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State of the Web 2013

Web & Interactive Communications

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Meet Kelsey

- From Lincolnshire, IL
- 17 years old
- 24 ACT
- Likes watching Pretty Little Liars
- Loves One Direction
- Hates waiting

via sodahead.com

Guess What?

The whims of this 17-year-old, and 28,000 other prospective applicants just like her, are the people that decide whether or not we get to keep our doors open...

...and have jobs.

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Oh, and by the way...

This 2013 academic year very strongly could maybe possibly be the first time in at least 20 years where the total number of students at Illinois State University drops below 20,000.

...yeah.

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With THAT comforting thought…

WEB balances the needs of our colleges, departments, schools, programs, units, offices, centers, initiatives, consortiums, conferences, councils, boards, divisions, groups, clubs, activities, standards, policies, guidelines, majors, minors, services, and fields against those of our individual users.

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Users like Kelsey.

Today's Agenda

What our Web presence looks like, and what progress WEB is making in

- Navigation & Content Delivery
- Visual Identity
- Facts, Figures, and Fun for the Future*

*spoiler warning: mobile

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Pop Quiz!

How many websites do we have on campus?

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Well…it depends…

Practically, talking within the University how we see our Web presence:

401* separate websites (not counting individual faculty)

- Web Inventory FY2014

*…at last count†

† this morning

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And because you're going to ask…

Academic Application
Academic Senate
Accounting Office
Accreditation (Higher Ed Learning Commission)
Actuarial Science
Administrative Professional Council
Administrative Technologies
Admissions
Advancement, Vice President for University
Advising Wiki
Agriculture
AIP Atlas
Alternative Spring Break Blog
Alumni Email Forwarding
Alumni Relations
American Democracy Project
Analytics
Annuitants Association
Application for Admission
Applied Social Research Unit
Articulation Unplugged
Asia Connect
Association of Black Academic Employees
Association of Residence Halls
Athletics
Autism Spectrum Institute
Bio Concepts
Biochem & Molecular Bio Program
Biography Administration
Biological Sciences
Birdtrax
BirdTrax Blog
BITS
Blogs
Board of Trustees
Bone Student Center Events and Scheduling
Bone Student Center/Braden Auditorium
Brazilian English Teachers USA
Budget Management and Reporting System
Business Intelligence and Technology Solutions
Calendar, University
Campus Community Conference
Campus Recreation
Campus Recreation Blog
Campus Safety & Security
Cardinal Court
Career Center
CAS IT Web Services (formerly LILT)
Cashier's Office
CAS-IT
CASRO
CAST Online
Catering
Center for Reading & Literacy
Center for Renewable Energy
Center for Teaching, Learning, and Technology (CTLT)
Center for Adoption Studies
Center for Applied Information Systems Technology
Center for Emerging Entrepreneurs
Center for Mathematics, Science and Technology (CeMaST)
Center for Teaching, Learning, and Technology Blog
Center for the Advancement and Support of Educational Initiatives
Center for the Study of Education Policy
Chemistry
Chemistry Education eLearning Portal
Chicago Office
Chicago Teacher Education Pipeline
Child Care Center
Children's Research Lab
Childrens Studies
Chili Cook Off
Cisco Unified CM User Options
Cisco Unified CM User Options
Civil Service Council
Classroom Clickers
COINS
College of Applied Science and Technology
College of Arts and Sciences
College of Business
College of Business WordPress MU
College of Education
College of Fine Arts
Communication Sciences & Disorders
Communication, School of
Comptroller, Office of the
Computers and Writing 2002
Conference Services
Connections Project
Council for Teacher Education
Council of Illinois University Senates
Counseling Services, Student
Course Finder
Course Update System
Criminal Justice Sciences
CSSAAME
CTLT Resource Commons (Evergreen)
Curriculum and Instruction
Dean of Students Office
Department of Technology
Department of Technology Blog
Digital Citizen's Project
Digital Defoe: Studies in Defoe & His Contemporaries
Digital Display
Dining, Campus
Disability Concerns
Distance Education Task Force
Donor Recognition
Eckelmann-Taylor Speech and Hearing Clinic
eCommerce
Economics
eDirectory
Educating Illinois
Education Law Journal
Education, Diversity & Information Technology
Educational Administration and Foundations
eMerge
Energy Learning Exchange
English
English Blogs
English Language Institute
English Studies Association
Enrollment Management and Academic Services
Enterprise Applications Gateway
Enterprise Systems Support
Environmental Health Alumni Blog
Environmental Health and Safety
Equal Opportunity, Ethics & Access, Office of
Ethics Officer
Ethnic Studies
Euphemism
Ewing Cultural Center
Expanding Your Horizons
Facilities
Faculty Ombudsperson, Office of
Family and Consumer Sciences
Family Weekend
Feeds
Fell Arboretum
Financial Aid
Find Your Major - Administration
Fine Arts Events Blog
FirstView
FMLA
Focus
Galleries
Gamma Phi Circus
Gartner Research Portal
General Counsel, Office of
General Education Program
Genevieve Green Gardens
Geography - Geology
GeoMap
GIS
Global Children's Outreach
Good to Go Blog
Graduate School
Graduation Services
Grants Accounting
GrapeVine
Habitat for Humanity
Habitat Housing
Health Sciences, Department of
History
Homecoming
Honors Program
Horticulture Center
Housing, University
Human Resources
Humanities Project
ICFC
iGuides
Illinois Association for Institutional Research
Illinois Association of Chemistry Teachers
Illinois Association of Title I Directors
Illinois Center for Specialized Professional Support
Illinois Geographic Alliance
Illinois School Administration Manager Initiative
Illinois School Leader
Illinois School Psychology Internship Consortium
Illinois State Home Page
Illinois State Mobile
Illinois State Mobile Admin
Illinois State Mobile Services
Illinois State Sharepoint offering
Illinois State University College for Youth
Illinois State University Web100 based Network Diagnostic Tool (NDT)
Illinois State Writing Project
ILSTU views
Information Technology, School of
Institute for Prospective Cognition
Institute for Regulatory Policy Studies
Interdisciplinary Studies
Internal Auditing
International Studies
IP Television
iPeople
ISU Bands
ISU ReD: Research and eData
IT Governance
iTransfer
iTunes U
Jumpstart McLean County
Kasa
Kaskaskia
Katie School of Insurance Wiki
Kinesiology and Recreation, School of
Languages, Literatures and Cultures
Latin American and Latino/a Studies
Leadership Linc
Leap Forward
LeapForward
"LGBT/Queer Studies Institute"
Library, Milner
Linear Algebra, 4th Edition
Mail Service
Mainframe Migration Blog
Map
Master Plan for Illinois State University
Master Plan Blog
Master's Degree Program in Biotechnology
Math Club
Mathematical Abundance
Mathematics
MCIES
Media Relations/News Service
Mennonite College of Nursing
Mennonite College of Nursing Sharepoint
Metcalf Blog
Metcalf School
Midwestern Conference on Cimbinatorics, Cryptography, & Computing
Military Science
Millennium Girls Conference
Milner Library Dev
Mind Project
Mind Project Bulletin Board
Mobile Milner
Motorcycle Safety Education
Moving Forward: A Long-range Financial Plan to Support Educating Illinois
My.Illinois State
National Board Resource Center
National Board Resource Center Blog
Native American Studies
Network Security
No Impact Project Blog
Normal Editions Workshop
Oasis
Off-Campus Housing System
Office of Academic Technologies
Office of Admissions Blog
Office of the President
Old Main Project
Organization of Latino Employees
OUCampus
Outlook Web Access Mail Client
Pacific Rim Education Conference
Pan-Japan
Parents' Association Board
Parking and Transportation
Payroll
Peace Studies
Philosophy
Physics
Planetarium
Planning and Changing
Planning, Research, and Policy Analysis
Police, University
Policy
Politics and Government
Pre-Law Advisement Center
Preview, Orientation
Printing Services
PRISM: Partnership for Research in Science & Math Education
ProBASE
Professional Development Schools
Professors Portfolio's Profport System
Program of Excellence: Biomathematics
Program of Excellence: Energy Science
ProStarST
Provost, Vice President and
Psychology
Psychology Research Signup System
Purchasing
Rape Aggression Defense Training
Reasoning in Psychology Using Statistics: Psychology 138
Records Retention Management
Redbird Card
Redbird Gear
Redbird Pride
RedbirdMail
ReggieNet
Reggie's Kids' Club
Registrar, University
ReImagining Normal: Children's Literature Association Conference
Research and Sponsored Programs
ResNet
Risk Management
Scholarship Finder
Scholarship of Teaching and Learning
School of Information Technology Blog
School of Information Technology Project Management Simulation
School of Information Technology Web Submit
School of Teaching and Learning
Search
Search Dev
Select Survey - Academic Affairs
Select Survey - Advancement
Select Survey - Athletics
Select Survey - CAS
Select Survey - CAST
Select Survey - CFA
Select Survey - COB
Select Survey - COE
Select Survey - COE Awards
Select Survey - COE Confidential
Select Survey - Elections
Select Survey - MCN
Select Survey - StudentAffairs
Select Survey - University
Select Survey - VPFP
SendTo - Web Drop Off Folder Service
Senior Professionals
Seven
SHAC
Shakespeare Festival
Sinclair Lewis Society
Small Business Development Center Blog
Social Work, School of
Sociology and Anthropology
Software Management
Software Management Store
Solar Car
Sorry Server - ISUWEB02
Sorry Server - UNIXWEB
Special Education
Special Education Assistive Technology Center (SEAT)
STATE Summer Symposium
State Your Passion
Statistical Consulting Center
STEM
STEM Engines: Engaging the Next Generation in Exploring Science an Undergraduate Research Collaborative Project
Stevenson Center for Community and Economic Development
Stories
Student Accountings
Student Affairs
Student Affairs Information Technology
Student Affairs Web Applications
Student Fitness Center / McCormick Hall
Student Government Association (SGA)
Student Health Services
Student Technology Support Services
Studies On Asia
Summer Session
Sustainability, Office of
T21Con
T21Con Blog
Teacher Education at Illinois State
Teacher Education Center, Cecilia J. Lauby
Teaching with Primary Sources
Tech Alerts
TechNews
Technical Service (Mainframe)
Technology Support Center
Technology, Department of
TechZone
Telecommunications and Networking Forms
Transfer Day Orientation Program
Travel
Triangle Association
TV-10
uLabs
University Assessment Services (UAS)
University Club (U-Club)
University College
University College Wiki
University Events
University High School
University Marketing and Communications
University Program Board
University Time Clock
Urban Studies
Vertex Operator Algebras
Veterans Services
Vice President for Finance and Planning
Videos
Vidette
Virtual Infrastructure Administration Team
WEB Wiki
Webmail
WebVPN
Weibring Golf Club at Illinois State University
Welcome Weekend
Welcome2ISU
Wellness
West Lakes Division of the Association of American Geographers
WGLT Radio
Wiki
Wind
Women's and Gender Studies
Women's Mentoring Network
WZND Radio
ZimRide

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The accurate answer?

IllinoisState.edu

What is IllinoisState.edu?

- Not only the home page.
- For primary audiences...
  - Prospective & Current Students
  - Parents
  - Alumni
  - Surrounding Community
  - Prospective faculty, other institutions, etc.

*.IllinoisState.edu

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A footnote on numbers

Where it makes sense, we'd like to simplify the Web presence.

- College of Education: ~13 sites down to 1

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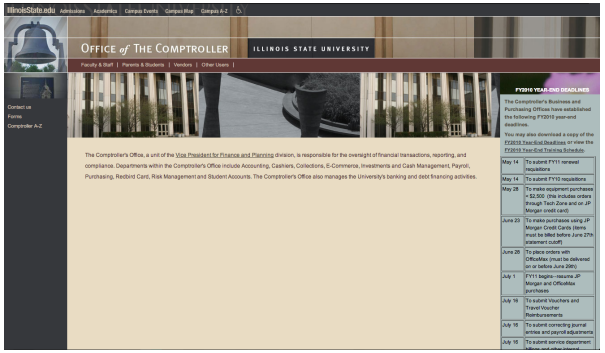
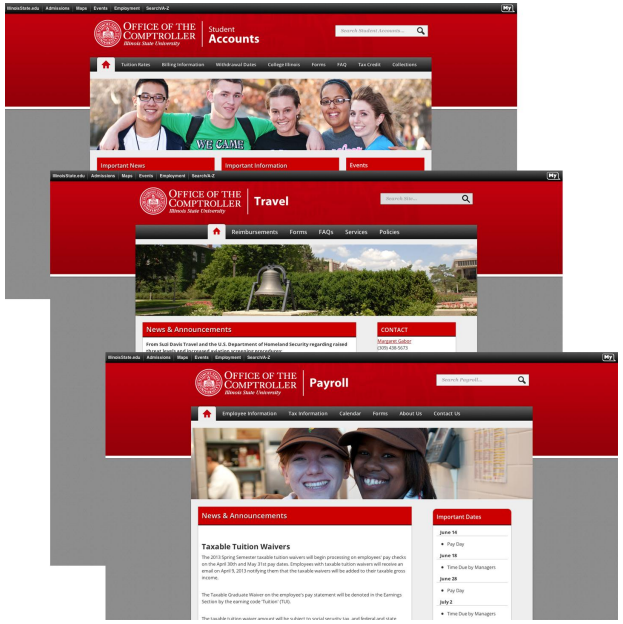
A footnote on numbers

Still, Goal #1 is serving the users.

- Breakout of Comptroller's sub-units based on function and audience.





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Managing *.IllinoisState.edu

- Distributed Maintenance
- Heuristic Analysis
- Consistency in Branding
- Consistency in User Experience
- Multi-purposed Content

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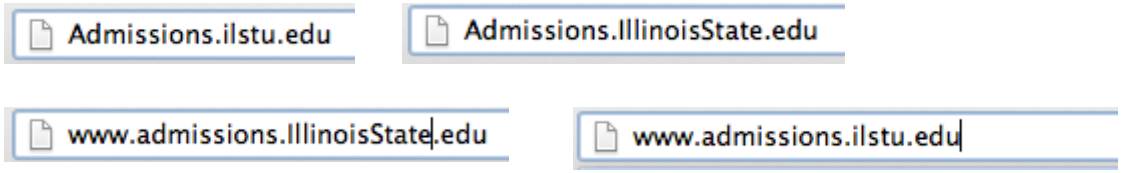
Consistent Naming



All (should) resolve to

Admissions.IllinoisState.edu

for consistency and simplification of data collection.

Multi-purposed Content

Central authoritative place for content, XML/XSL transformations

- Student Info System / iPeople
- LDAP / AD (user management)
- IllinoisState.edu/majors
- Stories.IllinoisState.edu
- Events.IllinoisState.edu

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Content Management

Moving towards a central code base for our Web presence

- Omni Update's OUCampus
- 108 websites (including 4 colleges)
- Distributed maintenance model, but more effective support

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Content Management

Writing for the Web

- One-on-one training
- Pilot course on best practices
- Consistency in voice and message
- Avoid duplication of identical information (especially when maintained by more than one person)

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Test, test, and test again

- Pre- and post-launch usability studies
- Focus group feedback
- Targeted surveys to key audience

Triage, then fix. Not the other way around. Remember the mantra…"What would Kelsey want?"

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Benefits of Testing

- Real data about user experience
- Ability to better understand audience and purpose
- Declares official moratorium on all arguments starting “Well I think…” or “Well I would…”

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Beating a Dead Horse

You are **NOT** your user.

No, not even that one time. Not then, not now, not ever.

It's cool, trust me, we're not either.

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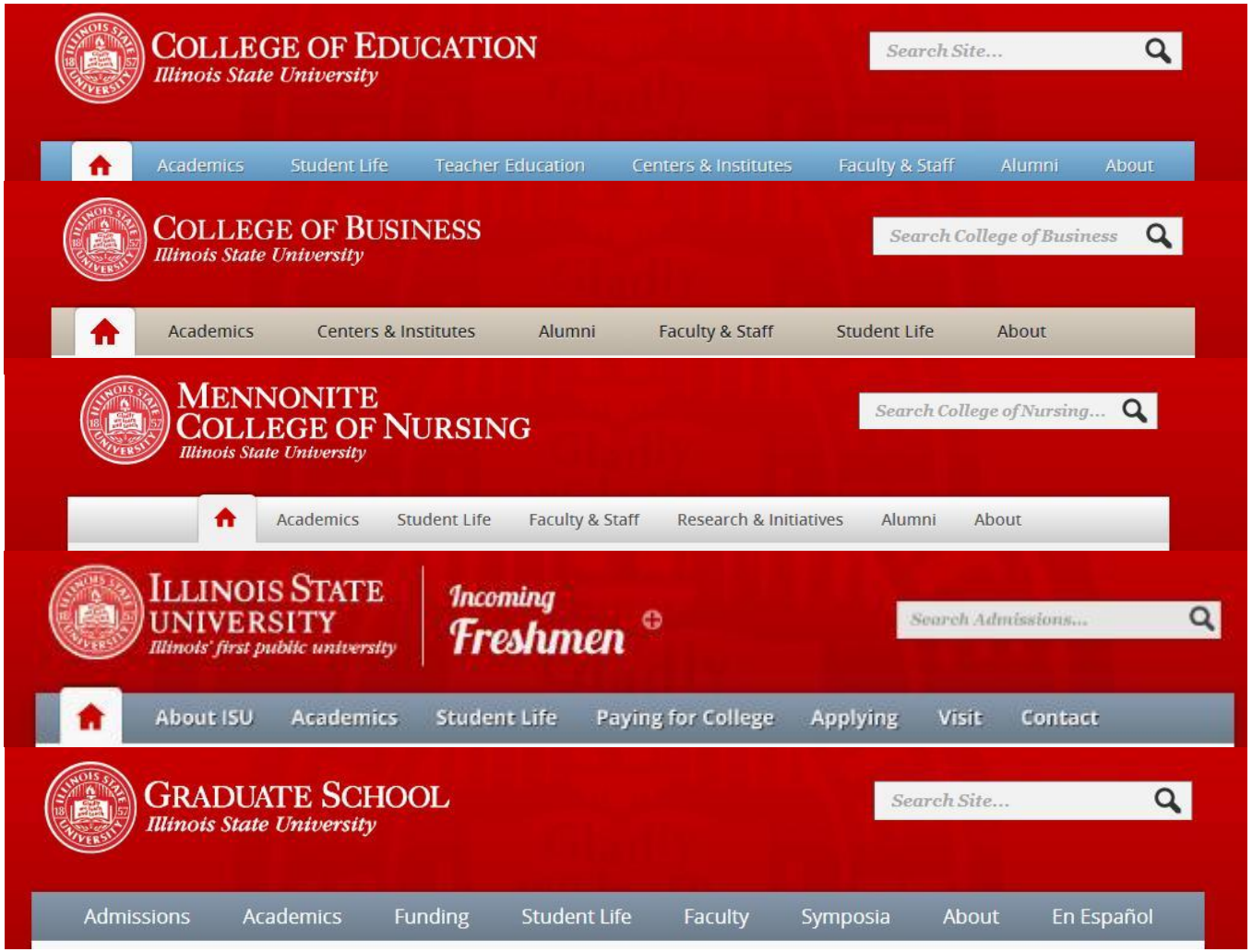
Navigational User Experience

Consistency in navigational structure

- College of Education
- College of Business
- College of Nursing
- Admissions
- Graduate School



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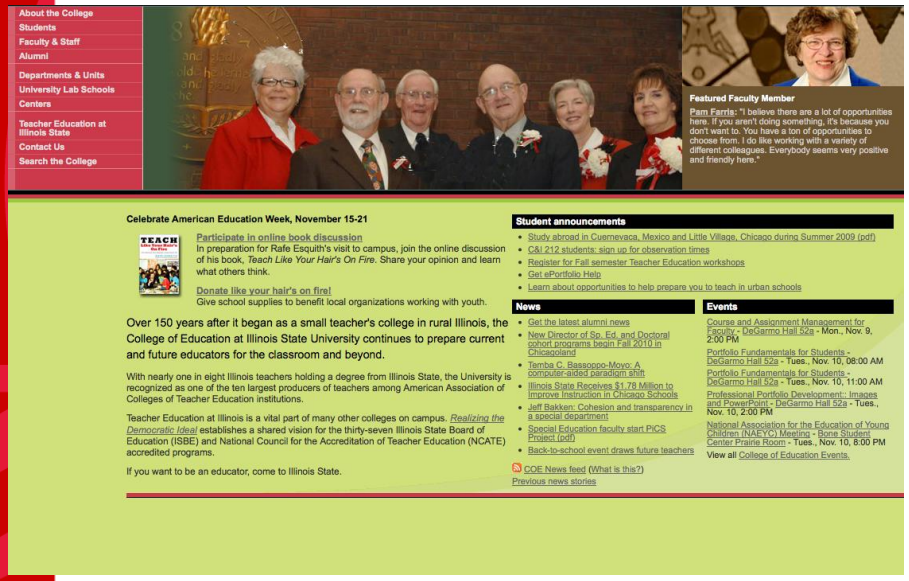
Pop Quiz!

Name this site:



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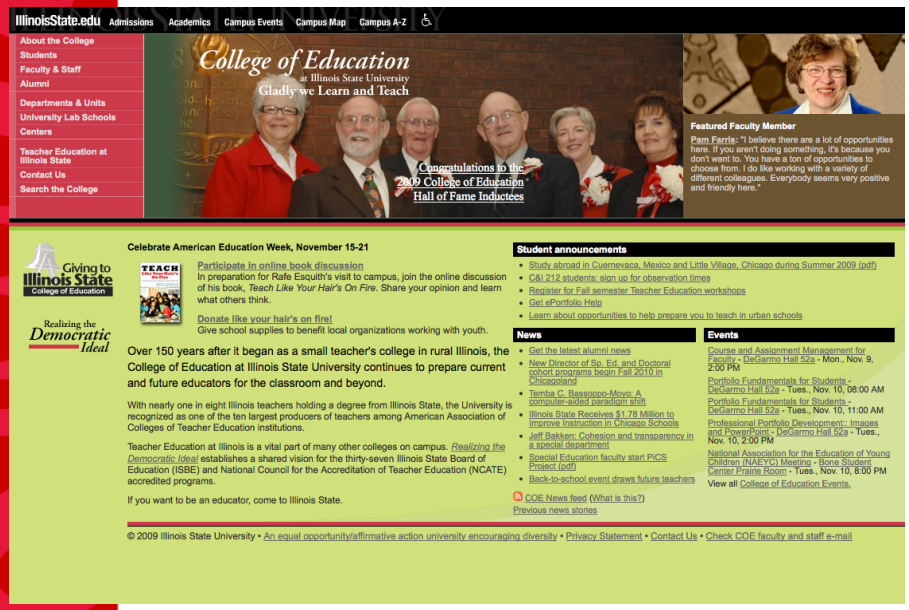
Pop Quiz!

Illinois State University

College of Education



University of Illinois

College of Fine and Applied Arts

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Case Studies

College of Education redesign

- 13 sites into 1
- 16 academic programs
- 7 centers

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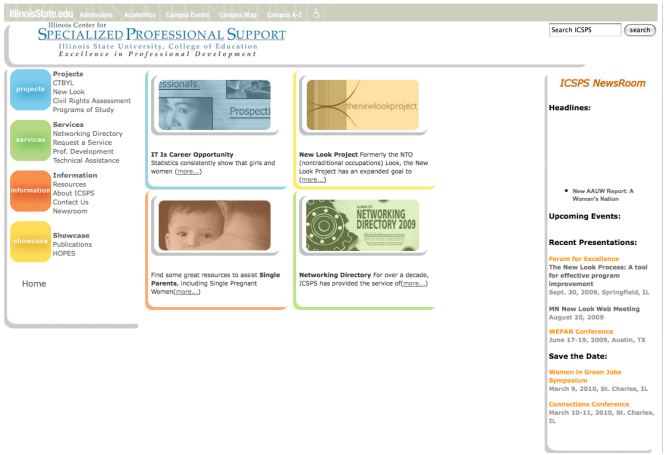
Case Studies

ICSPS (Illinois Center for Specialized Professional Support)

- Grant funded program within College of Education



2011

2012

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What makes an Illinois State University website?

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What makes a good website?

- Usable
- Visually engaging
- Relevant

What makes a good website?

- Usable
- Visually engaging
- Relevant

All 401 Illinois State websites should strive to achieve these main goals.

401 websites means...

- Varied audiences
- Specialized functions
- Unique content

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401 websites means...

- Varied audiences
- Specialized functions
- Unique content

How do we find common solutions?

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What makes an Illinois State University website?

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The Illinois State Brand

- State Your Passion
- Red means passion

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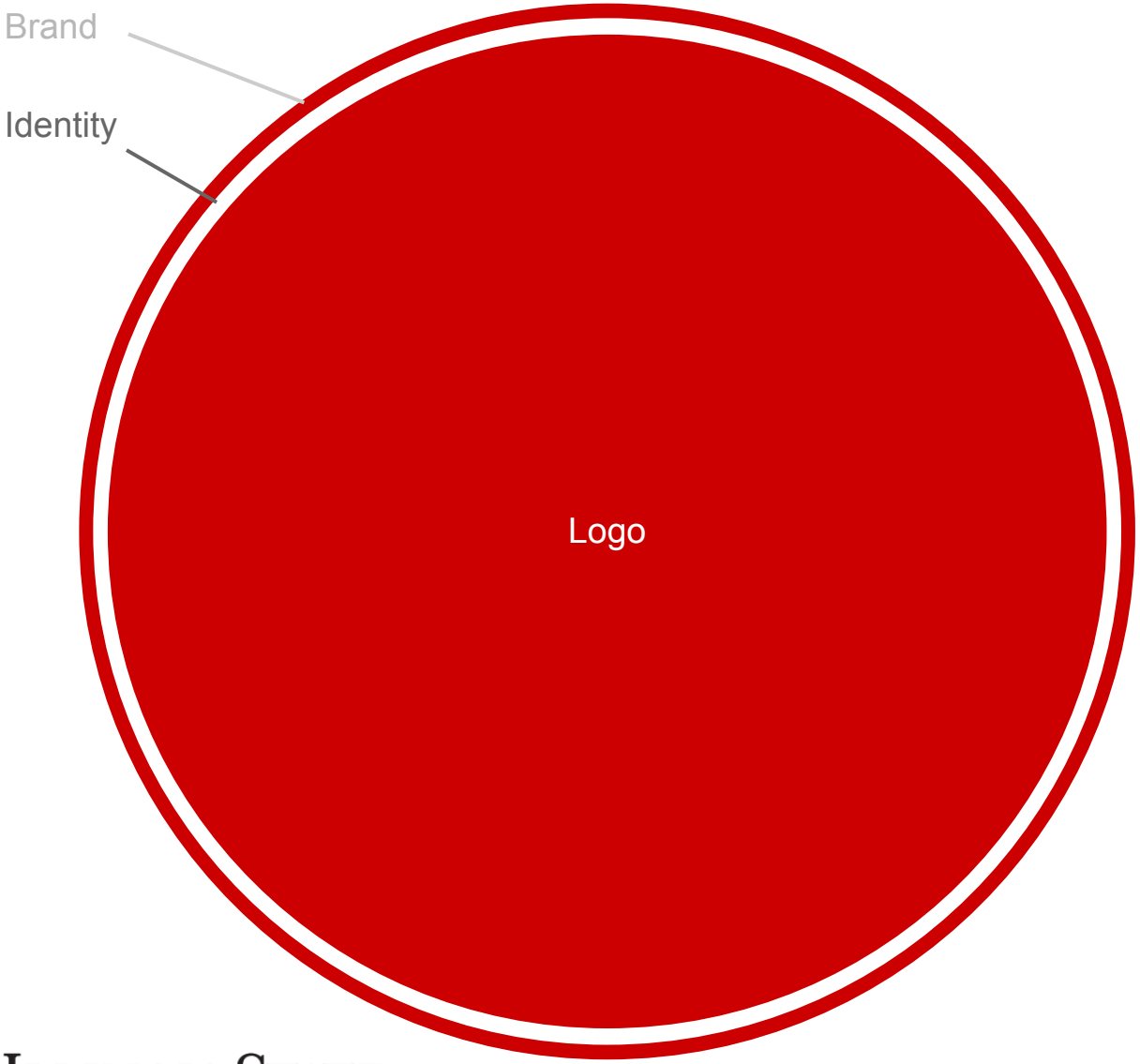

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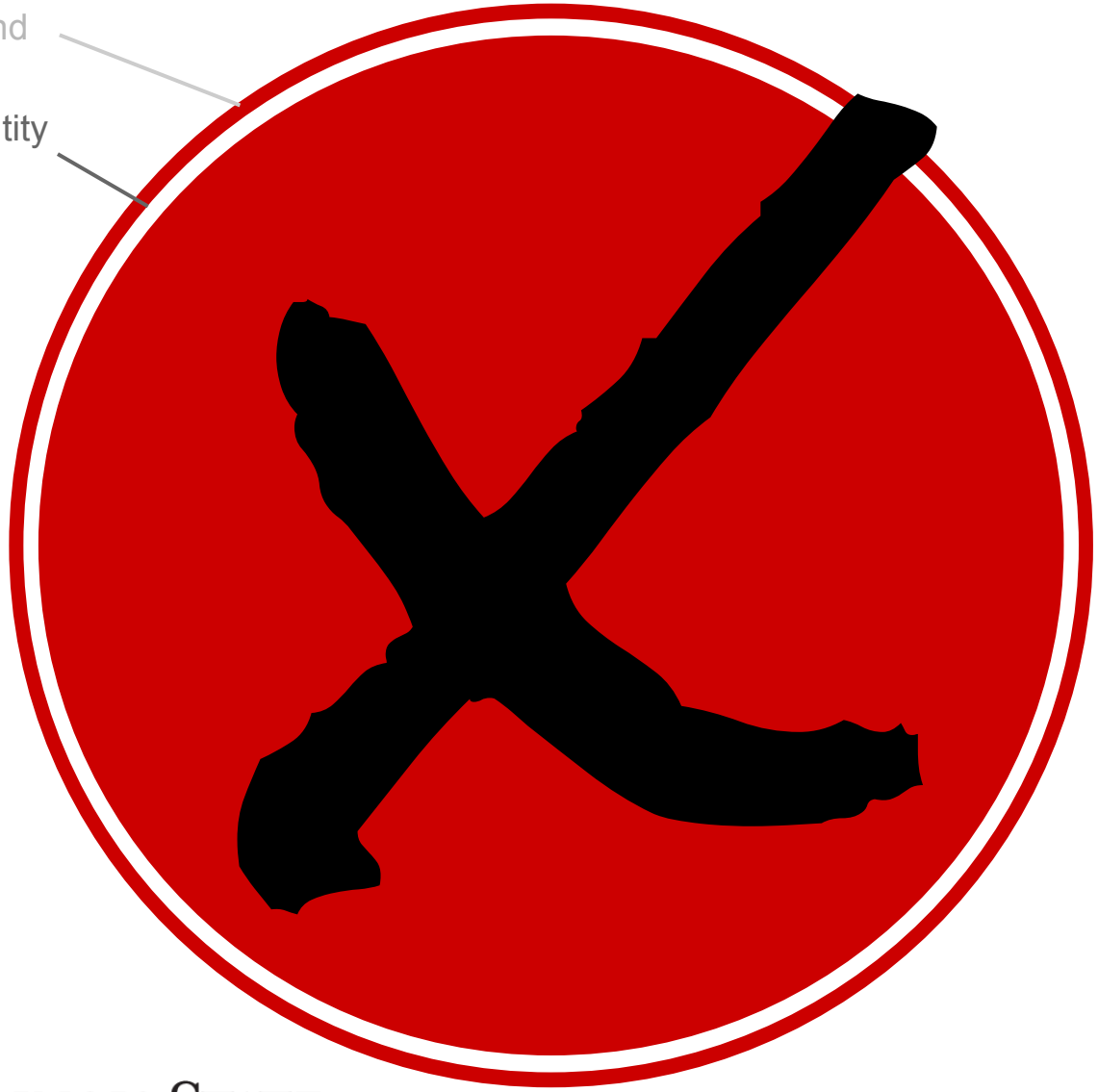
Brand

Identity



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The Illinois State Identity

Logo

- Top left
- 80px high

Illinois State University
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The Illinois State Identity

Logo

- watermark

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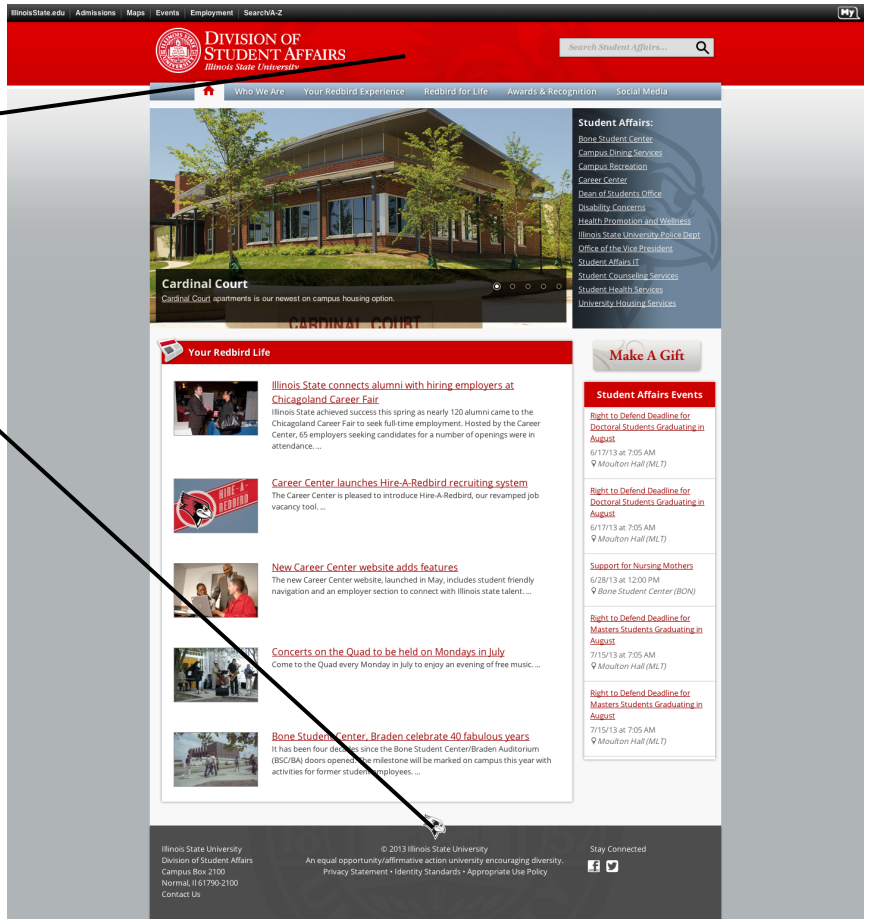
The Illinois State Identity

Logo

- Reggie



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The Illinois State Identity

Color

- Red at top

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The Illinois State Identity

Color

- Neutral below

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The Illinois State Identity

Color

- Secondary

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The Illinois State Identity

Typography

- Fonts

Open Sans

Open Sans Semibold

Open Sans Bold

Open Sans Italic

Open Sans Semibold Italic

Open Sans Bold Italic

EB Garamond

EB Garamond Italic

EB Garamond Small Caps

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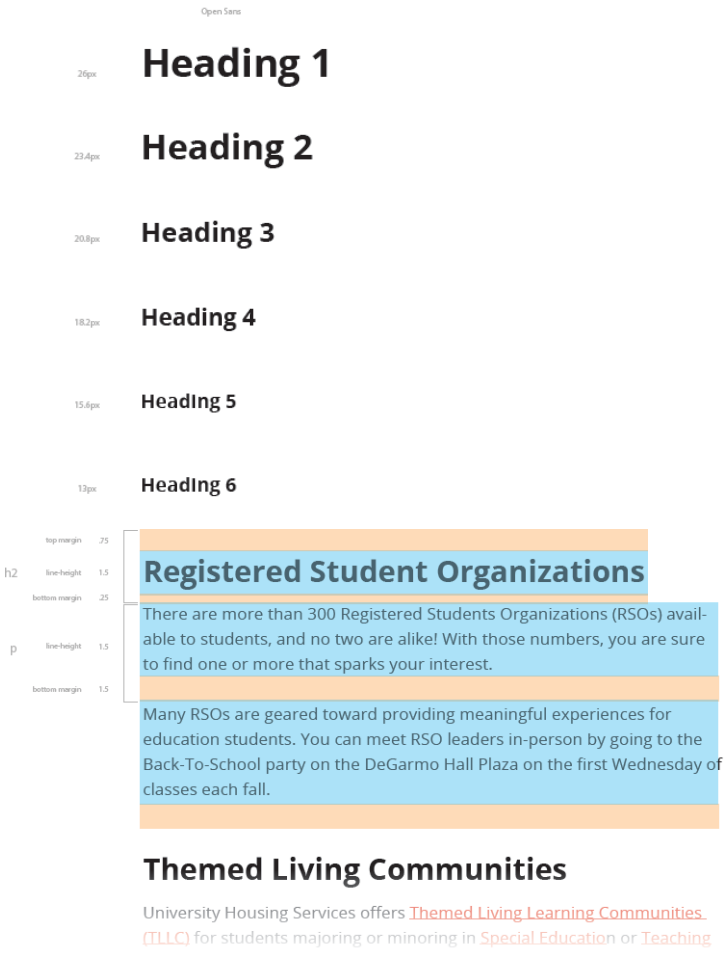
The Illinois State Identity

Typography

- Consistent size
- Consistent vertical measure



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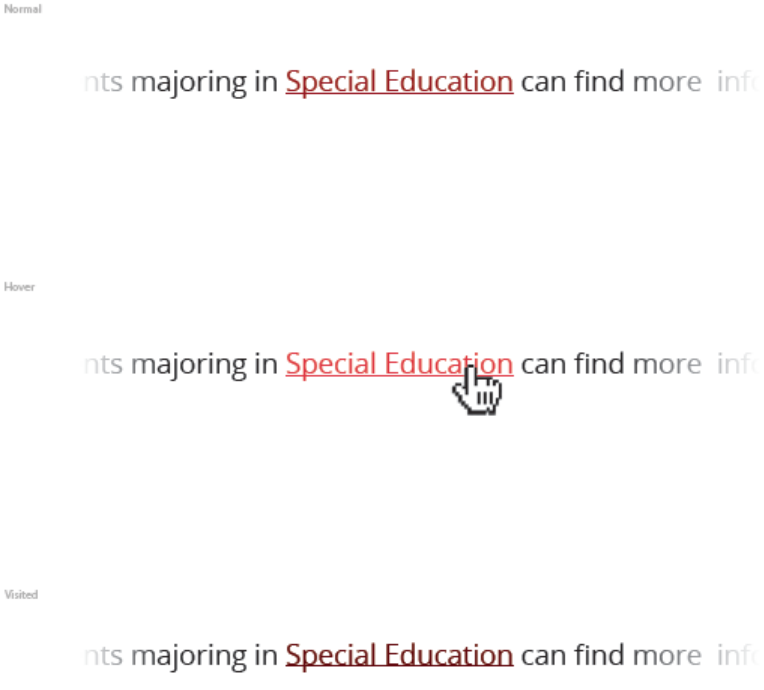
The Illinois State Identity

Typography

- Text links:
  - red
  - underlined



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The Illinois State Identity

Photography

- Student focused
- Enthusiastic
- *Close*

The Illinois State Identity

Layouts

- Modular
- Extensive
- Scalable

Case Studies

College of Education

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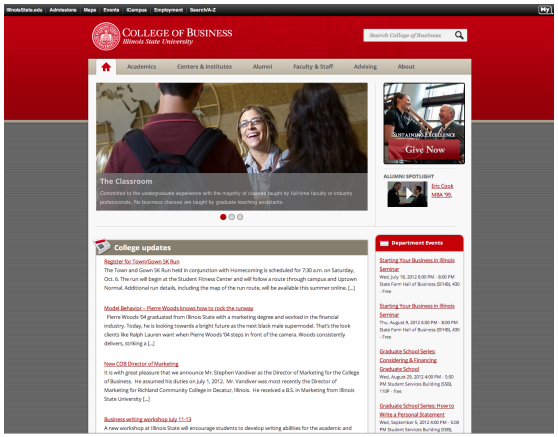
Case Studies

ICSPS

Branding is *storytelling*

Identity standards aren't just about strict adherence to rules, they make sure that the things we create are on message with the story we are telling at Illinois State.



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What about Kelsey?

Kelsey may not care about what font we use, how big our logo is, and whether the correct shade of red is used...

What about Kelsey?

...but for someone wearing a spray art Master Chief t-shirt, chances are she knows something about storytelling.

Pop Quiz!

- How many pageviews did we capture during Fall and Spring semesters?

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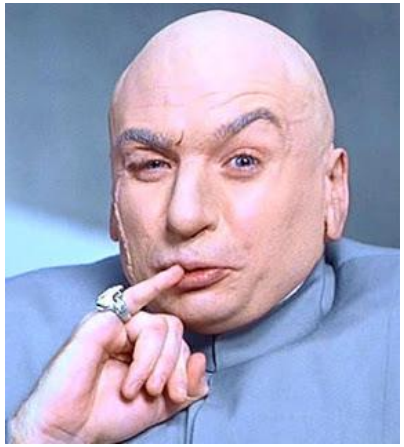
Pop Quiz!

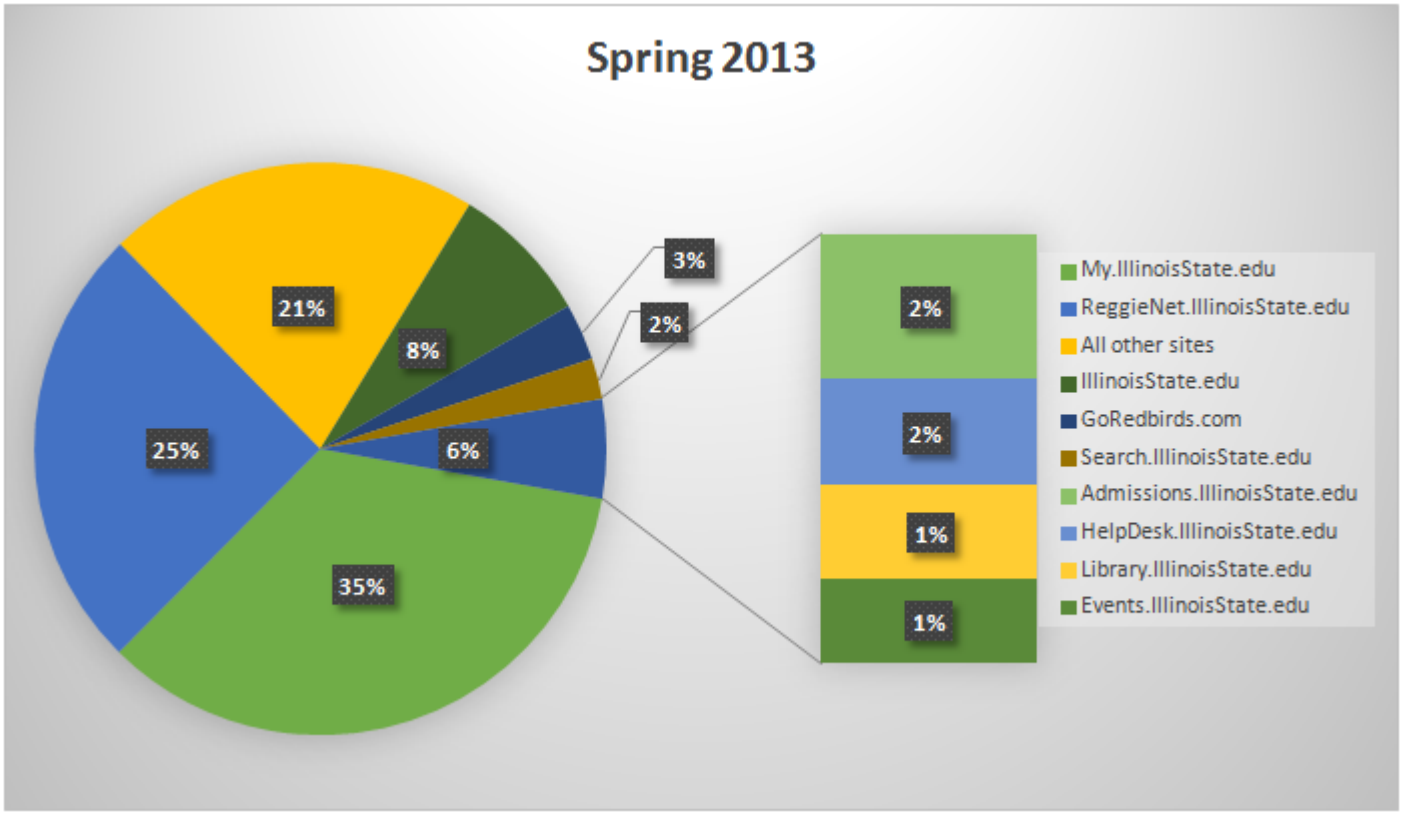
- How many pageviews did we capture during Fall and Spring semesters?



Over

100 Million

Top Viewed Sites



Lots of data! Now what?

- BIG numbers are not always good numbers
- Better questions
- Nudge needle, follow up with user testing
- Trends…

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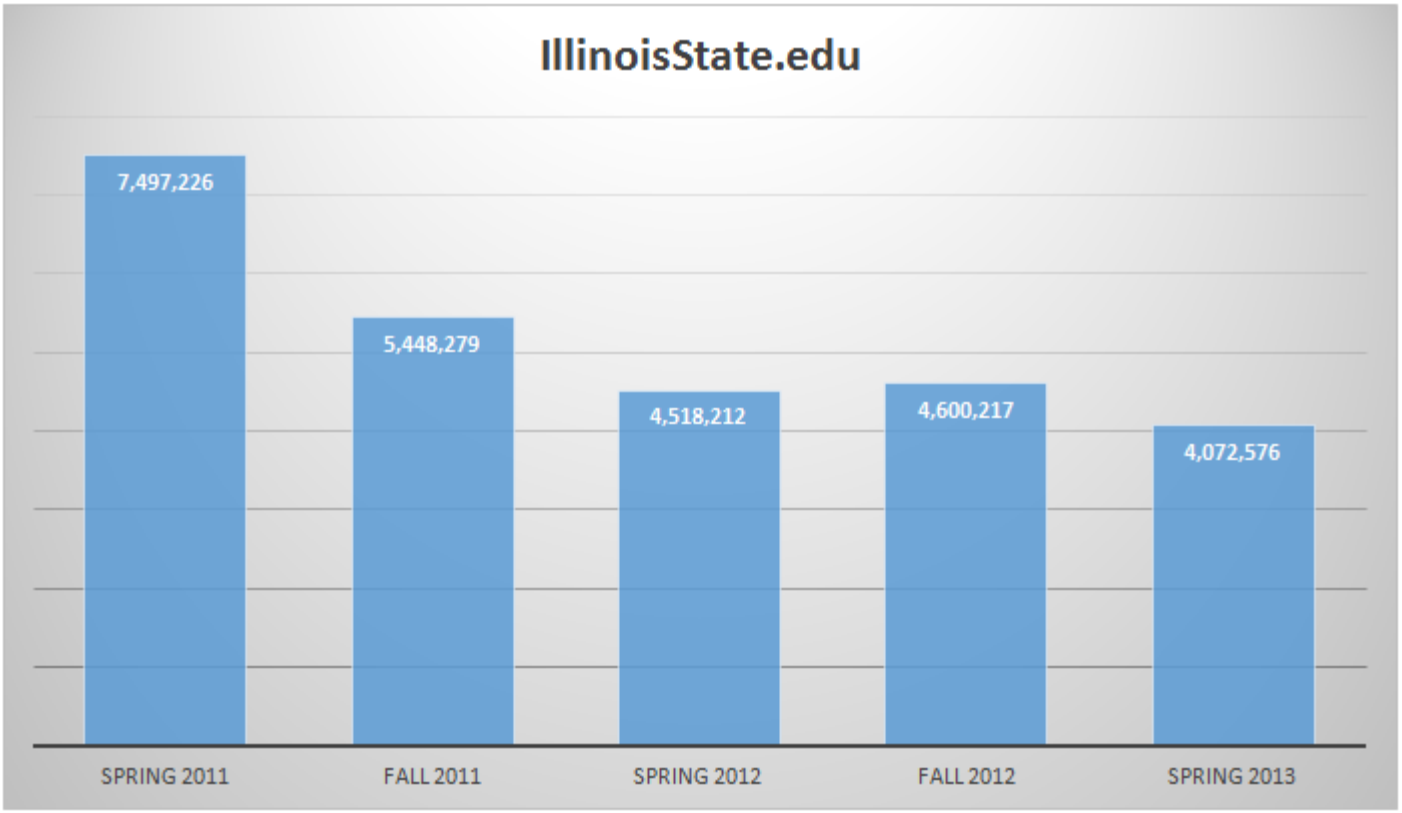
Trends - Web traffic



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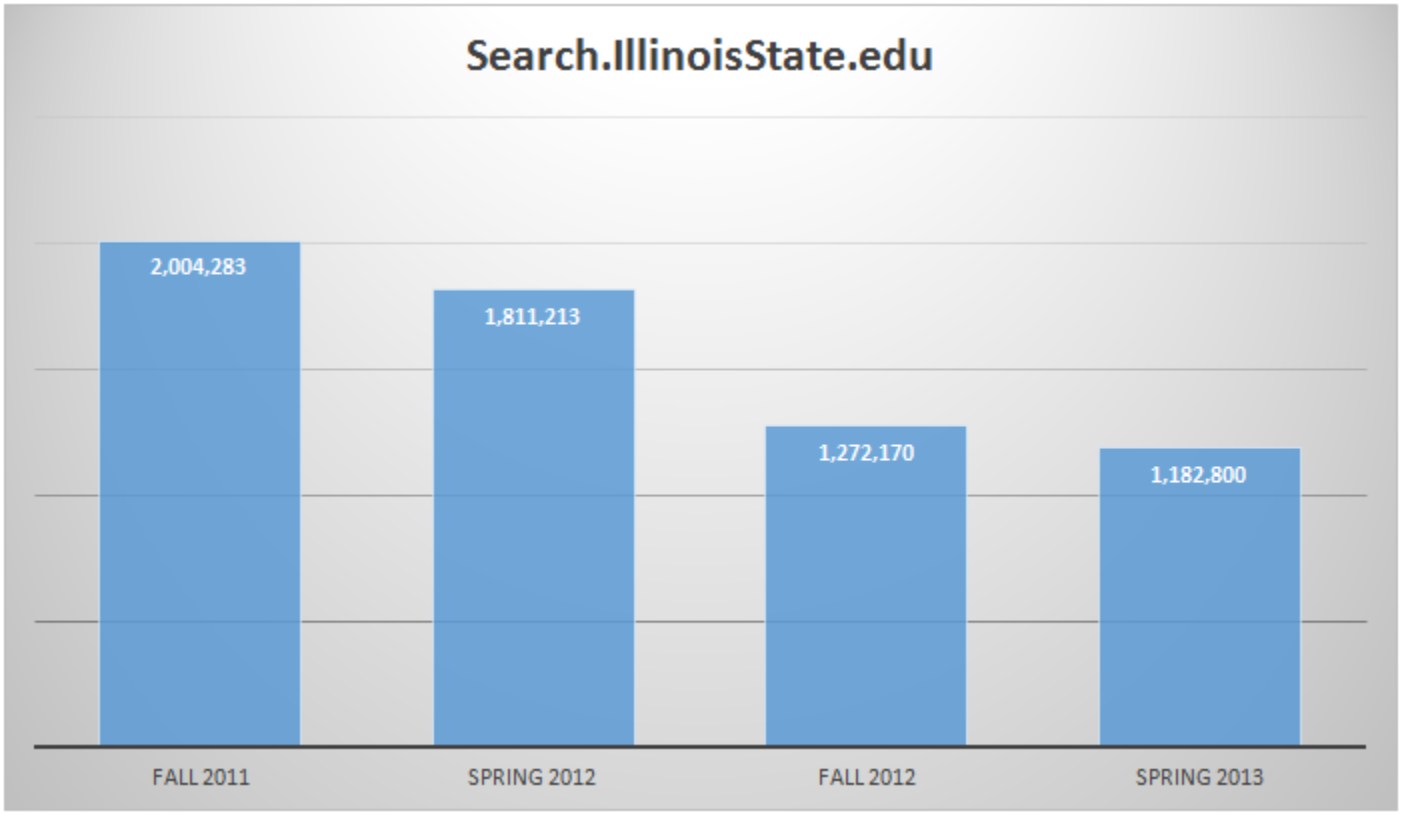
Trends - Web traffic



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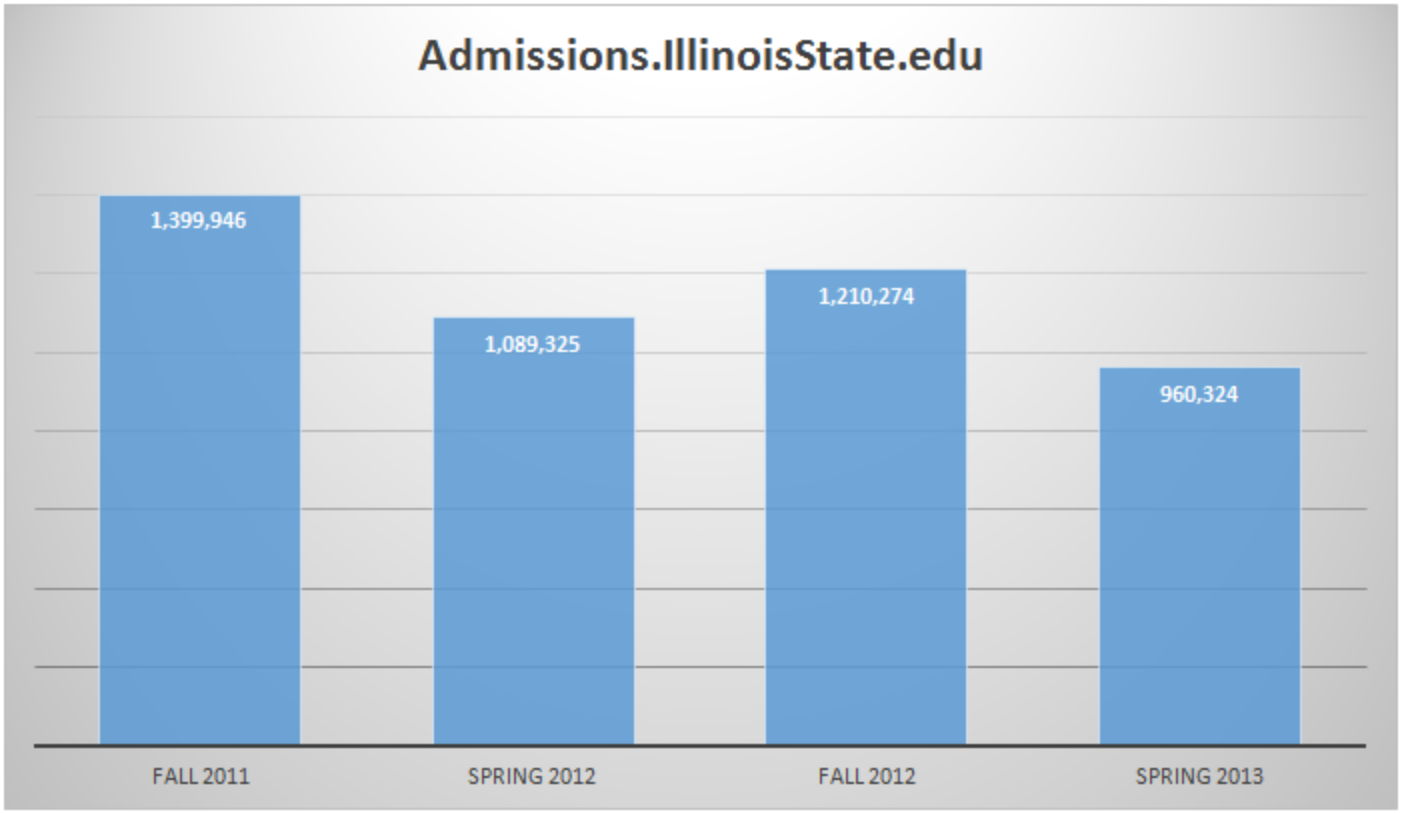
Trends - Web traffic



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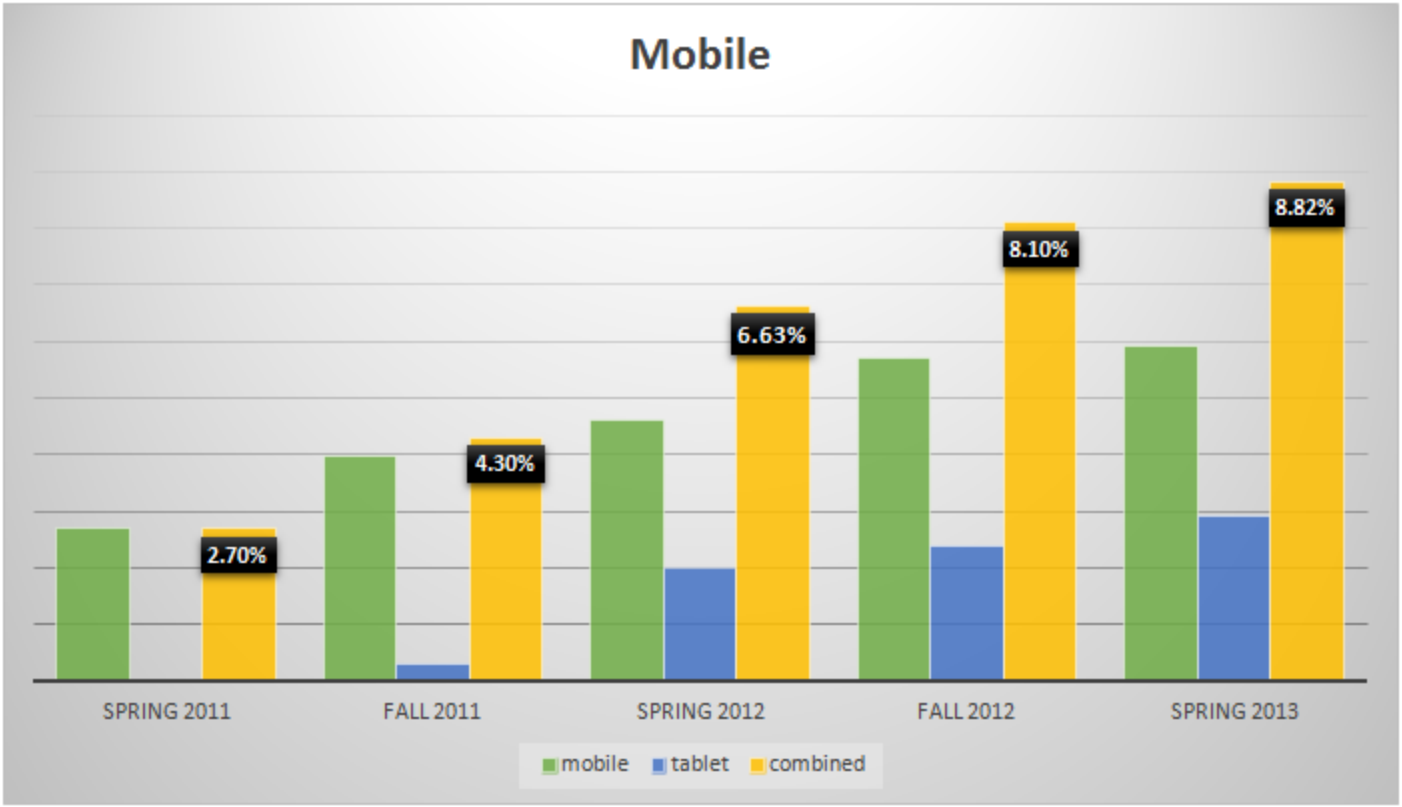
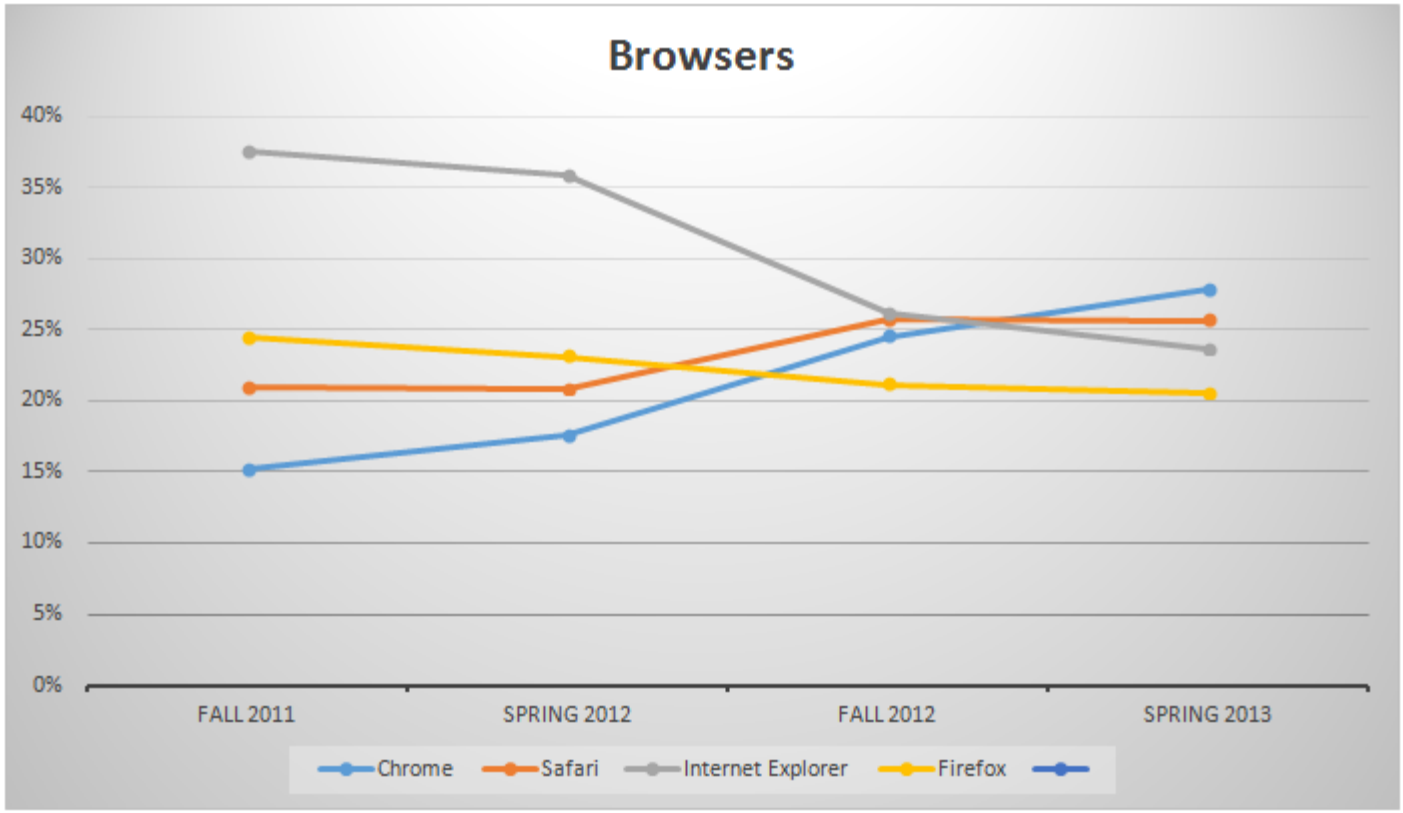
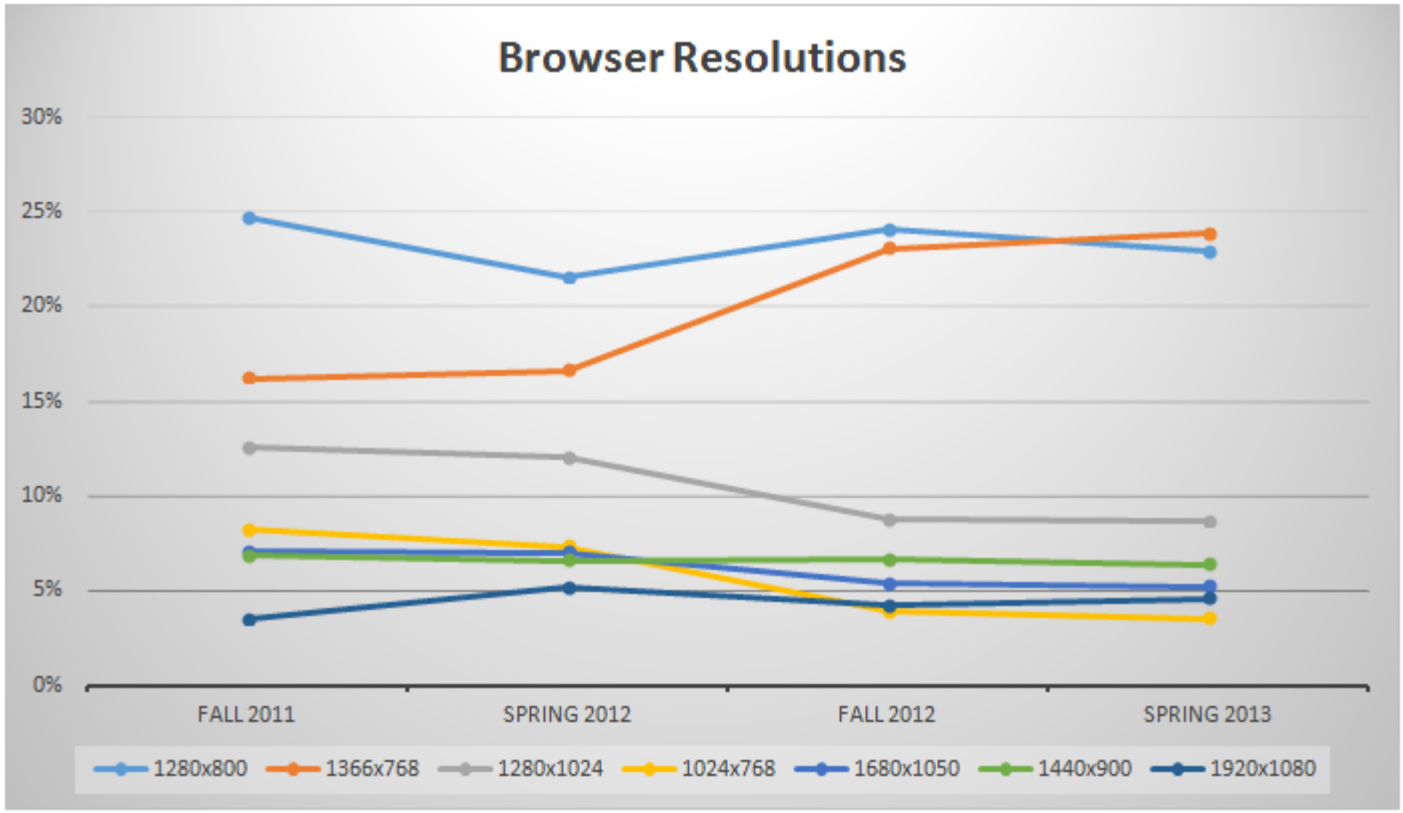
Trends - Mobile traffic



Trends - Browsers



Trends - Screen Resolutions



Trends - Search Terms

Fall 2011	Spring 2012	Fall 2012	Spring 2013
milner library	dining	icampus	**milner**
housing	housing	**milner**	housing
dining	**milner library**	housing	ipeople
health services	**milner**	**milner library**	transcripts
milner	health services	ipeople	calendar
calendar	career center	calendar	**milner library**
transcripts	ipeople	dining	dining
career center	calendar	transcripts	career center
tuition	*tuition*	*reggienet*	*financial aid*
academic calendar	transcripts	student health services	student health services

Better Decisions

- Search
- Responsive
- Kelsey

A to Z Links

1. WebMail
2. Milner Library
3. Human Resources
4. Outlook Web Access Mail Client
5. Credit Union, ISU

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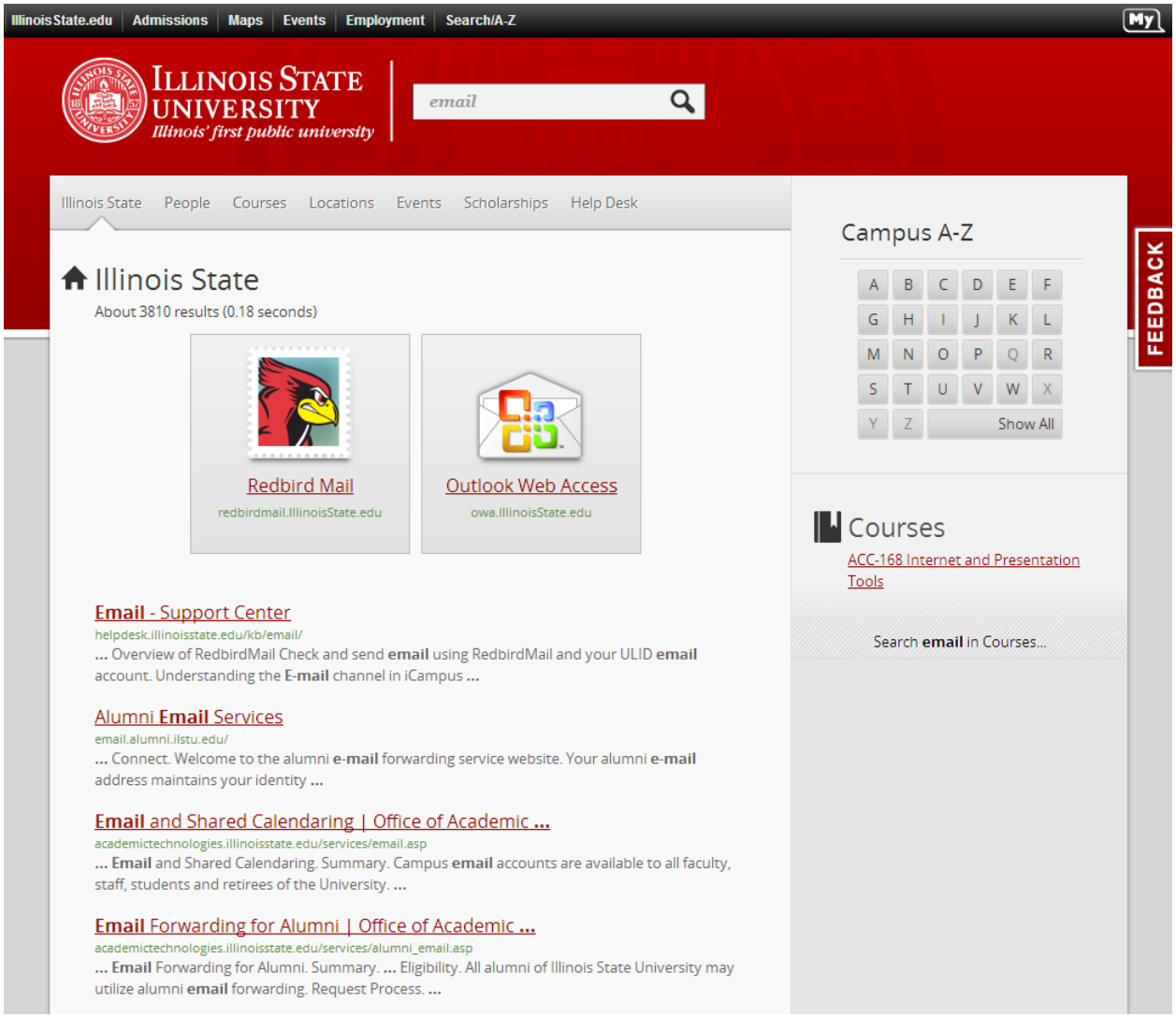
ILLINOIS STATE UNIVERSITY
Illinois' first public university



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Better Decisions

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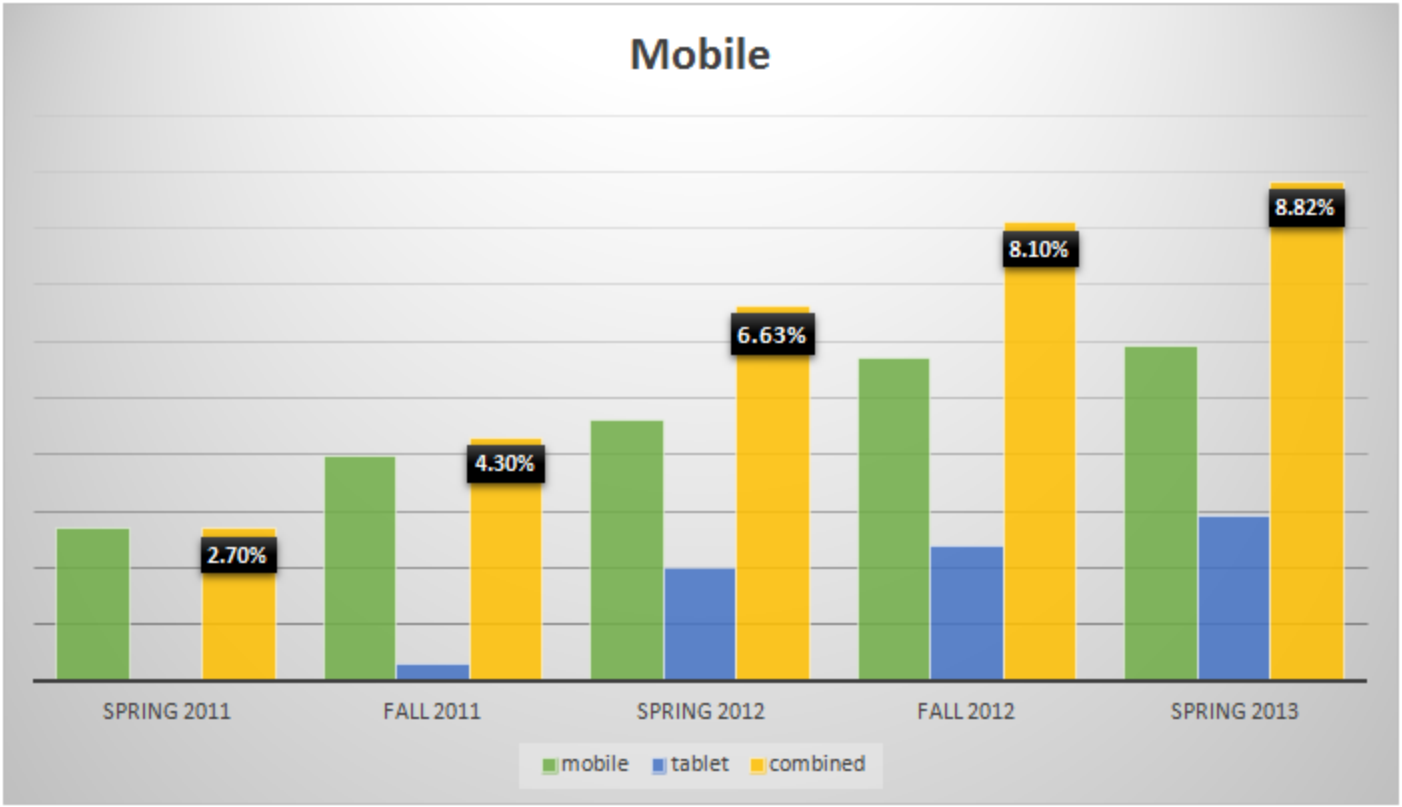
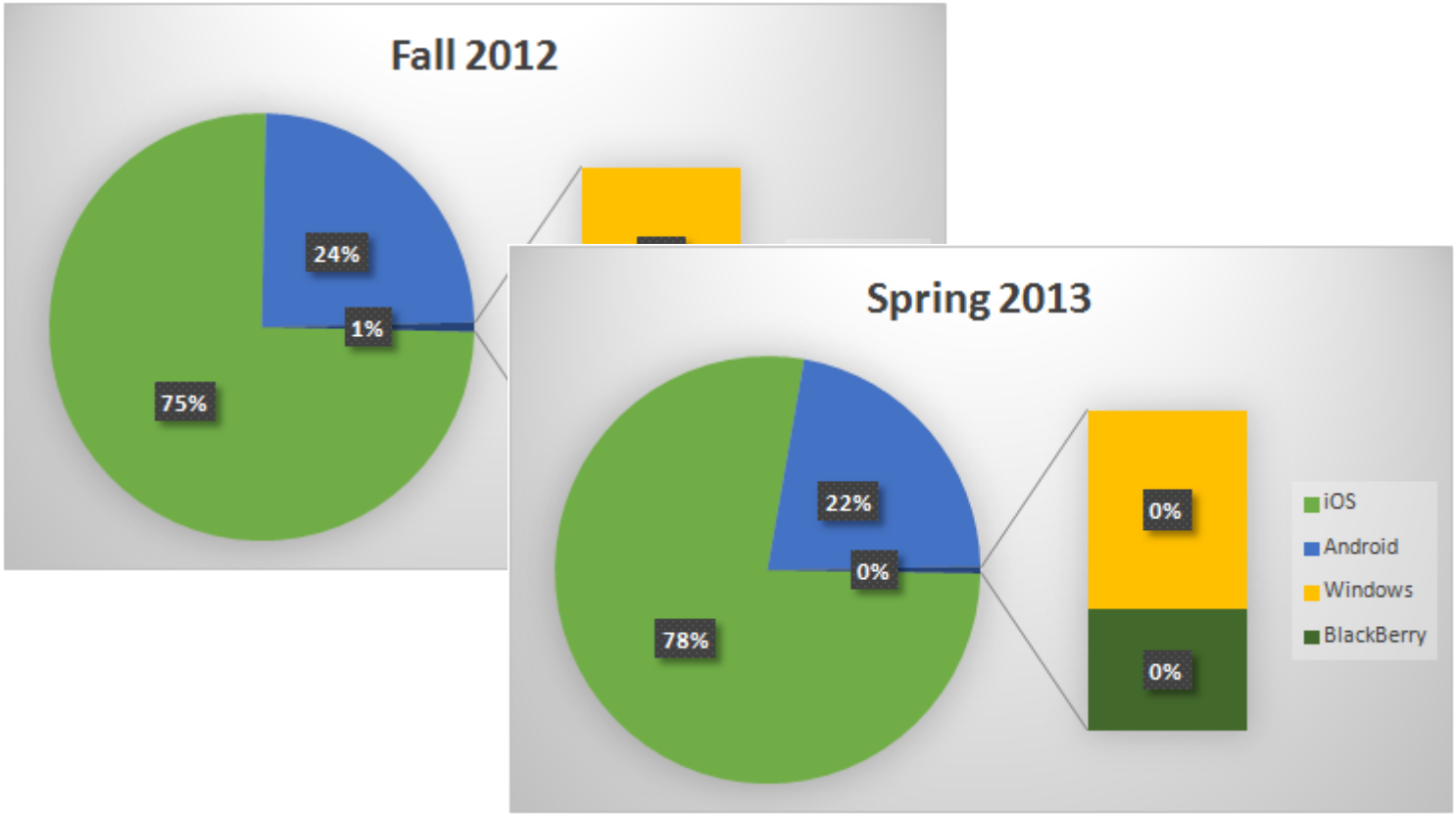
Mobile


Mobile
2.70%
4.30%
6.63%
8.10%
8.82%
SPRING 2011
FALL 2011
SPRING 2012
FALL 2012
SPRING 2013
mobile
tablet
combined

Mobile


Fall 2012
24%
1%
75%
Spring 2013
22%
0%
78%
0%
0%
iOS
Android
Windows
BlackBerry

Responsive

Top Sites Mobile

1. My.IllinoisState.edu
2. ReggieNet.IllinoisState.edu
3. GoRedbirds.com
4. IllinoisState.edu
5. HelpDesk.IllinoisState.edu
6. Admissions.IllinoisState.edu
7. www.videtteonline.com
8. Dining.IllinoisState.edu
9. CampusRecreation.IllinoisState.edu
10. Search.IllinoisState.edu

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Better Decisions

- Search
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What have we learned about Kelsey?

- She loves Apple. She has a MacBook, an iPhone, and an iPad mini
- Even if you don't provide a mobile friendly experience, she will still try and super hate you when it doesn't work perfectly
- She hates change, but will adjust quickly

Right now…

Kelsey is stuck in a summer school math class that's super boring.

She's texting with her BFF Becky who's down at someplace called Illinois State at an open house.

"OMG totes coming here next fall LOL"

At this moment, things Kelsey doesn't care about

- The Pythagorean theorem
- Her math teacher’s god-awful comb over
- How many servers are in Julian Hall
- Whether we capitalize “University” in cases of self-reference
- What color best represents education

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Things Kelsey DOES care about…

- Becky is totes having way more fun than her right now and its super not fair
- How can she make sure that next year she'll be coordinating what she brings when her and her BFF's room in Watterson when they live together.

Things WE care about…

- Kelsey making a campus visit appointment on her phone.
- Making that process as smooth as possible
- Having Kelsey know where to go to apply
- And….

Things WE care about…

- When Kelsey comes home from school and tells her parents where Becky is going and that she's absolutely going to die if she doesn't get to go there too, they are able to easily find information to comfort them about their daughter's spur-of-the-moment decision.

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