3/11/14 -- College Council discussion/suggestions.

College Council Focus Group Web Redesign

Current Site:

Some useful information/available – Good content (need help with orga.)

Learn to register

Learn to apply

Learn about programs and services

Student success

Login to email from smart phone

HR applicant tracking system

Intranet elements; committee spaces; posting minutes, documents ** Internal things we do with web site.

Operational functions; one website where we post external and internal information.

FRUSTRATIONS:

No division between intranet/extranet

Not using intranet to its potential; it's not the place to go for internal ops.

Things are not organized in student centered way (i.e. must navigate to division, then department).

Too much information; overload; contains unnecessary information

Everything is siloed; not connected; must find your way around multiple areas to find related info; barriers between related information.

Don't have a lot of links on individual pages; navigation does not follow you as you drill deeper on site; you have to constantly go back and back.

Need faq sections linked throughout.

Lack of division btwn intranet and extranet; might contribute to information overload/pushing

too much on public side when it may belong in intranet.

Inforation dense; no one responsible for organization.

Need unified look.

Dropdown/friendly navigation consistent across site (i.e. top)

TECHNICAL LIMITATIONS:

Updating the website is difficult to do. (ease of updating).

Changing information/images/features on home page (attractive, interesting, including multimedia – audio/video).

IDEAL Site:

Bilingual content.

Accessible web site for indiv. With disab.

Required to put

> **Student success**
>
> **Scorecard**
>
> **Fees**
>
> **Etc.**

Key west comm. Coll. Can click on student = guided tour, information about college.

Easy to create department/div/group web pages. Easy to manage. Easy to edit.

Make it look like it wasn't designed by 1925 different people.

Make sure that it is easy to update – don't let information get stale/outdated.

Template that guides development; asks for consistent information; consistent, user friendly layout.

Not complex. No web parts, i.e. shp.

Appears as though there is someone in charge of site.

3/11/14 -- College Council discussion/suggestions.

There IS someone in charge of the site.

One or two clicks away from important information.

Make academic departments and academic counseling completely and totally linked.

Be a place where prospective majors can discover programs and programs of study.

Not just information, get people thinking, engaged, excited about programs, opportunities, jobs.

Don't let it look like a book. Have pictures, visuals, colorful, - engaging, interesting, interactive.

Interactive google campus map that provides room locations, campus map, overview.

Clean first page.

Have events, news, pull down menus that make it easy but not cluttered.

Cleanness, sharpeness,

Search function – must work!

- Needs to be able to filter out documents, especially old documents.
- Integrate an Ask MPC style feature.

Cross-browser/platform

Mobile compatibility.

Integration with foundation/ link/presence.

A place to give. (Make it easy).

The ability to post and update stories about campus (events, success stories, etc,).

Alumni section / database / -- connection to foundation AND additional alumni resources.

Community education program – reinforce connection with community and alumni.

IMAGES:

3/11/14 -- College Council discussion/suggestions.

Attractive to studetns, good fit for students.

Buildings and grounds

Students

Elements associated with instruction.

Students engaged in classroom; learning opps, out in field. (i.e cool activities, robotics).

Students involved.

Interactive; engaging; media. (avatar, virtual guide).

Capture diversity of campus community.

Natural environment

Athletics; athletic events; sports teams.

Consistent, professional, clean image.

****** NEED: We need good photography/imagery to be taken/found/created.

    (during transition/new site … but also ongoing/sustainable).

Photos of news items in features.

 Links to city/county/community information + imagery (i.e. services, housing, etc. that are applicable to our students)

Student success – Jobs, internships, activities, competitions,

FAQ –

Events, including athletic events, great books, guest speakers, etc.

- Organization

3/11/14 -- College Council discussion/suggestions.

- Content

- Look and Feel

Expectations:

How are we going to divide the intranet and public website?

Educate our campus about how we can organize and prioritize all of this information.

Educate our campus about different populations and how we best serve them through web resources.

Best practices for web design / organization that can help guide departments/divs/groups in creating their own areas.

How do we serve everyone but not make the home page overwhelming?

Prioritization of what is on the home page.

What if expectations can't be met?

Create a metaphor to explain the web site process/redesign so that people understand their role, contributions, needs.

- What will a DOM be able to do/manage/access?
- What levels of access (indiv vs. group).

Groups need to start to see how they will engage with their web site.

Approval process needs to be reflected.

Have a Website to communicate updates, etc.

3/11/14 -- College Council discussion/suggestions.

What would you not want to see?

Dark colors

Lists and lists

Personal contact info

No lack of diversity

Not lobo this, lobo that. – not high school like.