

## SWAT Retreat

May 17, 2019

22 participants.

Recap from last year: Bee Discussion- How the hive works; this year bees had a spacing issue in the frames and had 1" rather than 3/8" If given too much space the bees are thrown off and try to compensate. Took me about 3 minutes to open the box and destroy the 7 days' worth of work the bees had done.

How do we build stuff incorrectly sometimes? Sometimes priorities aren't clear, and we aren't sure if we are spending the time and energy on the right items.

What are we focused on? Processes, streamlining...is there more?

So what are our challenges?

**Katie:** We work to work. Not starting with "Why are we actually doing this?" So we get to the end of the project and it's like, "Well, what's the whole purpose?" Maybe there are so many people involved in making the actual decisions, and so many people having different opinions on how things should be or should look, but if everyone were to communicate and bring it back to the why, we would have different results.

**Dustin:** For us, part of this is you've given us a framework, with your team in WDS for us to build on, some parameters. But one of the elements that you did not take into account, for our division, is the marketing side of this. Building a page to build a page and fitting it within a template may still not accomplish what we need it to within our division or academic programs. So that was some "additional space" if you will, that we had to get rid of in order to get things started. And it has taken a little bit longer to get started, but overall the process has gone for almost a year now, faster than the past for over 25 different sites.

Many of us have experienced the "let's build a site" and most people are thinking about how it looks. They want the design, and then we are not talking about who the audience is, or what is the call to action. We need more of a purpose.

**N:** what is the content you want to produce?

**Jason:** often we are given the answer, we will fill in the blank after we see it. This causes a problem

**Cassandra:** not being given the time to create it, told we need the site tomorrow, but it is practically impossible to do for them. They aren't allowing time for audience specific content creation.

**Mayo Jar:** video and discussion

Jar= Life

Golf Balls= Big things; family, *passions* etc.

Pebbles= Smaller things; job, car, house

Sand= Small stuff; scrolling through Social Media, stressing about others stuff, email, sometimes passions

Liquid= Extras; no matter how busy or full we see, it can still have time for others

Covey Quadrants: first verbalized in '54 by Eisenhower. "Eisenhower matrix"

Sharpen the saw means:

**Jean-** make skillsets better

How long has it been since we sat and worked on making your skills and understanding better?

**Talk in September SWAT about the summer goals/ fun we talked about and how we did.**

**Dustin:** Where is your happy place on this quadrant? Ray, have you gotten better in quadrant 1 over the years?

**RAY:** When I started it was one of my biggest fears, but my job is mostly in quadrant #1 and over time this has gotten easier. My job should be 2 but it is 1, and that is just what happens sometimes.

**Dustin:** Admins?

**Bonnie:** Feel like you are more in #3 than 1-

**Sherry:** most of your job is in #3 and that just comes with the job. I spend most of my time jumping between 1 and 3, I am comfortable there because I have to be there

**Jason:** I feel like most of the time I'm in 1 or 2.

**Katie:** I struggle with Firefighting being part of #1 because sometimes we just need to let it burn. I don't think, for me, firefighting is important or urgent, cause literally someone else has something on fire or urgent and they want me to put it out and I'm like, "I'm sorry, but you need to put it out or let it burn."

**Nathan:** not all fires are crises to be solved.

**RAY:** Ex. Someone quits, star person- do some fire fighting to keep individual, different person sometimes it is okay for them to leave.

**Nathan:** I hope you are understanding, everyone's jobs put us in a different position and that is okay.

Jar discussion **Web Steward Role:**

Jar= web pages, site, area, "Department or area's presence on the web"

Golf Balls= user experience, Priorities toward student success, projects- large scale, content, site on and functional

**RAY:** sometimes we have so many people trying to get so much on the web that our site becomes overwhelmed...so our golf balls really should be the things people are actually using and looking for, not the ones people think people are going use.

**Nathan:** Need to take control and inform individuals that are trying to get their things up and it really isn't a big golf ball- maybe to them it is, but as a whole for the university it doesn't matter now. How do we do this kindly?

Pebbles= keeping stuff current, content, being responsive, content not needing to be online: ex. something to be pushed to Social Media, 40 page CVs

Sand= Creativity, pretty, look and feel, too many videos, latest and greatest in the design world, too many animations,

**Nathan:** not to offend, but when surveys come back look and feel is not the most important part of the website.

**Jason:** You can't paint a wall without a wall.

**Nathan:** sometimes there are some rebuilds that are literally sand, because we just did this recently and there are other sites worse off. We HAVE to get in the habit in our role as Web Stewards to be able to say, "I hear you, I know you think it's important, but we just did that x# of months ago." Or "Hey, everyone seems okay with it. If you have some suggestions for fine tuning, we can spend a day and do that, but mean while we have these other things we need to focus on."

**Bonnie:** I've just gone through this. So, when you're handling it and you have someone above you trying to push it through when you know it's not a golf ball but is rather dust. What do we do in this situation? How do navigate and get that support and backing that you're talking about?

**Nick:** Really, it is about building a relationship of trust

**Bonnie:** We did that, but they just wanted to throw money at Nathan

**Katie:** We always have to be respectful of others opinions. I can present it in the perspective of my department but ultimately, at the end of the day, I work for them and I have to do what they ask. I can then try and show how it will take away from the other items of higher priority.

**Nathan:** Absolutely, it comes back to trust and communication. If you are told items are coming from the President's office, please let me know because it will not take much to verify. This is rare for it to be coming from the President's Office.

Please remember, this group (SWAT) is not a group that Nathan emails and they meets once a month. This is a group and a collaborative effort. You can reach out to others in this group and say, "How do you handle this...How do you do this...I'm getting pressure about this, has anyone heard of it?" etc. That would be a great conversation to have amongst ourselves.

**Bonnie:** the collaboration between our departments is key, without it we struggle to keep things going.

**RAY:** Working with the executives is super important and we need to remember to bring them the list of all the items on the list and organize priority for what is most important to them. ex. We handed things over and were, in turn, told the items on our list are not really the most important.

**Nathan:** Yes, we need to have these crucial conversations and have the discussions with everyone. We aren't going up and down the line, but rather in a circle amongst the whole of the group.

**Dustin:** one of the things that helped most was publishing the list of priorities for our department, that way they know where they are. They could feel and see we have them on our radar and they haven't been forgotten.

**Nathan:** This is a great use of transparency with our executives, departments and everyone involved.

Liquid= this meeting, the smile emojis, forming relationships, (Sometimes the cement that holds things together)

**Nathan:** Golf Balls are really only a small part of the game of Golf; so how does the web contribute to the whole of UVU

**UVU Jar Discussion:**

Golf Balls= telling the UVU story, Student Success, Student Engagement (excited about being here, finding success), we are growing so being able to engage them in the activities and community

How does your role as web steward impact student success:

**Nick:** We can make sure we are thinking about students more. Keeping them in mind as we create and design

**RAY:** much of what we do impacts University success and thus comes back to impacting students as well. So we are providing resources not just to students, but also to others who need those resources to impact students. So sometimes we have to think a bit broader about accessibilities.

**Brian:** sometimes we think differently than they [the students or executives] think, so being able to show them how/why things will or won't work. Help to realign "pet projects" to be really useful and important.

**Bonnie:** Ask "what do you need?" Learning from them what it is they are actually looking to see, which in turn helps us to see what perspective students and/or parents will be looking for. MOBILE friendly

**Dustin:** We have the opportunity to increase awareness and effect a more positive access. So we are technically talking about making the materials we do have available and accessible to people that may not otherwise have the ability to access it. We are making it easy to access, apply, and navigate.

**Nathan:** Reduce information; we tend to be throwing everything on the public web, which doesn't help everyone. We need to think through who our audience is.

Ex. First year experience and first year center- who do they go too? What is each for? How are they searching the web?

BYU first year google search

Notre Dame first year google search

Thoughts:

**Shari:** Math department is having the same issues. I was blown away by how confusing it all was. Their flier couldn't even agree on what URL to use.

**Nathan:** Math goes through 2 departments which can cause even more struggles. If we get confused with all there is and can't wade through it all...how must the students feel? How to make it easier.

Need to be thinking holistically. How do we help students succeed on the web?

1. Determine audience
2. Define success for the goal at hand
3. Identify steps/ pathways
  - a. How?
4. HAVE TO LEAD THEM

Improvements for my.uvu.edu:

(break out in groups to discuss and then come back together)

1. Customizable Widgets for each employee on the homepage
  - a. Homepage and the employee both customizable
    - i. Nobody uses the home page- we land here because login took us there
  - b. Maybe use widgets- my.byu.edu
  - c. Good for onboarding
  - d. Specific links/content
    - i. Ex. "Toby extensions" on chrome
  - e. Bookmarks became the homepage
  - f. **Nathan:** Should there be parts that aren't customizable?
    - i. Yes: Okay, so who decides?
    - ii. Another tab/dropdown which is department specific?
      1. **Jason:** If it isn't on the homepage I won't look
    - iii. **Dustin:** This is something we have been talking about. Somewhere for our department to communicate across our 10 locations. Many times the items we are talking about aren't needed for the public web.
    - iv. Department resource center/ internal
    - v. **Peter:** things like this could help student success. Currently they have to figure it out on their own and often get lost, and many give up before finishing.
    - vi. How do we define the department?

1. College, academic, program?
  - vii. **Brenden:** Could work like sites, a lot of options for How to
  - viii. Keep it off the public website.
2. Some kind of New Employee page to be able to find what they need.
  - a. Onboarding
  - b. Somewhere for them to find general “housekeeping” items.
  - c. Different resources and how tos
  - d. How and where do we design the breakdown/departments
    - i. Department, school, divisional level
    - ii. With the school, then the cards with a general card that applies to everyone and then each different position has a card with drop downs for each of them
    - iii. **Dustin:** this sounds great, but everything is constantly changing
    - iv. **Amanda:** but this will be a living site, we are all working to figure it out; how to keep it updated
    - v. **Nathan:** need to keep from having to rebuild from ground up.
      1. Have an onboarding experience for new
      2. Institutional
      3. Department
      4. Individual- there will be many similarities across the university, but we do have specifics depending on department (90-10%)
3. Breaking down TIMs to show on the homepage
  - a. Showing clock in/out
  - b. Show time left for week/month
4. Somewhere to send feedback
  - a. Feedback on sites
  - b. New Ideas/ improvements
5. Need a hub for communication
  - a. Signage
  - b. Social Media
  - c. Events
  - d. Something more direct
6. Departmental landing space:
  - a. News stories
  - b. Announcements
  - c. Meetings
  - d. Files
  - e. Handbooks
  - f. Forms

### **What has happened since last time?**

Element library system- roll out at Web Community?

Search is still in process.

Profpages replaced by directory

Thoughts:

**Cassandra:** like it, but how to put on department pages?

**Nathan:** There is a way to do this and we will teach you.

**Kam:** Having issues getting people to update their info

**Nathan:** Will be discussed in Web community

**Mike:** how to direct and keep students from seeing faculty

**Nathan:** Check to see if there is a way to filter students off directory page

Ronnette working with Laura Loree on project- equidox

Still have about 57 sites to move- will be sending out to you and web owners

#### **Goals for 2019:**

1. Improve search
2. Continue idea of related pages at the bottom of the page
3. Quickly getting back to main college page once opening other pages
  - a. Maybe show breadcrumbs?
4. Improve the program experience across program
  - a. "out of the silos and into the cylinders of excellence."
5. Apply for master program; admissions>graduate>uvID/password
  - a. So is there a way to just explore? Not really
  - b. Can we give more information on this page rather than having people try to guess their way to /graduatestudies ?
  - c. /graduateprograms ?
  - d. Most students say masters not graduate
    - i. Education department is trying to umbrella graduate certificates and masters
  - e. There is no specific masters application- you are directed to the main application rather than a specific place
    - i. Also, it sends them to apply and it assumes they have all the information they need to apply.
    - ii. It should drop you to the specific place to apply for a specific masters/program
    - iii. However, applicants are left to fill out the generic form and often things are missed/ not filled out and then we don't know what it is they are trying to apply for
  - f. **Peter:** feel like it should be drawn off the catalog not redesigning a whole new site; having system behind the scenes be the same, but have applicants seeing them as completely separate.
6. URL shortener?
  - a. One issue is knowing the procedures.
  - b. Sit down with Marketing group and decide and then we can do the shortener

7. Form Solutions:
  - a. Electronic forms into processes
  - b. We have 3 systems we are now using
    - i. Qualtrics
    - ii. DocuSign
    - iii. Form Assembly
8. Contact- reaching out to get help
  - a. Any discussion of live chat?
    - i. Yes, we have one available. Problem is having someone to man it.
    - ii. We would like to have a live chat on my.uvu.edu first: We would already have access to who is chatting, where they are working etc.
  - b. A form to track answers/questions?
9. Procedure for keeping directory accurate
  - a. Whose responsibility is it to update?
    - i. Directory from HR is only pulling in active ePAF's (if you didn't submit a termination ePAF they will probably show up here)
    - ii. Contact HR, be sure you have terminated/processed ePAF
    - iii. "I'm active but the title/department is incorrect" —
      1. Have been asked to use 5 digit HR codes not 6 digit Banner code
10. Duplicate content:
  - a. CHSS blog and news media stories
  - b. New system will run the same background and keep them organized
11. Hosting from researching pages
  - a. We are not a research institution, but we need somewhere to put it all.
12. Imbed video on department page?
  - a. You can, on any UVU page but...
    - i. Has to be compliant with all UVU guidelines
13. Department blog...can we make it better?
  - a. Image is 1200pxls
  - b. Text parameter is too wide
  - c. On homefront- not a full blog like image
    - i. Depends on needs of department
  - d. Is there a way to auto-post on the Blog?
    - i. There is the ability let us show you
    - ii. There may be a need to do some educational things to show how to use all the features.

Reminders: Web Community meeting next Friday, May 24<sup>th</sup> at 10 am