Web Site Development

Millennium Communications and Tower29

RFP – Summer 2006

First Meeting with Ad Hoc Web Advisory Group: October 12, 2006

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St. Louis Community College

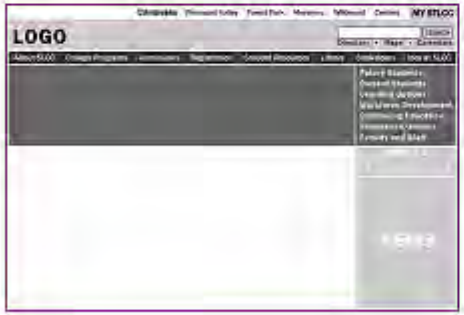
Website Development Projects

Welcome to the CollegeWeb!

– CollegeWeb Quick Links –

College Public Website (stlcc.edu) Design Project

Work on the College's website (www.stlcc.edu) is proceeding with a goal of releasing a completely new website by the fall semester of 2007. This work is being guided by the College's Web Advisory Committee (wac@stlcc.edu) and Millennium Communications. The existing public website will be replaced in its entirety. The new website will focus on the needs of our external constituents and will incorporate the College's new marketing and image campaign.



The new web site will utilize the Serena Collage web content management system to simplify the publishing process and enable a workflow driven web authoring environment. Existing content not part of the marketing, image and branding focus of the new College public website may be relocated to other College web resources (such as the Blackboard server for managed instructional content; the users.stlcc.edu server for instructional or individual faculty/staff member content for open public distribution; or the replacement College intranet **my.stlcc** (see next heading) portal for internal-use information for department and campus operations or non-Blackboard individual faculty/staff content which requires authentication).

Web site navigation wireframe concepts and structure design documents:

- Web Site Wireframe Navigation Concept V1
- Web Site Wireframe Navigation Concept V2
- Main Navigation Structure Design (pdf, 131KB)

Note that the main heading items in the "Main Navigation Structure Design"

Internet

MILLENNIUM COMMUNICATIONS
MESSAGE • MEDIA

You know who you are.
But does anybody else know?

At Millennium Communications we combine the power of today's communication tools with proven media relations strategies. We can tell your story, promote your expertise or products, and enhance your image in the marketplace.

We succeed for our clients because we understand who they want to reach and what they want to be - the best.

News Center Spotlight
Search News

Client News

March 8, 2007
Herber Named Sports Trivia Championship All-Star

March 8, 2007
Waterford Village Bank Adds to Management Team

March 7, 2007
Global Granite & Marble Adds Pastorius to Service Ohio

Millennium News

February 13, 2007
Johnson Joins Millennium Communications

January 26, 2007
Millennium Communications Hosts Journalism Professors from Tajikistan

January 26, 2007
Pierce Inducted into Old Newsboys Day Hall of Fame

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Media Services

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Creative marketing communications with purpose! That's the essence of "Intelligent Design, Creative Solutions." Uniting superior design and smart technology, Tower29 Media Group takes your marketing objectives and produces effective bottom-line results.

Some of our services include:

- Marketing Strategies
- Graphic Design
- Website Design and Development
- Interactive Presentations
- Database Engineering

At Tower29, we are committed to building strong relationships with each one of our clients. We look forward to sitting down with you and discussing how we can help meet your business needs.

First Meeting's AGENDA

I. OBJECTIVES FOR BUILDING SLCC WEB SITE

II. WHERE ARE NOW?
- Research -- Ervin Analysis of SLCC Web Site, 4/26

III. WHERE DO WE WANT TO BE?
- Community College Web Site Best Practices, Wallace Foundation
- Review of Other Community College Web Sites

IV. HOW DO WE GET THERE?
- SLCC Web Site Development Strategy
- SLCC Web Site Framework
- Development Process

I. SLCC Web Site Objectives

1. To build a new “St. Louis Community College” Web site, integrating all campus locations

2. To create a “user-centric” experience

3. To utilize best-practices, latest technology and processes

II. WHERE ARE WE NOW

Web Site Research:

- **Ervin – SLCC Web site user experience, 4/26/06**
- **Identified user-experiences for the current site**
- **Content, navigation, organization, look & feel**
- **User groups: students and faculty & staff**

II. WHERE ARE WE NOW

Summary/Recommendations:

- **Content:**
  - Must be timely, accurate, and consistent
  - Needs content management system to dynamically post fresh content
    - Initial *WebTrends* data indicates content not connected to students' interests. Example: Nursing
- **Navigation/Organization:**
  - Must be intuitive
  - Should have "user-centric" pathways
  - Frequently accessed content on/near Home Page
- **Transactional:**
  - Must have clear processes
  - User must receive confirmation of transaction
- **Look and Feel:**
  - "One College" positioning is an organizational advantage

III. WHERE DO WE WANT TO BE?

Web Site Research:

1. **Community College Web site best practices, *Wallace Foundation***

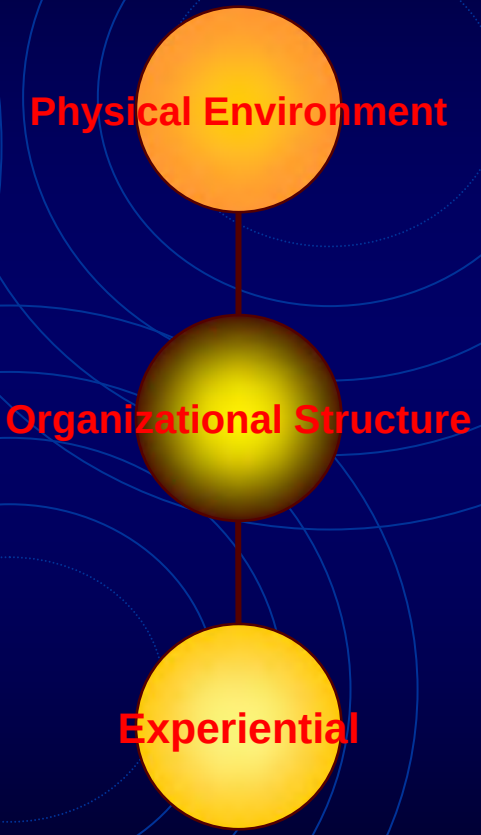
2. **Review of well-designed Community College Web sites**

Web Site Development Best Practices

Community College Web Sites

Wallace Foundation Report:*

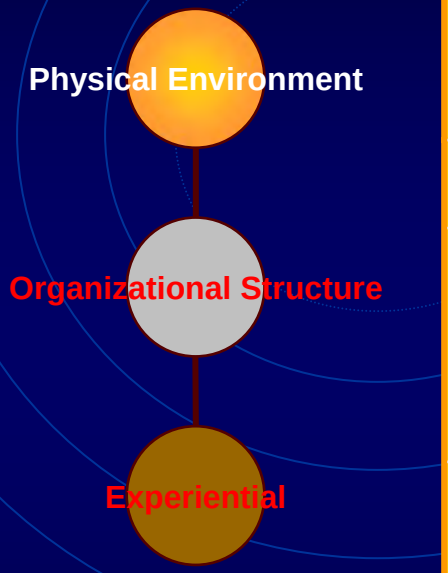
Campus ecology theory applied to Web site development



*Wallace, H. (2000). Campus ecology theory and web sites. *Student Affairs Online*, February 18, 2003

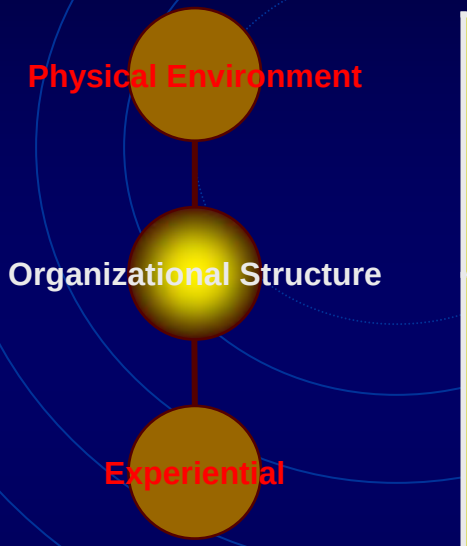
Best Practices

Wallace Foundation Report, 2000



Welcoming	***Aesthetically pleasing***
Interactive	***Encourages participation***
Accessible	➢ ***Easy to navigate*** ➢ ***Convenient through its features*** ➢ ***Useful to all regardless of location or disability***
Purposeful	***Relevant to all members of the campus community***
Representative	***Reflective of experiences (current/future students, community, faculty/staff)***
Connective	***Serves as "meeting point" for all members of the campus community***

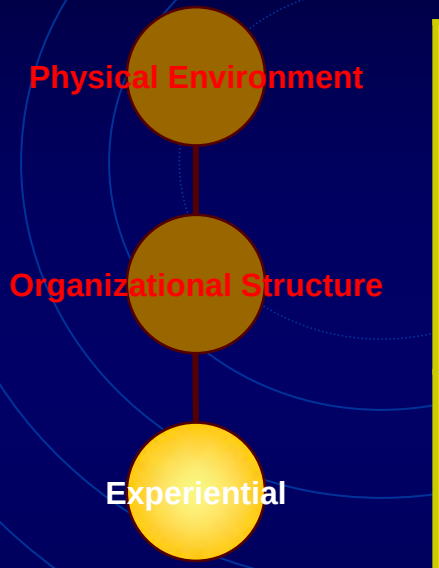
Organizational Structure



“User-centric” hierarchy of information	**Structure should reflect the way campus members and prospects use the site**
“One College” structure represented virtually	**Campus and department sites should be integrated units connected to the institutional entity**
Dynamic structure and organization of content	**Content management must have ability to easily update and post content desired by user**

Experiential Meaning

Wallace Foundation Report, 2000



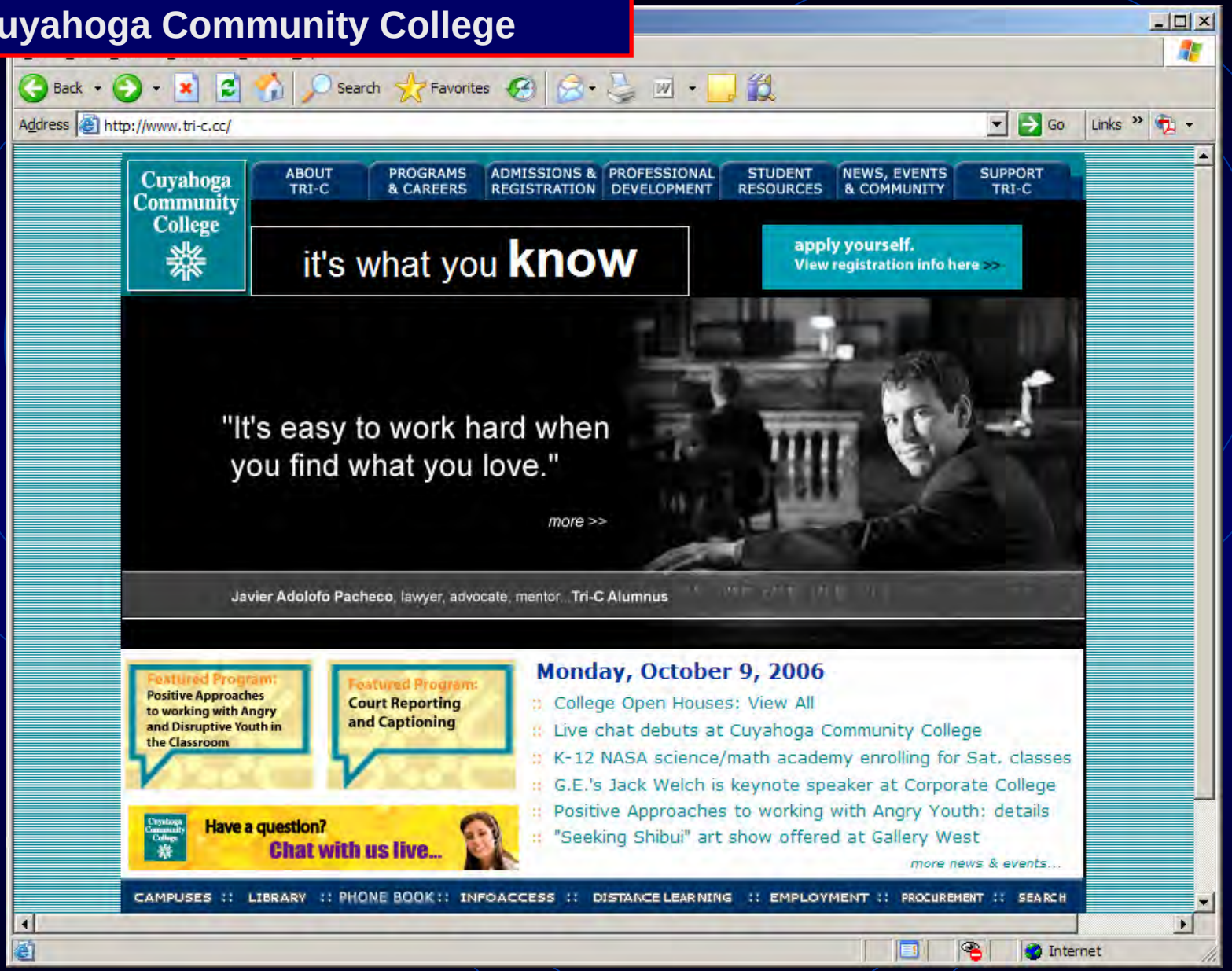
Images/content become the reality of the college for each visitor	• **The experience of site will be different for each user based on own perspective/bacground** • **Site must relate on a personal level with each type of student comprising the college community**
Students seek from a Community College experience:	1. **Education with creativity and flexibility that meets their unique interests** 2. **Connection with students with like interests/situations**
"Experiential meaning" found in successful community college Web site	**Web site must create a distinct feel of:** ➢ **"uniqueness" and** ➢ **"connection" for each student/prospect**

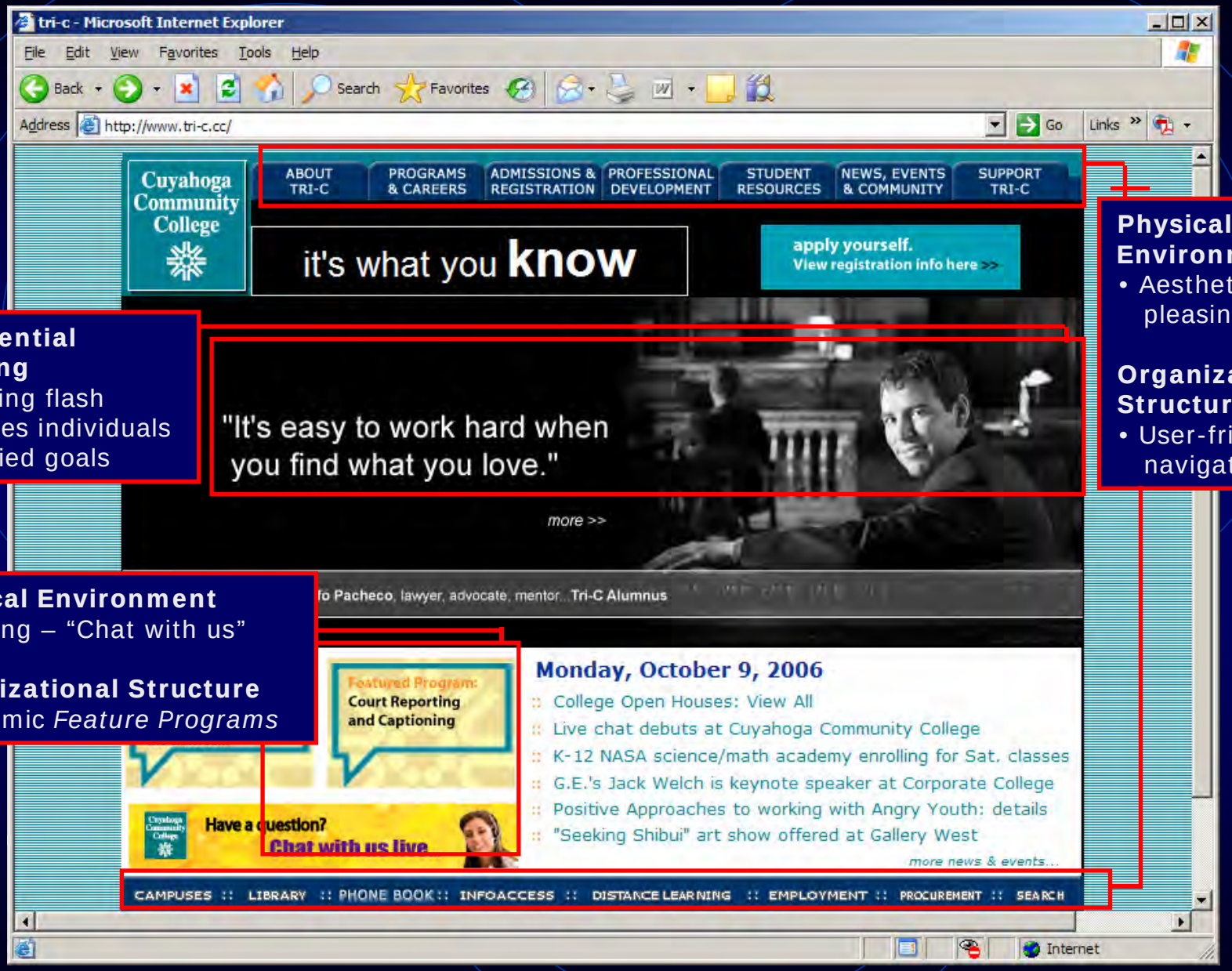
III. WHERE DO WE WANT TO BE?

Community College Web site analysis

- Review of 25 Community College Web sites
- Three sites:
  1. **Cuyahoga Community College**
  2. **Pima Community College**
  3. **Dallas County Community College**

Cuyahoga Community College





Experiential meaning
- Rotating flash features individuals w/varied goals

Physical Environment
- Inviting – "Chat with us"

Organizational Structure
- Dynamic *Feature Programs*

Physical Environment
- Aesthetically pleasing

Organizational Structure
- User-friendly navigation

Pima Community College

Address http://www.pima.edu/ Go

PIMA EN ESPAÑOL | EVENT CALENDAR | DIRECTORY | MAPS & DIRECTIONS Search GO

PimaCommunityCollege

- GETTING STARTED
- COURSES & DEGREES
- CAMPUSES & CENTERS
- ABOUT PIMA
- STUDENT RESOURCES
- COMMUNITY RESOURCES
- BUSINESSES
- FOUNDATION & ALUMNI

Welcome to Pima

Plan to attend Winter Intersession

Get ahead in your studies by registering for Winter Intersession classes. Classes in a wide variety of subjects are offered weekdays between Dec. 18 and Jan. 5.

Learn more...

Register for late-start Fall classes

Pima offers a great selection of late-start and short-term classes this Fall. Start building your future today!

Learn more...

Be a vital member of the Health Care Team

Pharmacy Technicians provide vital assistance in dispensing medications and managing pharmacy operations. Get started on a career in pharmacy today!

- PIMA JOBS
- FACULTY / STAFF
- MyPima
  Banner Online, WebCT & more...

SPOTLIGHT

- **CAREER FAIR SCHEDULED FOR OCT. 11**
  Noon - 5 p.m. at the Tucson Convention Center
  more >
- **SPRING CLASS SCHEDULES AVAILABLE ONLINE**
  Web registration begins Nov. 6
  more >
- **"EARTH SCIENCE DAYS" AT NORTHWEST CAMPUS**

Internet

Physical Environment
- Appealing and Simple!

Organizational Structure
- User-friendly navigation

Experiential meaning
- Features varied individuals
- Click on their experience

Organizational Structure
- MyPima: student portal for e-mail, schedules, grades, etc.

Organizational Structure
- Dynamic – latest offerings and spotlighted dates

Dallas County Community College

DCCCD: DCCCD Home - Netscape

Print

Mail Home Bookmarks

Brookhaven Cedar Valley Eastfield El Centro Mountain View North Lake Richland TeleCollege/Distance Learning Foundation

Dallas County
Community College District

Get Answers | Contact Us | Search

Home About DCCCD Future Students Current Students Continuing Education Business/Community Employees Español

Our Locations | Admissions & Registration | Paying for College | Student Services | Libraries | Jobs | Schedules | eConnect | eCampus | Catalog

REGISTER NOW!

Daniel Ambriz
Trial Paralegal, Baron & Budd, P.C.
Daniel Ambriz didn't even know what a paralegal was when he first met the director of DCCCD's paralegal program. Today, he has a job he loves, thanks to the encouragement he got from professor Dudley Knox.
More »

SPOTLIGHTED PROGRAMS

African-American and Black Studies Program
Broaden your understanding of people of African descent and their role in the shaping of America - and enhance your marketability for a successful career - with Richland's new African American/Black Studies program.

Flex Term Classes Starting in October

How to Do Business With DCCCD

Bond Program and Vendor

NEWS

DCCCD Trustees Name New Vice Chancellor for Business Affairs - Sept. 29, 2006
Full story »

DCCCD Colleges Set Programs for Hispanic Heritage Month
Full story »

DCCCD, Sam Houston State Partnership Gives Students More Options - Sept. 19, 2006
Full story »

UPCOMING EVENTS

Texas Writers Exhibit Opens
Monday, Oct. 9, 2006
Eastfield College, Library (L200)

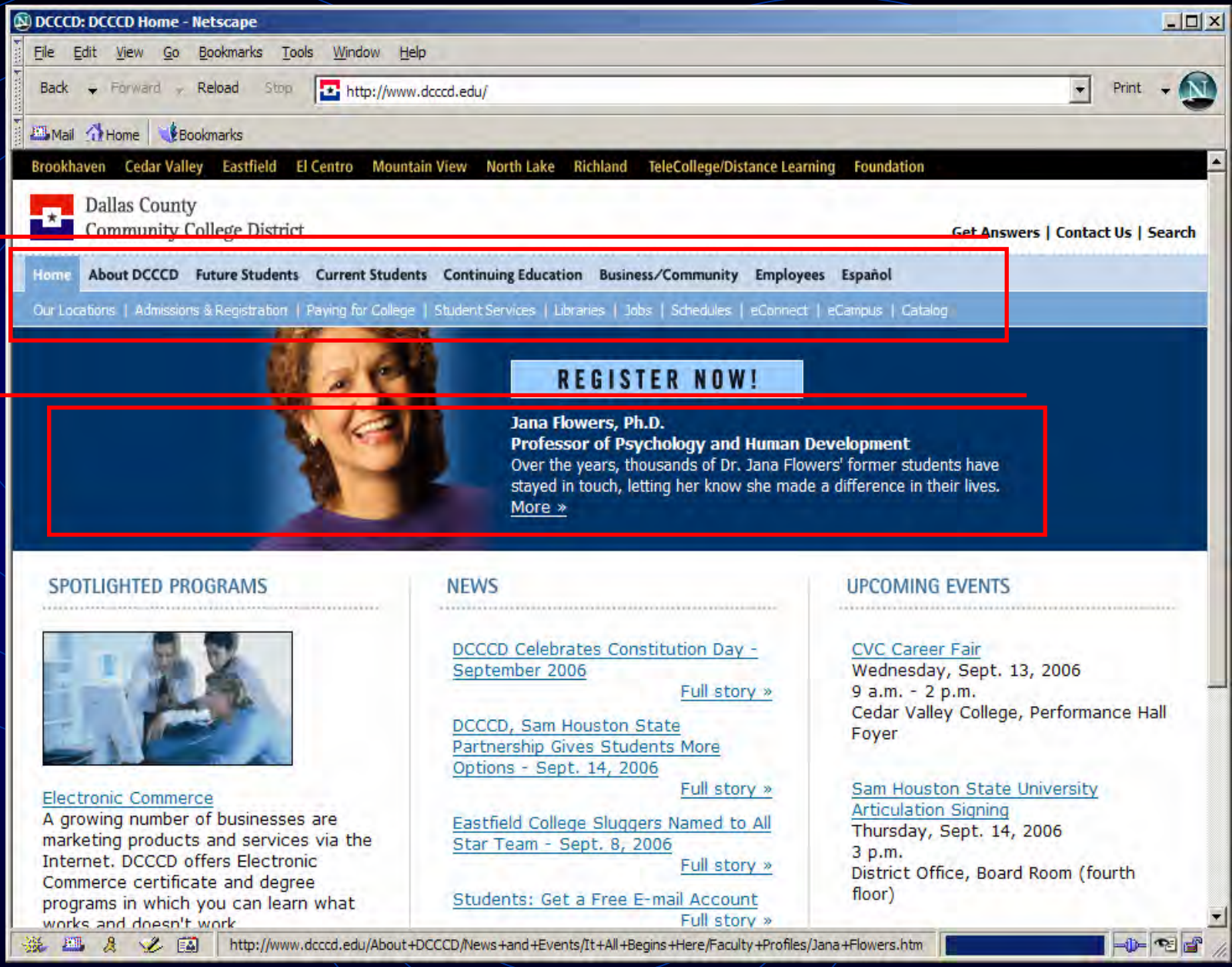
Women's Volleyball
Monday, Oct. 9, 2006
7 p.m.
North Lake College, Building F

CVC Leadership Speaker Series
Tuesday, Oct. 10, 2006
12:30 p.m.
Cedar Valley College, Performance

http://www.dcccd.edu/

Organizational Structure
- Based on user segment

Experiential Meaning
- Successes of students and faculty



IV. HOW DO WE GET THERE?

- SLCC Web site Development Strategy
- SLCC Web Site Framework
- Developmental Process

SLCC Web Site Development Strategy

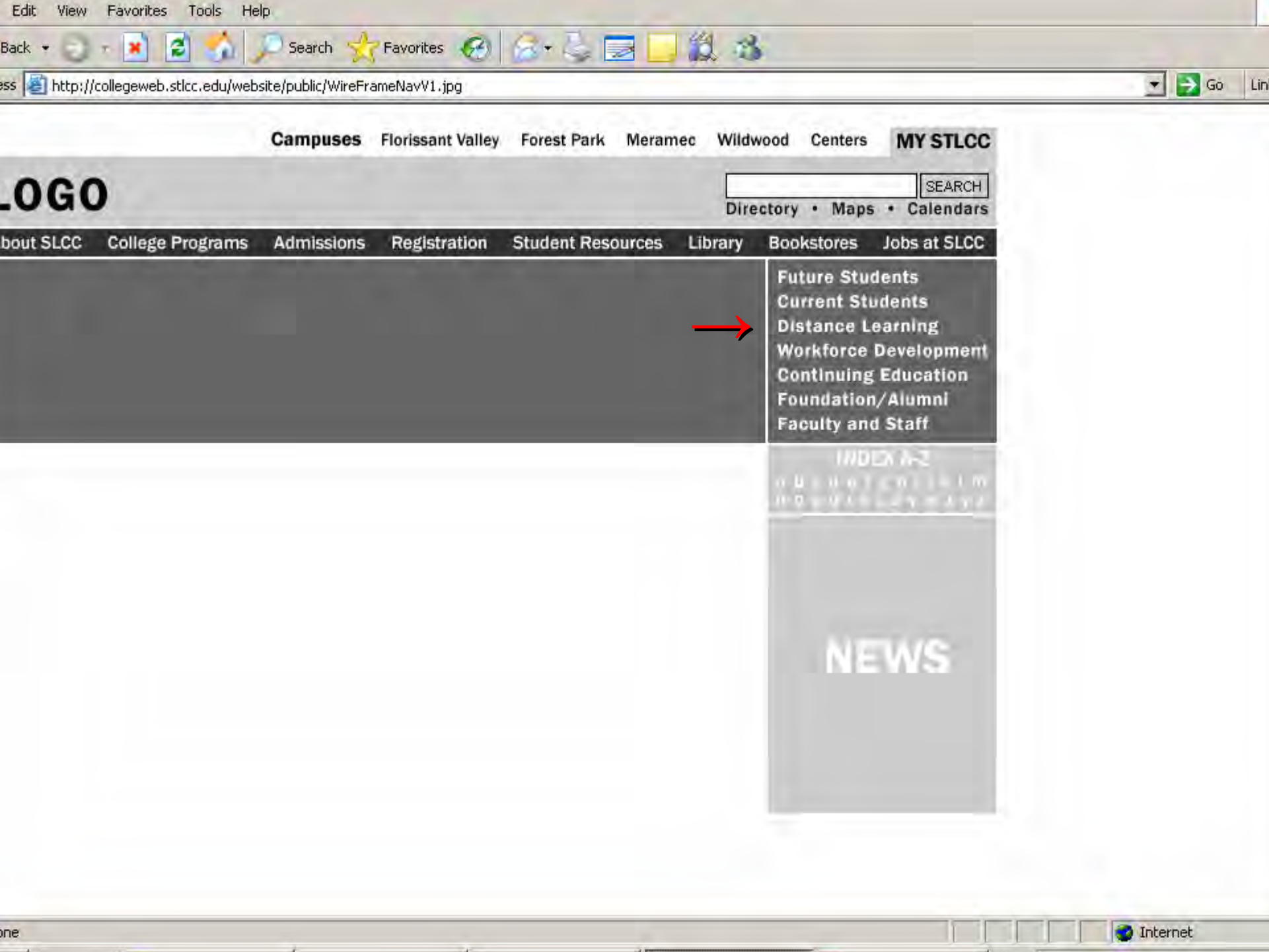
1) **Build a user-centric structure with intuitive navigation based on user needs**
   - **Analysis of *WebTrends* user data**

2) **Organize and write new content**
   - **Consistent, accurate and up-to-date content in AP style**
   - **Organize and develop content – committee groups to assist**

3) **Create a Web site experience with feel of “uniqueness” and “connection” for each visitor**
   - **Projects SLCC as *“one”* college**

SLCC Web Site Framework

- Define pathways for site architecture
- User-Centric Scenarios:
  - Quick Study 1
  - Quick Study 2
  - Quick Study 3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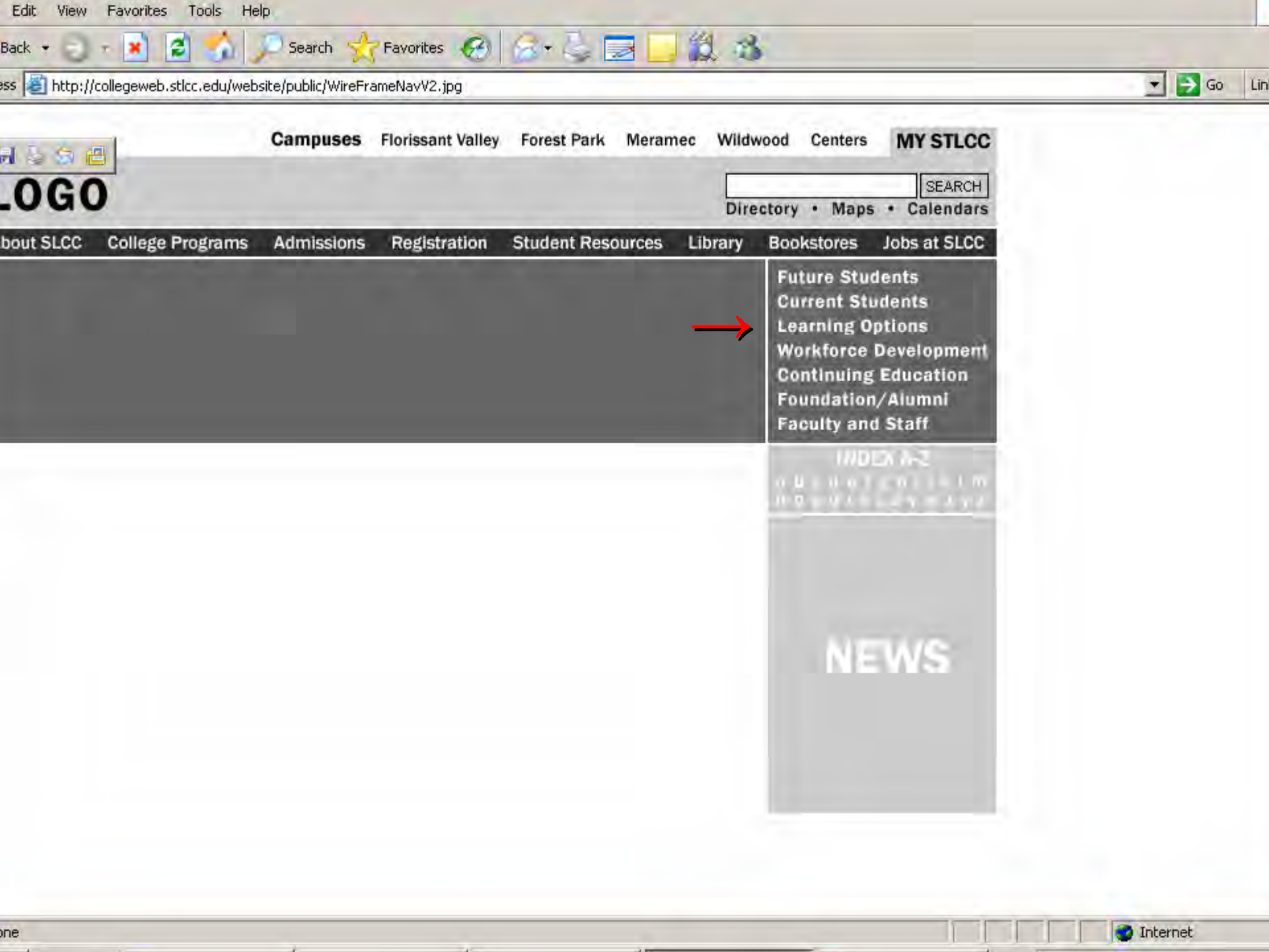
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SLCC Web Site Development Process

PHASE I: Information Architecture

PHASE II: Design & Content Development

- Site paths assigned to groups
- Millennium/Tower29 to work with groups to develop sub-sections

PHASE III: Construction

PHASE IV: Testing, Revisions and Debugging

PHASE V: Tracking & Measurement

QUESTIONS?

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