/?feedId=66&campaignId=3&utm_source=GlassDoor&utm_campaign=J2W_GlassDoor_CPL)