

Action Project 14

Title: Website Redesign

Category: Category 2: Meeting Student and Other Key Stakeholder Needs

Submitted: 3/3/2017

Timeline: March 27, 2017 – December 15, 2017

Planned project kickoff date: 3/27/2017

Action completion date: 12/15/2017

Briefly describe the project in less than 100 words. Be sure to identify the key organizational areas (departments, programs, divisions, units, etc.) and key organizational processes that this action project will affect, change, and/or improve.

BTC will redesign and develop a new website that is professional, robust, responsive, and reflects our current branding. The strategy and reorganization will be driven by analytics and input from key stakeholders from all areas of the college to improve the usability and effectiveness of our website for the target audience of prospective students. The Marketing and IT divisions will be deeply involved in this initiative. During and following the redesign, web governance processes will be put into place to enforce new standards for our website, review and utilize web analytics, and continuously improve the user experience.

Describe your institution's reasons for initiating this action project now and how long it should take to complete it. Why are this project and its goals high among your institution's current priorities? Also, explain how this project relates to any strategic initiatives or challenges described in the institution's recent or soon-to-be submitted Systems Portfolio.

Our current website is very difficult to navigate, does not reflect our current branding, and is built on an outdated platform that is technically obsolete and unmanageable. All of our online audiences have reported dissatisfaction with the site, and we believe it is a source of lost enrollment because prospective students are unable to find information and formulate a negative first impression of the college. The dated and disorganized aspects reflect those qualities on the college as a whole. The completion of this project will improve our online marketing efforts and reflect BTC as a streamlined and technically advanced college. We anticipate the project will take 9 months to complete.

List the project goals, milestones, and deliverables along with corresponding metrics, due dates, and other measures for assessing the progress toward each goal. Be sure to include when you anticipate submitting the project for formal reviews.

Goals:

- Contemporary appearance, improved navigation, and restructuring of the information content
- The site should be manageable by BTC staff (less reliance on contracted vendors)
- Work with all other technology/programs that need to interface with the site
- Offer the tools necessary to best serve BTC’s marketing, recruitment and online goals
- Utilize dynamic web elements that will engage visitors through interactivity and elongate site visit times such as virtual campus tours, interactive maps, student success videos, filterable calendars, streaming video, and integrated design animation.
- Facilitate the completion of tasks by key user groups at an acceptable rate and reduce the number of clicks to obtain key information
- Create synergy between BTC online catalog, MyBTC portal, Blackhawk.edu and social media sites
- Ability to benchmark current site analytics for comparison to post campaign stats

Milestones:

Complete user research and content strategy	Tentatively due May 31, 2017
Conduct planning and evaluate design concepts	Tentatively due July 31, 2017
Develop design templates for desktop and mobile	Tentatively due August 31, 2017
Complete content writing	Tentatively due September 29, 2017
Complete programming, content entry, and site testing	Tentatively due December 13, 2017
Launch new site	Tentatively due December 15, 2017

Deliverables:

- Redesigned website that provides:
 - Simple navigation & usability
 - Recognizable branding and standardized templates
 - Up-to-date and responsive content
 - Integration with other BTC systems (course information, Foundation resources, social media)
 - Ease in management of the content and site administration

Our project steering team will meet regularly to monitor progress towards each goal. The goals and deliverables will be measured by usability testing and analytics (primarily Google Analytics) for overall traffic, bounce rates, conversion rates, and communication connection points. **We anticipate submitting the project for formal review during the April 30 review cycle.**

Describe how various members of the learning community will participate in this action project. Show the breadth of involvement by individuals and groups over the project's duration.

A committee representing all areas of the college developed the RFP (request for proposal) to engage a vendor to provide services for this project. Nine members from IT, Marketing, Student Services, Human Resources, Faculty, and Procurement then reviewed the RFPs and selected a vendor to contract. A project steering committee will be formed that will include representation from IT, Marketing, Student Services, Institutional Effectiveness, Faculty, and Academic Administration, as well as from a local high school and our student body if feasible. Implementation focus groups will include representation from all of the above as well as content experts for all areas of the website, employee volunteers, and student usability testing volunteers.

Describe how the institution will monitor project progress/success during, and at the completion of this project. Be sure to specifically state the measures that will be evaluated and when.

The project manager will report to the Executive Council on a regular basis to provide progress updates, in addition to timely e-mail status updates to the college employees. We expect the steering committee to monitor milestones and their due dates, with all of the final deliverables being evaluated prior to the new site launch via usability testing, and post-launch via analytics and continuous usability testing. Our vendor will also provide guidance and direction in this area so there are aspects to be determined during that engagement.

Describe the challenges that may be encountered in successfully completing the project or for institutionalizing the learning from the project's goals.

A challenge may be encountered with employee availability to dedicate time and efforts to the project. Many employees will be called upon for input that will require intense commitment. The project manager will be requesting the Executive Council to agree that employee participation will be supported from all levels of administration.

Provide any additional information that the institution wishes reviewers to understand regarding this Action Project.

N/A