University of West Georgia

University Web Advisory Committee
Fiscal Year 2015

October 7, 2014
Go bold.

Advance and Reinvent
Today’s Agenda.

Agenda, Web Advisory Committee, charge, objectives (J. Bower) ………………….3-6

Action plan, research, assessment, project tracks (B. Adams)……………………7-11

Staffing roles, services, timeline, and next steps (J. Bower)……………………..12-16

Appendix……………………………………………………………………………….17-19
Web Committee

Core committee
- Information Technology Services
  - Kathy Kral, Blake Adams, Denny Chasteen
- University Communications and Marketing
  - Jami Bower, April Saunders
- Enrollment Management
  - John Head

Expanded team: Committee + campus web champions
- Representation by academics, business and finance, alumni relations, student government association, other campus representation
Committee Charge.

- Collectively develop a strategically sound blueprint tied to institutional imperatives for evolving and elevating the UWG site:
  - Attract students with characteristics consistent with our UWG vision and who will choose UWG as a top choice university; support the institutional recruitment and enrollment plan, using an analytical approach to identify and reach “right-fit” students and other key constituencies (B1/1B2)
  - Elevate academic success through digital storytelling of academic distinction, programs, achievements and the transforming of lives throughout the region, state and beyond (2A)
  - Expand community awareness, visibility and support of university activities and mutually beneficial partnerships (C3)
  - Publicize all university achievements that support the aim of sustainability (D2)

**UCM SMART Goal** *(Specific * Measurable * Achievable * Realistic * Time-bound)*

- Be seen and heard through a consistent digital presence. Transform and simplify the UWG end-user experience into a succinct, effective interface to enhance our reputation among key audiences, to generate interest, inquiry, action and to create affinity.
Objectives.

- Select and utilize a new content management system
- Incorporate mobile responsive design
- Implement new design and branding
- Create standard navigation and page layouts to achieve one look across campus
- Implement mandatory brand compliance guidelines
- Realign staff and resources, and redesign roles and responsibilities
  - Ownership of design, operations, content: UCM
  - Ownership of innovation, technology (mobile): ITS
  - Ownership of content updating and accuracy: UWG campus partners
- Expand use of search and analytics
Action Plan.

- Develop an overarching web strategy with defined rationale, tactics, timeline, budget (roadmap for success)
- Define phases of action to include research and development, metrics for measurement, review and assessment.
- Conduct site testing with key constituencies during development phases
- Perform CMS analyses, internal assessment and selection
- Create and post an RFP for identifying an external web development partner
- Ensure areas of compliance (ADA)
Site evaluations
  - USG sector peer institutions
  - Peer institutions (beyond Georgia)
  - Aspirational institutions
Site requirements based on best practices
Mobile/responsive considerations and approach
Design development and integration services
Organizational roles and responsibilities

* See Appendix
Project Track I.

Overarching Migration

- Develop project plan for migration
- Develop design, branding and theme updates
- Develop a curriculum for mandatory training and support for CMS and applications
- Update and refine content (leverage responsive design)
- Implement search engine optimization (SEO) best practices
- Develop metrics for measurement and assessment
Interim improvements

- Enhance data-driven content for programs, courses and faculty (230 sites)
  - Program information
  - Course information and relational material
  - Faculty information
  - Online undergraduate and graduate catalogs

- Enhance search functionality

- Improve mobile platform
Project Track II.

- Prioritize and align interim migrations
  - Focus on Academic Departments
  - Prioritize Remaining Sites
  - Standardize Navigation
Staffing. Roles.

Associate Director of Web Services

- **Initial Project Work**
  - Develop web guidelines and implementation strategy
  - Execute and oversee RPF process for CMS and development partners
  - Partner with ITS to oversee external contracted services for design, development, coding and integration
  - Develop and oversee migration process

- **Ongoing Responsibilities**
  - Develop features and enhancements
  - Oversee the university’s web presence and enforce appropriate web governance to ensure brand alignment
  - Serve as liaison to ITS for the prioritization and deployment of web technology
  - Manage search (function) and SEO (promotion)
  - Provide a holistic view of the web presence

- Post job fall of 2014 / Start date of early 2015 / Proposed salary range of $65 - $70,000 (G10)*

* To be reviewed/approved by HR
Staffing. Roles.

**Web Services Specialist – Senior**

- Support ongoing cross-functional collaboration to achieve the web strategy (ADWS)
- Implement best practices to optimize content effectiveness and discoverability
- Develop a web curriculum course and web training in conjunction with ADWS
- Coordinate with marketing and other channel partners to support campaigns
- Maintain a consistent look, feel, tone and experience
- Work with ADWS to develop a migration strategy
- Post job early 2015 / Start date of early spring 2015 / Proposed salary of $49,800 (G8)*

**Web Services Specialist – Associate**

- Deliver training and support for identified content owners/editors
- Coordinate and manage migrations
- Monitor entire site for consistency, guideline compliance and operability
- Perform site reviews
- Provide tactical and technical support for CMS updates, upgrades and maintenance
- Research and validate site innovations
- Post job early spring 2015 / Start date of Summer 2015 / Proposed salary of $40,000 (G6)*

* To be reviewed/approved by HR
Org Chart.
## Timeline & Cost.

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<tbody>
<tr>
<td><strong>Research CMS</strong></td>
<td><strong>Rollout CMS</strong></td>
<td><strong>Select CMS</strong></td>
<td><strong>Rollout Design</strong></td>
<td><strong>Train UCM/ITS</strong></td>
<td><strong>Hire Migration Temp Staff</strong></td>
<td><strong>Train Temps</strong></td>
<td><strong>Perform Migrations (4) Temps for 6 Months</strong></td>
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<td><strong>Research Design Firms</strong></td>
<td><strong>Select Design Firm RPF Process</strong></td>
<td><strong>Develop New Design (Includes Focus Groups)</strong></td>
<td><strong>Code New Design</strong></td>
<td><strong>Integrate Design</strong></td>
<td><strong>Rollout Plan</strong></td>
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<td><strong>Identify Aspirants</strong></td>
<td><strong>Benchmark Aspirants</strong></td>
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<td><strong>Hire Associate Director Position</strong></td>
<td><strong>Hire Web Service Specialist Senior</strong></td>
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<td><strong>Track II Initiatives: Develop Dynamic Content Programs/Courses/Faculty Info (ITS)</strong></td>
<td><strong>Mobile Features, Widgets, Plugins, Data Driven Content</strong></td>
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### Costs FY 2015 (Over Current):
- **CMS Purchase Cost:** $100K (1x)
- **Contract Services:** 50K (1x)
- **Staffing:** 63K (Recurring)
- **Total:** $213K (Total)
- **FY2015 Investment:** $150K (1x)
- **Recurring Investment:** $63K

### Costs FY-2016 (Over Current):
- **Contract Services:** $100K (RFP partner 1x)
- **CMS Support:** 28K (OT Overlap 1x)
- **Temporary Staff:** 67K (1x)
- **Staffing:** 216K (Recurring)
- **Mobile Platform:** 32K (Recurring)
- **Total:** $443K
- **FY2016:** $195K (1x)
- **Recurring Investment:** $248K (Recurring)

### Costs FY-2017+ (Over Current):
- **Contract Services:** $0K
- **CMS Support:** 5K (Recurring)
- **Staffing:** 216K (Recurring)
- **Mobile Platform:** 32K (Recurring)
- **Total:** 268K (Recurring)
Next Steps.

- Gain consensus to move forward
  - Presidential support
  - VPs/PAC

- Obtain funding requirements and post positions

- Create mandatory guidelines for the web and establish content owners (responsible admin/back up)

- Communicate action plan and associated staff, timing, requirements, training, etc. to campus partners
Appendix.

**USG Sector Peer Institutions**
- Georgia Southern University
- Kennesaw State University
- Valdosta State University

**Aspirational Institutions**
- James Madison University (VA)
- University of North Carolina – Wilmington (NC)
- Indiana University of Pennsylvania – Main Campus (PA)
- University of Northern Iowa (IA)
- Rowan University (NJ)
- Monclair State University (NJ)
- Ball State University (IN)

**Peer Institutions (Beyond Georgia)**
- Stephen F. Austin State University (TX)
- University of Tennessee – Chattanooga (TN)
- Eastern Kentucky University (KY)
- University of Central Arkansas (AR)
- University of Minnesota – Duluth (MN)
- Western Illinois University (IL)
- California State University – Fresno (CA)
- Morehead State University (KY)
- University of Northern Colorado (CO)
- Sam Houston State University (TX)
- Central Washington University (WA)
- University of Central Missouri (MO)
- University of Colorado – Colorado Springs (CO)
- Middle Tennessee State University (TN)
Let’s Get GOING!

Thank you.