Let’s face it we need a ... Lift!

Presented at the 2015 Association for Institutional Research in the Upper Midwest (AIRUM)

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Overview

Our Challenge – To help our customers find the information that they need.

- Where do we begin?
- Survey and Results
- Planning, Timing, Inspirations
- Organization, Design, Build
- Launch and Promote
Planning - where do we begin?

◦ Manage your project
◦ Find a reason for the redesign. Don’t re-do just for the sake of redesigning. It would get frustrating to your users.
◦ Take notes of what you are hearing.
Content

• Review the content of the current website
• Create a survey
• Use a tool to find out about content usage
  - Google Analytics
Survey-Questions

1. Usage of OIR website
2. Usefulness of information on OIR website
3. Experience with using OIR website
Survey results

Usefulness of different areas on OIR website:

- Dashboards: 98%
- Fact Book: 98%
- Official Enrollment Reports: 100%
- Strategic Reports for Departments: 91%
- Surveys: 97%
- Graduates/Degrees Awarded: 97%
- Profiles (Students/Faculty): 97%
- Newsletters/Clips: 88%
Organization-Layout of old site

“It's not intuitive, is hard to navigate, there are no quick links.”

“design and ease of site”

“I find myself calling someone to ask where to find information.”

“It's not always obvious what is in reports (judging by the title).”
Changes needed:

• Cluttered
• Lengthy bookmark
• Lots of Dots going on
## Timeline for Redesign

### OIR Website Redesign

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
<th>Plan Start</th>
<th>Plan Duration</th>
<th>Actual Start</th>
<th>Actual Duration</th>
<th>Percent Complete</th>
<th>Actual (beyond plan)</th>
<th>% Complete (beyond plan)</th>
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<tr>
<td>June 18</td>
<td>Review websites</td>
<td>1</td>
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<tr>
<td>June 18</td>
<td>Select general design</td>
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<td>0</td>
<td>0</td>
<td>0</td>
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<tr>
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<td>Investigate design availability</td>
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<td>1</td>
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<td>0</td>
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<tr>
<td>June 29</td>
<td>Mock design</td>
<td>3</td>
<td>2</td>
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<td>0</td>
<td>0%</td>
<td></td>
<td></td>
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<tr>
<td>June 29</td>
<td>Site feedback/web expert(s)</td>
<td>3</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0%</td>
<td></td>
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<tr>
<td>June 29</td>
<td>Site feedback/2-3 users</td>
<td>3</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0%</td>
<td></td>
<td></td>
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<tr>
<td>July 1</td>
<td>Start designing</td>
<td>4</td>
<td>6</td>
<td>0</td>
<td>0</td>
<td>0%</td>
<td></td>
<td></td>
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<tr>
<td>July 1</td>
<td>Home page</td>
<td>4</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0%</td>
<td></td>
<td></td>
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<tr>
<td>July 6</td>
<td>Alternate pages</td>
<td>5</td>
<td>5</td>
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<tr>
<td>Aug 18</td>
<td>Roll out</td>
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<td>0</td>
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<tr>
<td>Aug 20</td>
<td>U Letter announce</td>
<td>11</td>
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<td>IR Newsletter announce</td>
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<td>1</td>
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</table>
Searching for Inspiration

Where did we begin?
Here is what we were looking for...

- First Impression
- Visual Appeal
- Layout
- Ease of Navigation
- Organization
- Concise and Contemporary Headings/Subjects/Labels
Here is what we found...

Our top four “inspiration” websites.

- University of Tennessee-Knoxville
- University of Hawaii-Manoa
- University of Florida
- Eastern Kentucky University
University of Tennessee-Knoxville

Visual Appeal/First Impression

Layout

Scrolling info graphics

Tab headings

Consistency
University of Hawaii-Manoa

Visual Appeal
Simplicity
User Friendly Layout
Organization
Well defined sub-categories
University of Florida

Organization

Interactive Info Graphics

Bottom tabs with quick links
Eastern Kentucky University

Meaningful Measures
Student Success Reports
Simple Organization
Eastern Kentucky University

Meaningful Measures
Organization/Design/Build

• Use a clean/simple layout that highlights the important site features.
• Organize with a logical sequence. Group related content
• Build with the old site in mind or visitors will feel lost. Retain components that worked.
Google Analytics
July 1, 2014-June 30, 2015
A tool to find out about website content usage.
<table>
<thead>
<tr>
<th>Page</th>
<th>Pageviews</th>
<th>Unique Pageviews</th>
<th>Avg. Time on Page</th>
<th>Entrances</th>
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<tbody>
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<td>/research/institutional-research/index.cfm</td>
<td>63,843 (100.00%)</td>
<td>38,336 (100.00%)</td>
<td>00:01:43</td>
<td>20,179 (100.00%)</td>
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<td>und.edu/research/institutional-research/index.cfm</td>
<td>6,386 (10.06%)</td>
<td>4,690 (12.23%)</td>
<td>00:01:07</td>
<td>4,464 (22.12%)</td>
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<td>2,534 (12.56%)</td>
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<td>945 (4.68%)</td>
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<td>und.edu/research/institutional-research/</td>
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<tr>
<td>und.edu/research/institutional-research/enrollment-report.cfm</td>
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<td>842 (2.20%)</td>
<td>00:02:38</td>
<td>437 (2.17%)</td>
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<tr>
<td>/research/institutional-research/resources-creds.cfm</td>
<td>1,640 (2.57%)</td>
<td>714 (1.86%)</td>
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<td>694 (3.44%)</td>
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<td>1,498 (2.35%)</td>
<td>482 (1.26%)</td>
<td>00:01:54</td>
<td>48 (0.24%)</td>
</tr>
</tbody>
</table>
Use a clean/simple layout that highlights the important site features.
Contains a number of resources that departments and university decision makers can use to assess the goals and objectives of the University of North Dakota. The data is compiled of current and historical statistical information about the University of North Dakota and is designed to make frequently requested data readily available for use in planning, annual reports, program reviews, and assessment.
Contains various facts and characteristics of University of North Dakota students and faculty.

Dashboards are an interactive tool that show information on Student Enrollment, Enrollment Maps, Retention Rates, Graduation Rates, Degrees/Certificates Awarded and much more.

The Fact Book provides general UND information, as well as facts regarding students, courses, degrees, faculty & staff, and retention & graduation for each academic year. Archived Fact books go all the way back to the 2000-2001 academic year.

Profiles provide a one-page summary of various student populations.
Contains information from a number of institutional surveys, both internal and external.

UND Surveys- timeline and results of OIR's survey reports.

Common Data Set and output from many external surveys that we participate in.

Survey Assistance page offers tips on survey planning. While you are visiting this site, please record when you plan on administering your UND survey so we can be more strategic with scheduling major surveys.
Contains follow-up information, trend data, and/or research on a variety of OIR projects. Many of these projects are highlighted in the Newsletters & Clips or Presentation links.
Contains information for policy-makers, campus faculty & staff, the general public, and other higher education stakeholders.

Also has resources to help current and prospective students and their families better understand the University of North Dakota.
Helpful Tip!

Retain components that worked.
Time to Build!

- Content Management System – Omni Update
- Met with the UND web team to find out what template options were available.
- The web team made a copy of the current site.
- We began creating and updating the new webpages.
- It took about two months.

http://und.edu/research/institutional-research/
Words of caution

• Be aware that if you change file paths any direct connections or bookmarks to the old path will be broken.

• Be sure to test frequently or set up in Beta before launching.
Launch & Promote

- Announcement in the University Newsletter
- Highlight in “OIR Brief’s” office newsletter
- Announcement on our website and link to the “feedback form”.
Questions?

This presentation can be found at:
http://und.edu/research/institutional-research/publications/presentations.cfm

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Thank you for attending!