

WEB COMMUNITY

What is on the horizon?

March 30, 2018

Our Agenda Today

- Some movements on the web horizon
- How we are handling growth and increased workload
- Updated development process

WHAT IS ON THE WEB HORIZON

Let's have a little chat...

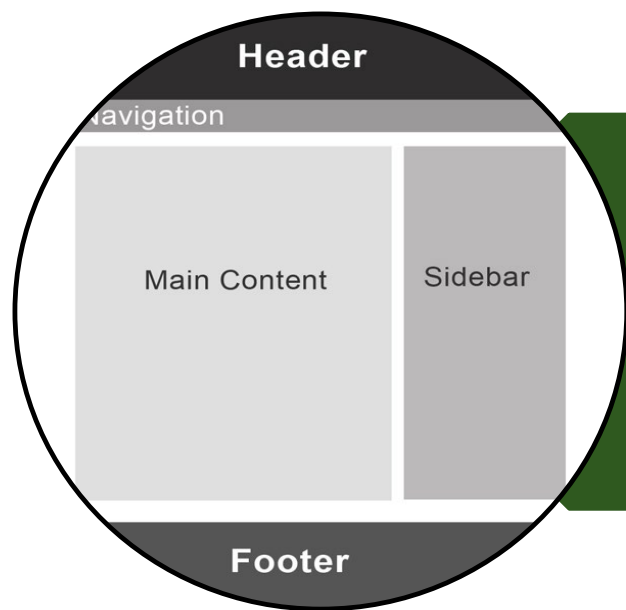




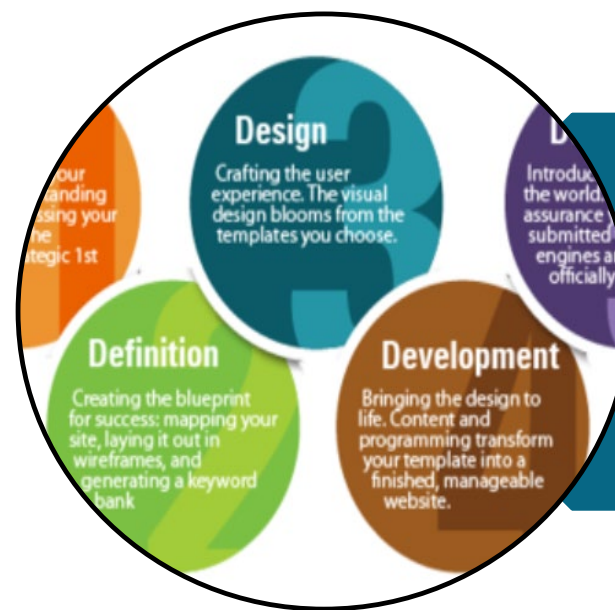




The Horizon Holds...

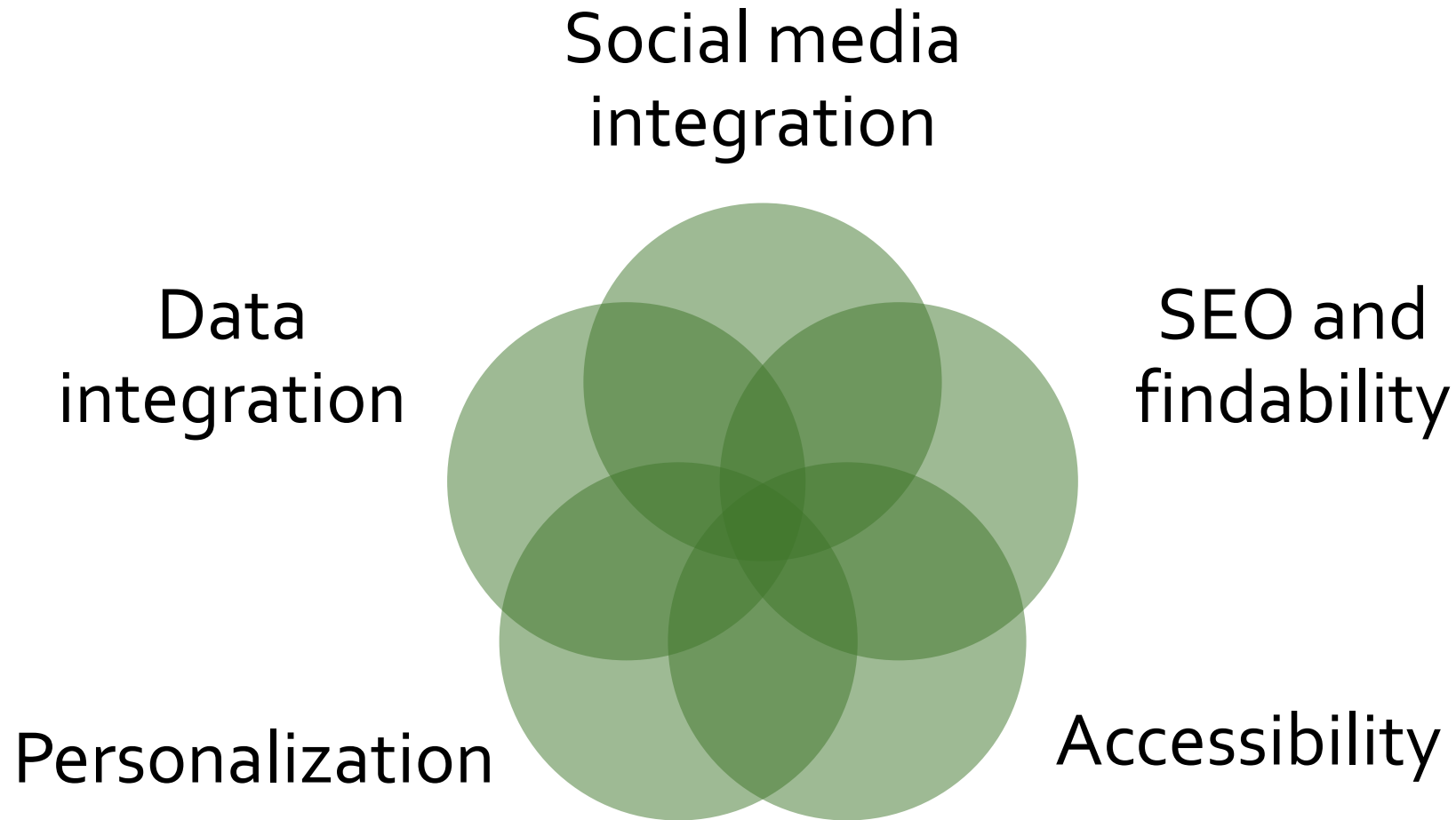


Technology
and System
Changes



Process and
Resource
Issues

Technology and System Advancements



Social Media Integration

- Social Media protocol updates
- Targeted marketing efforts
- Measurement and tracking
- All driving back to main websites
- Promoting calls to action



SEO and Findability

- Increase social media integration and coordination
- Improved in-page SEO for search and “findability”
- Improved search solutions
- Less and less navigation use



Accessibility Updates

- Currently working on WCAG 2.0 AA standards
- New WCAG 2.1 coming later this year
- New EIT policies being drafted
- Developing trainings for accessible technology
- Accessible PDFs and audit coming this summer



Content Personalization

- Deepen audience content pathways
- Improved personalized content
- Data collection and personas
- Content flows based on “task-onomy”



Data Integration

- Integration of 3rd party system
- Increased data integration through APIs
- Hooks to expose data in the right places
- Customization of experience
- myUVU and public web

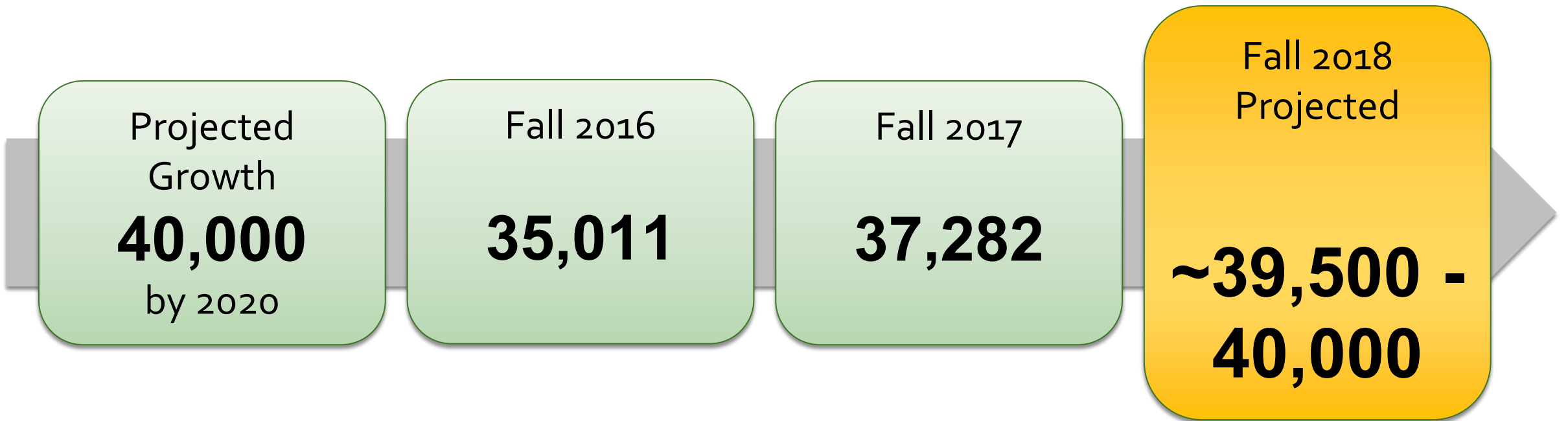


Process and Resource Improvement

- Growth of UVU
- Expansion of dedicated web support model
- Processes and efficiencies
- Streamline workload and project systems



Growth at UVU



Case #	Project Description	Sub Status	Priority	Responsible	Customer
967375	Website Build for National Higher Ed Summit	Project Manager & Priority Assigned	1	Nathan Gerber	Scott Trotter
941208	New Site for the New President	Project Manager & Priority Assigned	2	Charlene Mills	Stephen Whyte
820113	Inclusion Website	Project Manager & Priority Assigned	3	Mallory Snyder	Kyle Reyes
153051	ProfPage system rebuild (New Directory system)	Project Manager & Priority Assigned	4	Charlene Mills	UVU Enterprise Projects
153057	Create a UVU Magazine Online website to house content from UVU Magazine in HTML format	Project Manager & Priority Assigned	4	Mallory Snyder	Layton Shumway
857641	Move DocuSign Forms into myUVU.	Project Manager & Priority Assigned	6	John Phillips	John Phillips
153128	OGC - New website for Office of General Counsel	Project Manager & Priority Assigned	8	Jeanie Cranney	Melissa Dalby
680344	IRI website redesign	Queued for Prioritization	9	Nathan Gerber	Leisa Galloway
944663	CAGAS Website Build	Project Manager & Priority Assigned	11	Daniel Phillips	Dianne McAdams-Jones
951155	Global Engagement Website Rebuild	Project Manager & Priority Assigned	11	Daniel Phillips	Baldomero Lago
901384	Academic Tutoring Website	Project Manager & Priority Assigned	13	Ethan Kikuchi	Kolene Mills
828392	MBA move to new templates	Project Manager & Priority Assigned	14	Jason Fidler	Matthew Moon
968233	WSB Accounting Department	Queued for Prioritization	14	Jason Fidler	Bonnie Mortensen
968234	WSB Entrepreneurship Institute	Queued for Prioritization	14	Jason Fidler	Bonnie Mortensen
935900	Appomattox Project Web Page Updates	Project Manager & Priority Assigned	15	Joshua Troyna	Courtney Burns
967372	PJST Website into new templates	Queued for Prioritization	15	Joshua Troyna	Kimberly Williamson
957820	Technology Management - Website Rebuild	Project Manager & Priority Assigned	16	James LoForti	Angela Trego
959148	Automotive Technology - Website Rebuild	Project Manager & Priority Assigned	16	James LoForti	Don Wilson
965545	Automotive Technology (Auto Expo Subsite) - Website Rebuild	Project Manager & Priority Assigned	16	James LoForti	Don Wilson
955067	CHPS home page changes	Queued for Prioritization	17	Rider Jensen	Kaitlin Taft
956997	CHPS Standards & Procedures page/blog	Queued for Prioritization	17	Rider Jensen	Kaitlin Taft
829688	Dance Department site rebuild in new templates	Queued for Prioritization	18	Peter Beard	Elizabeth Moore
829690	Art & Design site rebuild in new templates	Project Manager & Priority Assigned	18	Peter Beard	Elizabeth Moore
942139	School of the Arts festival registration	Queued for Prioritization	18	Peter Beard	Elizabeth Moore
908496	Registration Website Redesign	Project Manager & Priority Assigned	19	Brady Ashby	Eric Humphrey
908501	Records Website Redesign	Project Manager & Priority Assigned	19	Brady Ashby	Eric Humphrey
913392	Deferred Admission Webpage	Project Manager & Priority Assigned	19	Brady Ashby	Kris Coles
934488	Transfer Credit Webpage Redesign	Project Manager & Priority Assigned	19	Brady Ashby	Kris Coles
832931	Student Life Webpage Transition to New Templates	Project Manager & Priority Assigned	20	Ronnett Stutz	Lori Peters
845885	Sorensen Student Center - Events Page	Project Manager & Priority Assigned	20	Ronnett Stutz	Rebeka Grulich
863345	Outdoor Adventure Center	Project Manager & Priority Assigned	20	Ronnett Stutz	Kimberly Reynolds
866889	CAL Website Overhaul and Templates	Project Manager & Priority Assigned	20	Ronnett Stutz	Shawn Nielsen
867444	GEAR UP new website templates	Project Manager & Priority Assigned	20	Ronnett Stutz	Sherene Pettersson

Expansion of Dedicated Web Support

- Mallory Snyder
- Charlene Mills
- Jeanie Cranney
- Ryan Sacks
- Savannah Olson
- Scott Dewar
- John Phillips
- Ronnett Stutz - SA
- Brady Ashby - SA
- Darin Mills - Bookstore
- Peter Beard - SOA
- Jimmy LoForti - CET
- Rider Jensen - CHPS
- Jason Fidler - WSB
- Daniel Phillips - AA
- Ethan Kikuchi - UC
- Josh Troyna - CHSS
- Kameron Black - OIT
- Dustin Robertson – all
- Kenny Stephens - COED

Processes and Efficiencies



Dilbert.com DilbertCartoonist@gmail.com



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Sometimes...Take Time To Fix The Holes

- Department site rebuilds taking many weeks/months
- Content consistently slows projects down
- Branding of pages needed to deepen throughout site, not just header/footer
- Content and design separated in CMS, but not always on the site
- What is requested may not be the best for the web



Fixing the Hole

- Separation of design control from content control
- Standard design process for consistent branding and feel
- Implemented new role structure: designers design, developers develop, community maintains
- Opens doors for standard structures for SEO, messaging, social media, etc.
- Moved to a 6 week development process



How The Pieces Fit Together

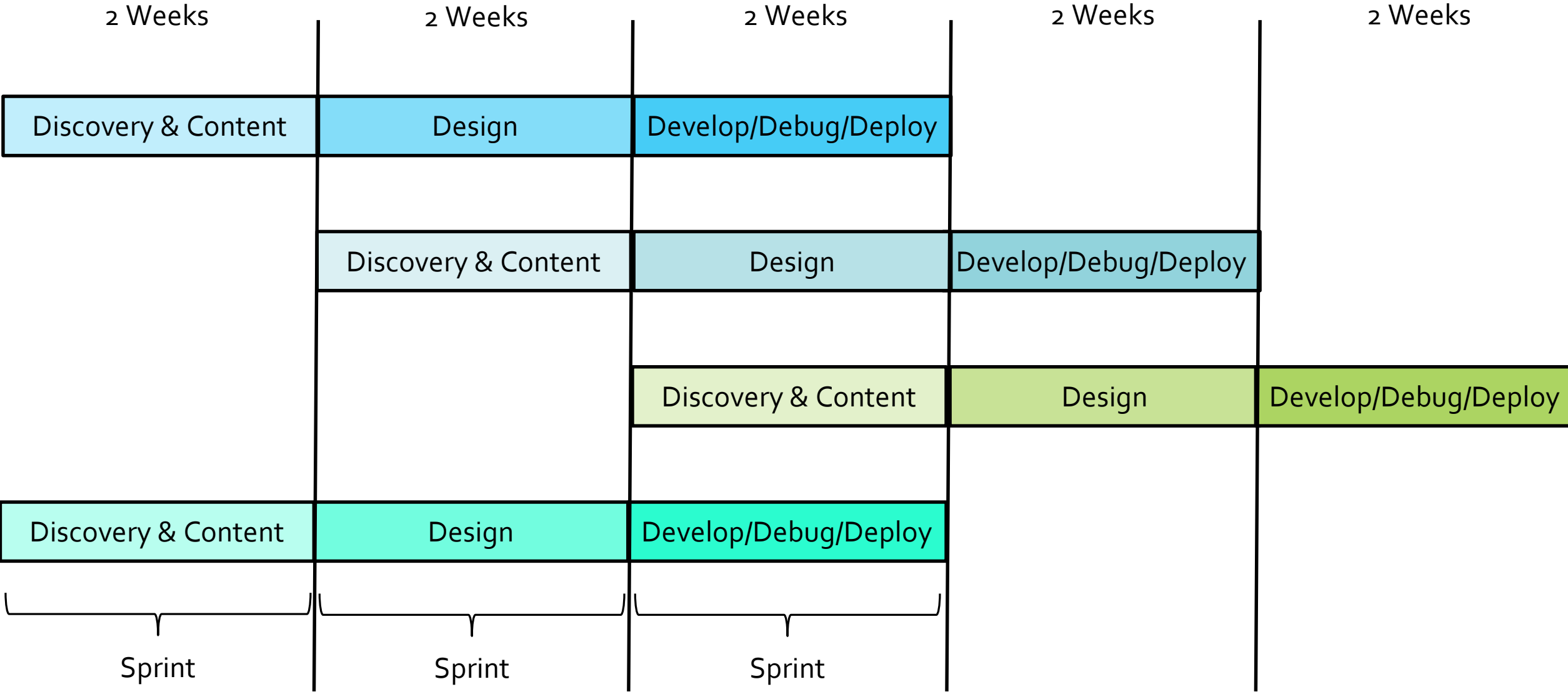
Department content experts know what visitors need to say/do on the site

Marketing experts know what designs and content will make the site great



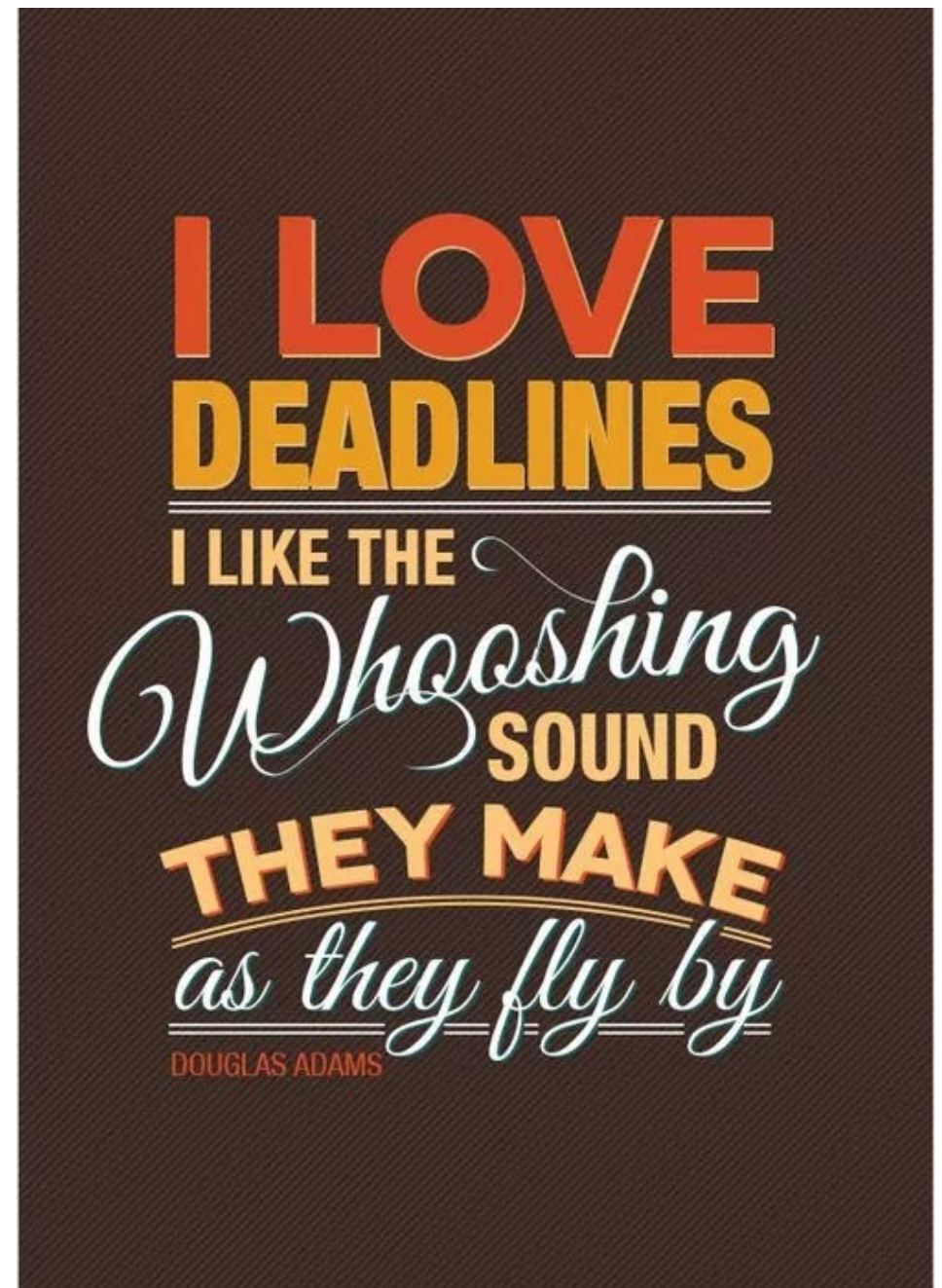
Web team experts know architecture, coding, and implementation strategies

6 Week Development Process



6 Week Process

- First meeting – set all dates and deadlines
- Set team members for project
- Meet weekly – discuss progress and challenges
- Working meetings if necessary
- Final site review (Monday or Wednesday)
- Site go live final week (Tuesday or Thursday)
- Missed deadlines:
 - 1 - no problem
 - 2 - Push project to lower priority
 - 3 - Cancel project, resubmit when ready



6 Week Development Process

- Improved development efficiency
- Moves projects with a greater sense of urgency
- Allows developers to learn and apply new skills
- Helps solidify standards beyond the technical
- Opens conversations about “what’s next”



Q & A

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