



WEB AND INTERACTIVE COMMUNICATIONS

Illinois State University

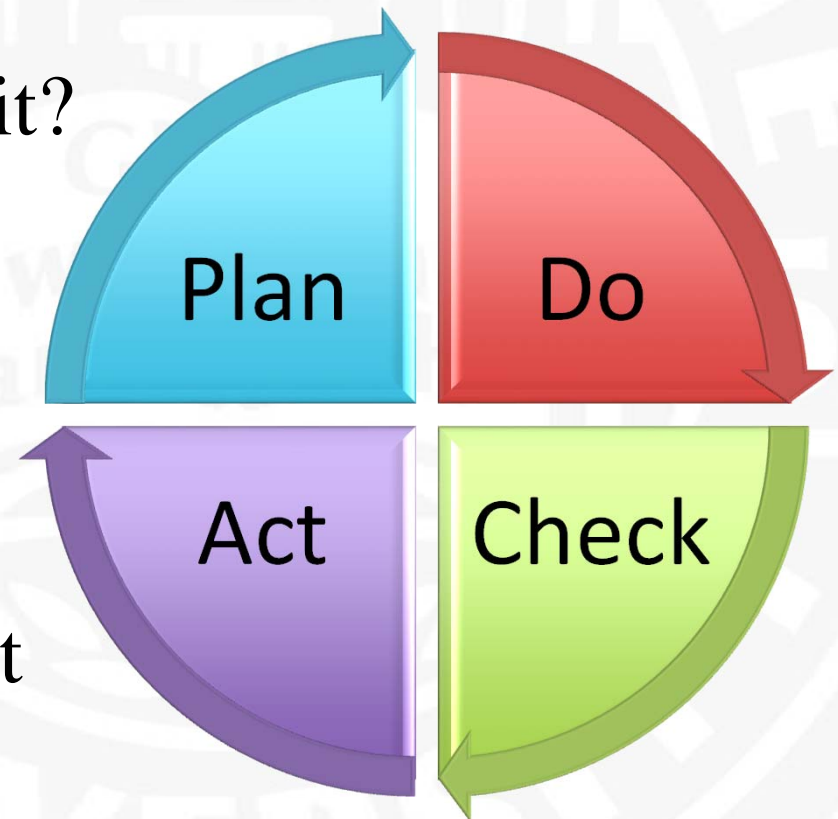
**Mind the gap: Aligning perception
with reality using the right data**

**Arturo Ramírez
CIT 2014**

STATE
YOUR PASSION.

What's involved in a decision?

- Deming cycle (ITIL)
- We collect tons of data
- What are we doing with it?
How about you?
 - Report – OK
 - Measure – Good
 - Adjust – Great!
- Continuous Improvement



Perception vs. Reality

Only 10% of Higher Ed institutions use data collected from Analytics to make decisions – *Higher Ed Journal*

- Most decisions made are based on past experience

We could really use more of this:



PLAN



DO



CHECK

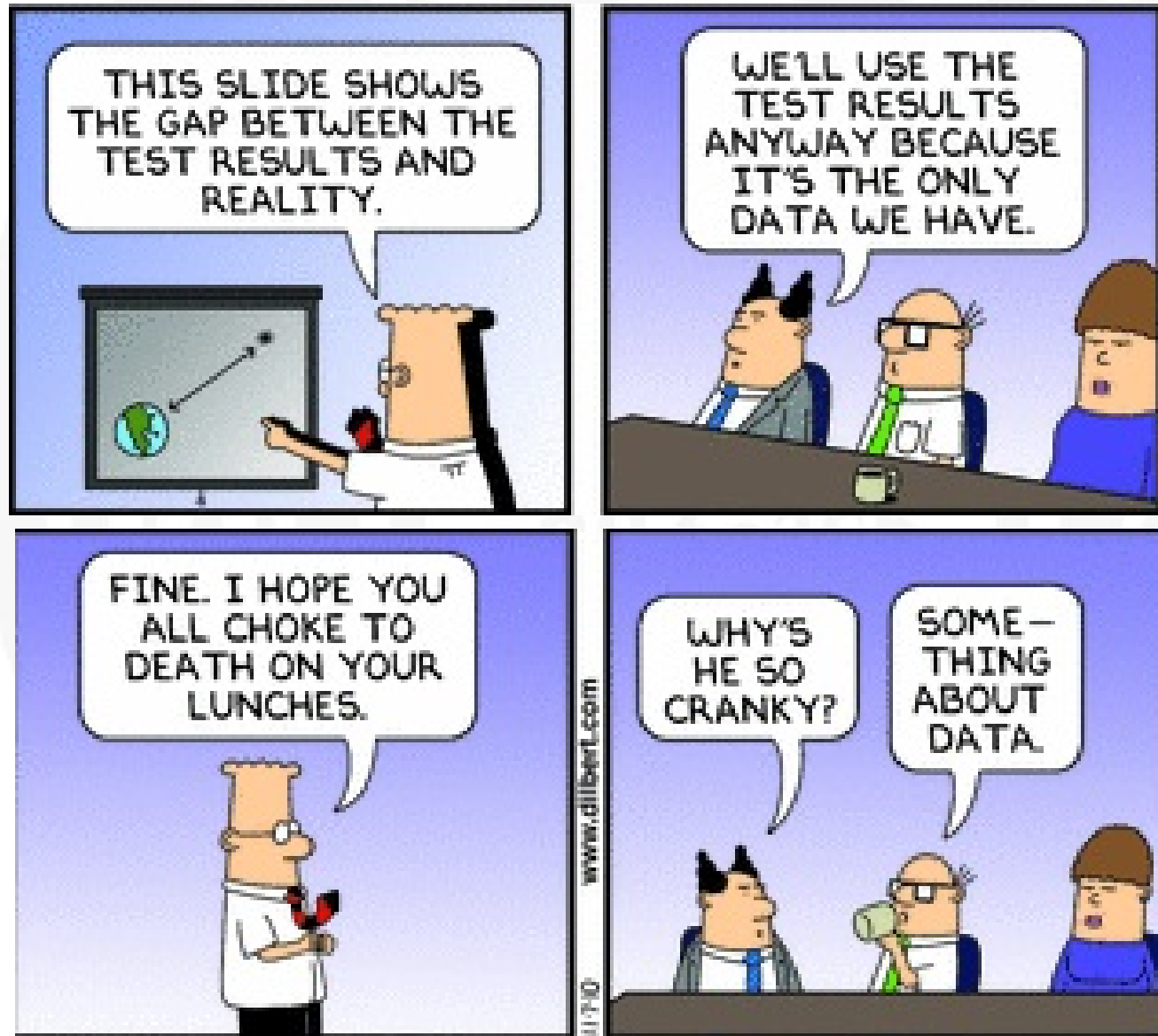


ACT

Wait, data is being collected, right?

- Sure, however... sometimes we forget about Planning, Doing, Checking, etc.
 1. Collecting the wrong data or too much data – No Plan
 2. Only presenting or circulating the data – Not Doing
 3. Using wrong kind of chart, inaccurate visuals – Not Checking
 4. Conveying wrong message to decision makers – Not Checking
 5. Data is not memorable, not shared, confusing – Nobody Acts

It's all about the right data!



NFL Players mentioned the most in ESPN's SportsCenter



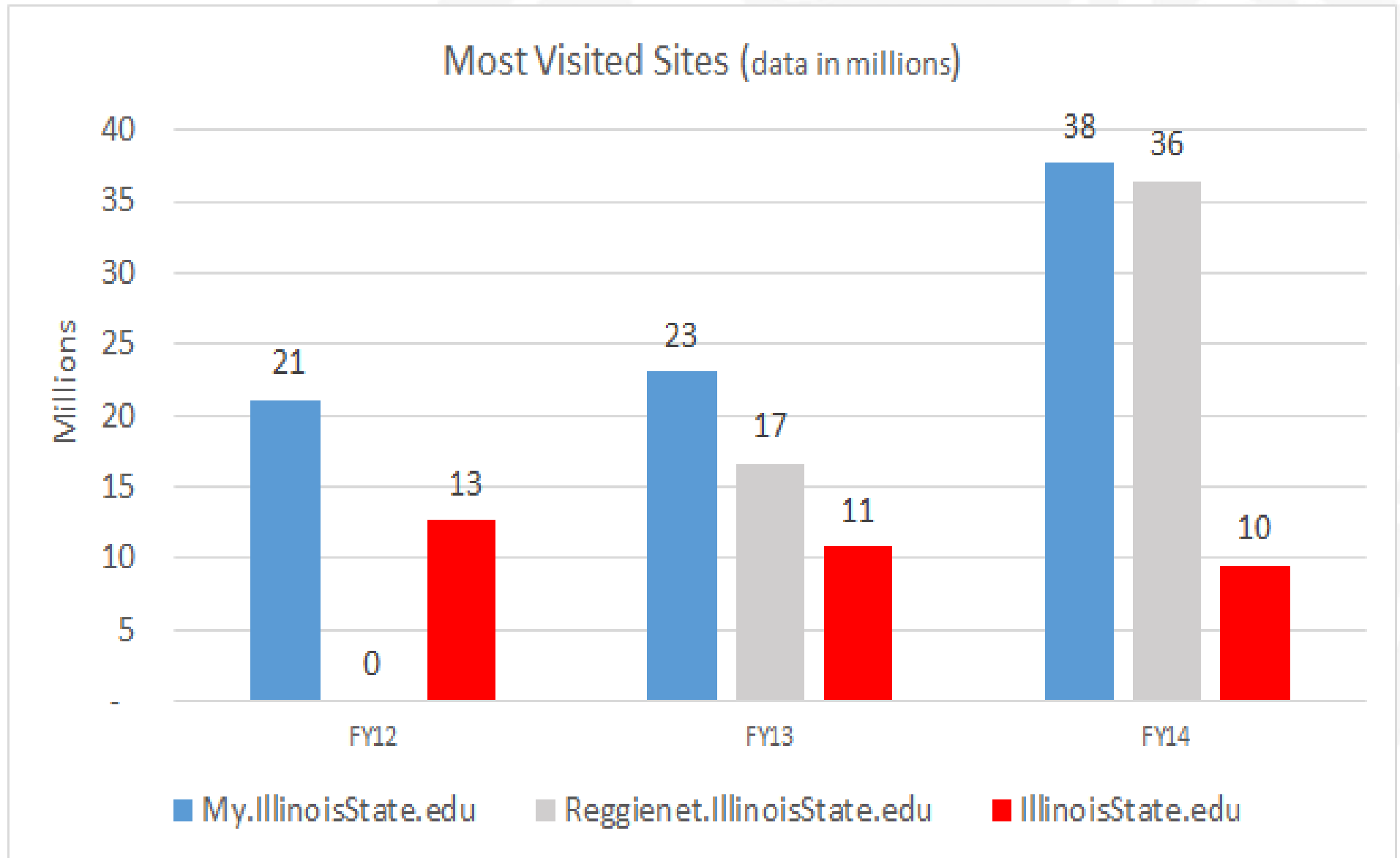
STATE
YOUR PASSION.

[The New York Times - 2012](http://www.nytimes.com)

WEB has several data sources

- Google Analytics
- Google Search results
- WEB Inventory – web site details
- OU Campus - CMS publishing information
- Basecamp - Project Management software
- Website Performance and Accessibility compliance
- Usability and User Experience studies
- Web Portal tracking information (My and Welcome2ISU)
- ESPN SportsCenter? – No!

Illinois State Web Traffic - trends



Educating Illinois – Goal 4, Strategy 3

Build a culture of philanthropy throughout the University community

- A. Increase participation in philanthropic activity
- B. Educate current students about philanthropy and the importance of alumni participation
- C. Demonstrate the impact of philanthropy through university events, publications, and online media



PLAN



DO



CHECK



ACT

Increase 'Gladly we give' participation

IllinoisState.edu Admissions Maps Events Employment Search/A-Z My

Welcome, Jacob!

My Illinois State [DEV]

Search people, places, events...

Academics Employee Policy & Involvement Student Alumni News & Events

Email

Launch Redbird Mail
1 new messages.

Launch Outlook Web App

Bookmarks

- Basecamp
- Daptiv
- Galleries, University
- Tech News
- TeuxDeux

More...

Contacts

Support My Contacts

My Direct Supervisor
Ramirez, Arturo

My Subject Librarian
Rong Li

Campus A-Z

A	B	C	D	E	F
G	H	I	J	K	L
M	N	O	P	Q	R
S	T	U	V	W	X
Y	Z	Show All			

FEEDBACK

After cancer, nurse finds her way at Illinois State.

Consider making an impact at Illinois State by making a gift to support your campus passion. Gifts of all sizes make a difference.

Read this story or Make a Donation

Announcements

test
hi
Test.

University News

MEDIA RELATIONS

Illinois State Homecoming Sept.
30-Oct. 6

Campus Events

SEP 27

First Steps to Study Abroad Session
9/27/13 at 2:00 PM

Use data and acknowledge your audience

IllinoisState.edu Admissions Maps Events Employment Search/A-Z My

Welcome, Jacob!

My Illinois State [DEV]

Search people, places, events...

Academics Employee Policy & Involvement Student Alumni News & Events

Email
Launch Redbird Mail (1 new messages)
Launch Outlook Web App

Bookmarks
Basecamp
Daptiv
Galleries, University
Tech News
TeuxDeux

Contacts
Support My Contacts
My Direct Supervisor: Ramirez, Arturo
My Subject Librarian: Rong Li

Campus A-Z
A B C D E F
G H I J K L
M N O P Q R
S T U V W X
Y Z Show All

FEEDBACK

RENEW YOUR GIFT

Philanthropy is a tradition at Illinois State and your continued support makes a difference. Consider renewing your commitment today.

Renew Your Gift

Announcements
test
hi
Test.

University News
MEDIA RELATIONS
Illinois State Homecoming Sept. 30-Oct. 6

Campus Events
SEP 27 First Steps to Study Abroad Session
9/27/13 at 2:00 PM

Go the extra mile to show appreciation

The screenshot shows the 'My Illinois State [DEV]' website interface. At the top, there is a navigation bar with links for IllinoisState.edu, Admissions, Maps, Events, Employment, and Search/A-Z. A 'Welcome, Jacob!' message is displayed in the top right corner. Below the navigation bar is a search bar with the placeholder text 'Search people, places, events...'. The main content area is divided into several sections: 'Email' with options to launch Redbird Mail (1 new messages) and Outlook Web App; 'Bookmarks' with links to Basecamp, Daptiv, Galleries, University, Tech News, and TeuxDeux; 'Contacts' with sections for 'My Direct Supervisor' (Ramirez, Arturo) and 'My Subject Librarian' (Rong Li); and 'Campus A-Z' with a grid of letters from A to Z and a 'Show All' button. A vertical 'FEEDBACK' button is located on the right side. A large red banner with the text 'THANK YOU' is prominently displayed, accompanied by the 'GLADLY we GIVE' logo and a message: 'Thank you for your donation through Gladly We Give, and for your continued investment in Illinois State University.' Below the banner are three sections: 'Announcements' with a 'test' message, 'University News' with a 'MEDIA RELATIONS' section and a notice about 'Illinois State Homecoming Sept. 30-Oct. 6', and 'Campus Events' with a calendar icon for '31' and a notice for 'First Steps to Study Abroad Session' on 'SEP 27' at '9/27/13 at 2:00 PM'.

Continuous Improvement – new ideas

Welcome, Arturo!

My Illinois State [DEV]

Search people, places, events...

Academics Employee Policy & Involvement Student Alumni News & Events

Email Bookmarks Contacts Campus A-Z

Launch Redbird Mail
No new messages

Launch Outlook Web App

You need bookmarks!
Get Started Here

Support My Contacts

My Direct Supervisor
Walbert, Mark

My Subject Librarian
Rong Li

A B C D E F
G H I J K L
M N O P Q R
S T U V W X
Y Z Show All

Senior2014 Campaign14

ILLINOIS STATE UNIVERSITY
TRIVIA

You think you know Illinois State?
Time to test your knowledge of little-known facts of
your soon-to-be alma-mater.

Who was responsible for securing the initial funding
that founded Illinois State University?

Adlai Stevenson I

Abraham Lincoln

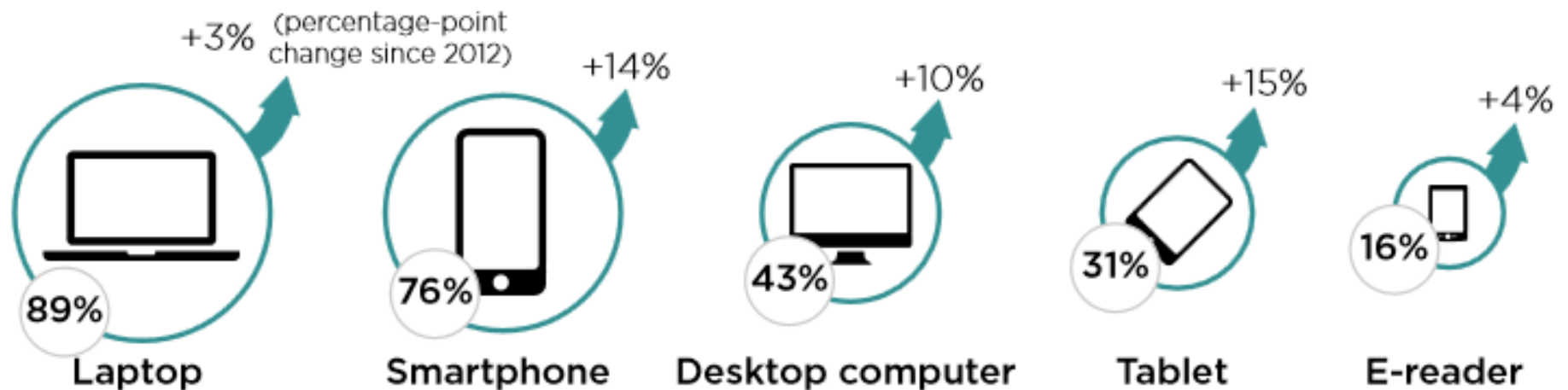
or

Check Answer

Mobile data is essential

- Our internal Google Analytics shows a steady increase in mobile traffic
- 20 - 25% of all traffic is mobile in some sites
- Student mobile device ownership is up 15%

DEVICE OWNERSHIP



Educating Illinois – Goal 3, Strategy 4

Advance the University's reputation through initiatives that promote the mission of the institution

- A. Develop and refine the University brand through marketing research, integrated communication planning, and the creation of brand resources for faculty and staff
- B. Promote faculty, staff, student, and alumni achievements

STATE
YOUR PASSION.



PLAN



DO



CHECK



ACT

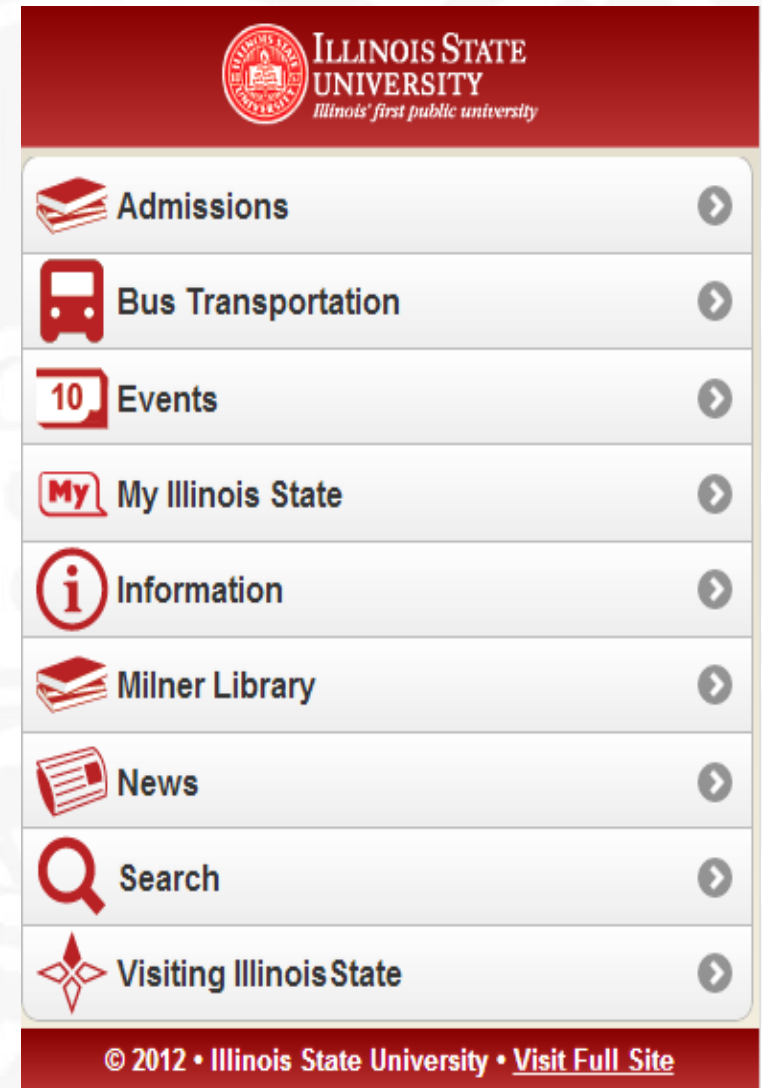
Mobile – we have a ‘Responsive’ plan

- 90% of prospective students visited a college site in the past 30 days – ([Noel Levitz - Report 2013](#))
- ISU Admissions website – Mobile ready 08/2013



Continuous Improvement - Time to Act

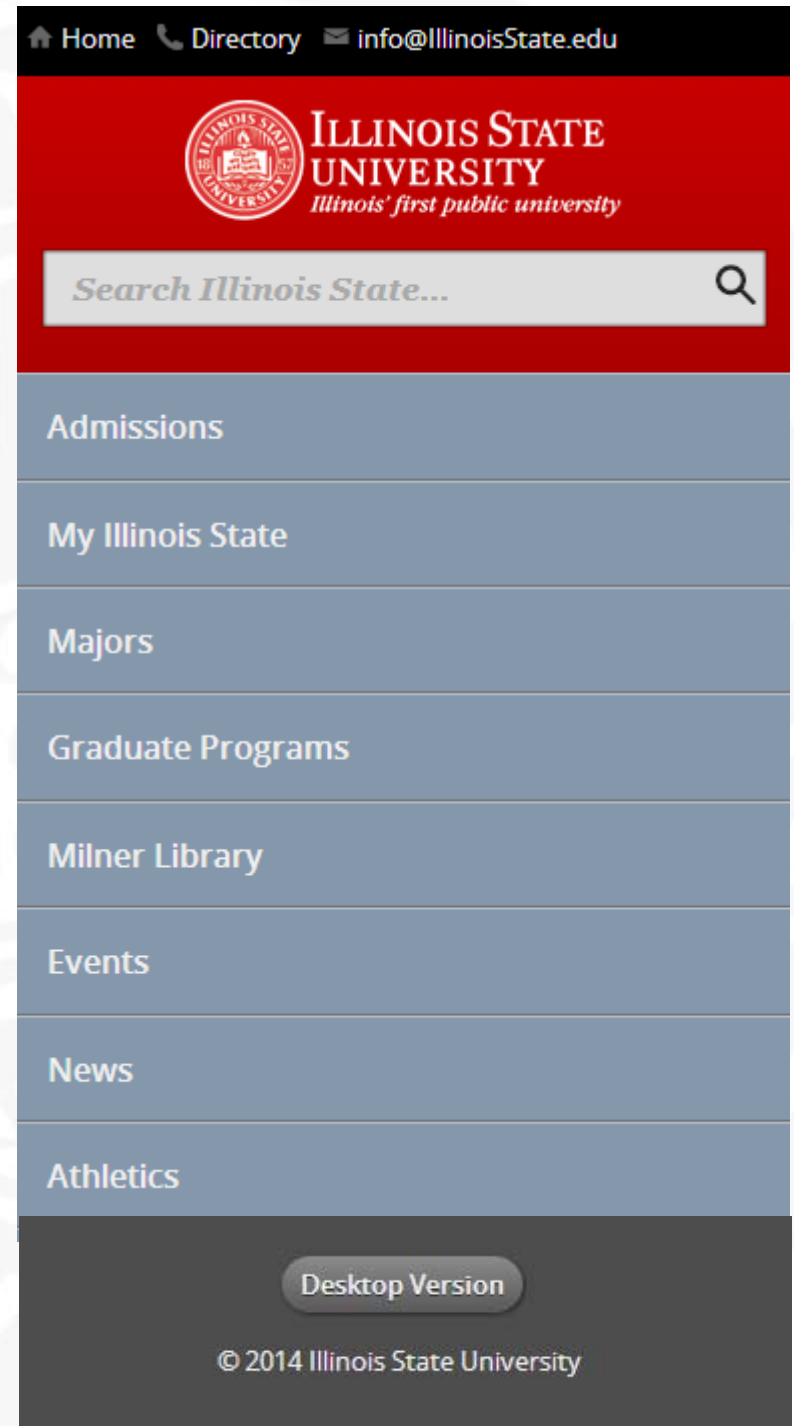
- Admissions is mobile
- What about the Homepage? Fin. Aid?
- Need data to help with tough decisions
- Consistent message and branding is important



ISU Mobile (Check)

- Keep it simple
- Monitor Search terms
- Track user selections
- Test simple layout
- Alert implementation
- Gather data to drive Responsive Web Design Homepage project

Launched March 14, 2014



Educating Illinois – Goal 4, Strategy 5

Promote a safe and environmentally sustainable campus

C. Promote initiatives and procedures designed to enhance safety and security



The screenshot displays the mobile interface of the Illinois State University website. At the top, the university's logo and name are visible, along with the tagline "Illinois' first public university". A prominent yellow alert box contains the text: "Emergency Alert Issued: Feb 24, 2014 - 10:06 AM" and "TEST- ISU Emergency Alert". Below the alert is a search bar with the placeholder text "Search Illinois State...". The bottom of the screen features a navigation menu with three items: "Admissions", "My.IllinoisState.edu", and "Majors".

Data Source: Google Analytics

ISU Homepage analytics on desktop

Every link from the list is in our mobile page, except for:

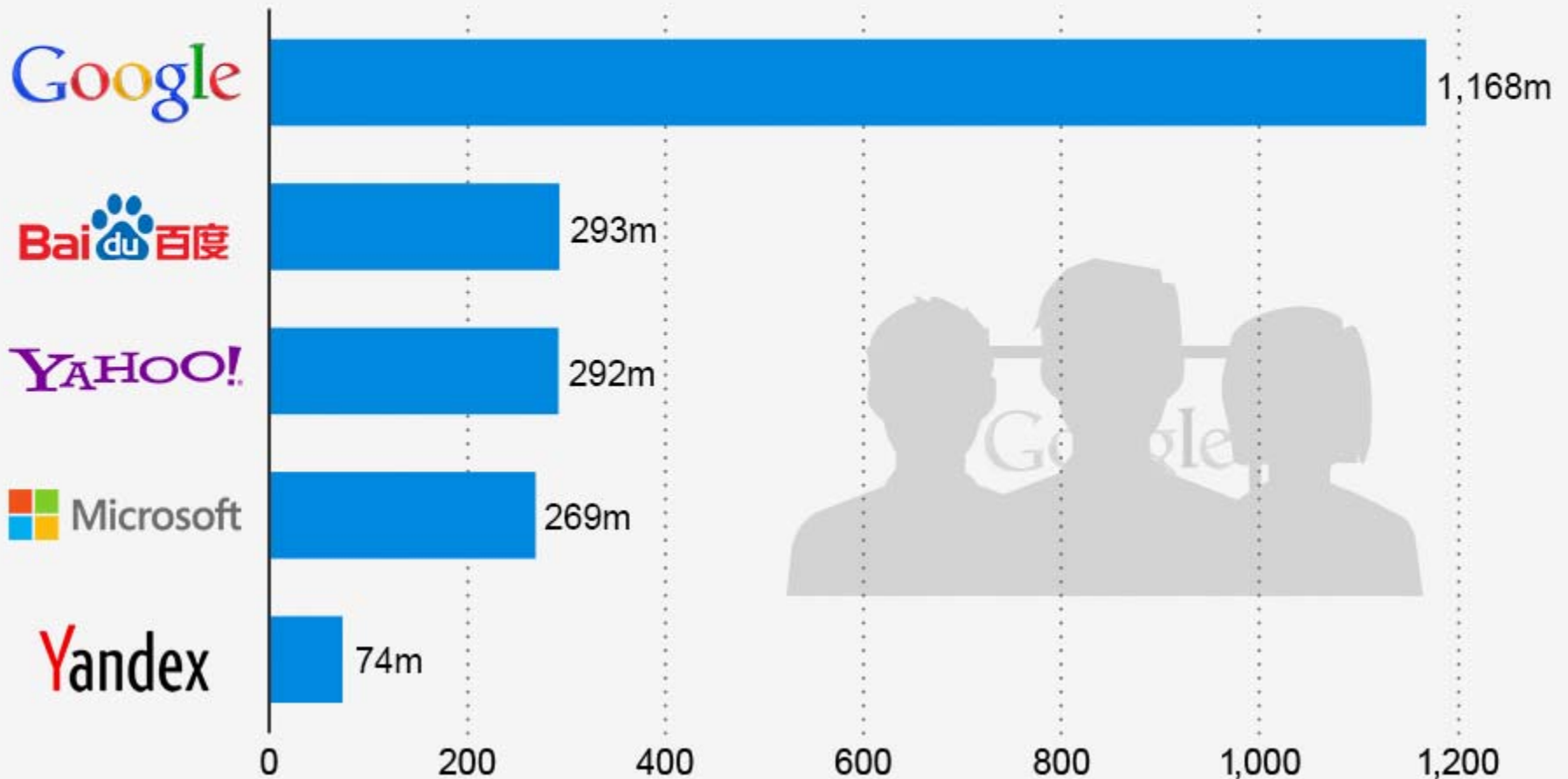
- Employment
- iPeople

1.	My Illinois State	957,852 (70.70%)
2.	Search/A-Z	61,690 (4.55%)
3.	Admissions	57,133 (4.22%)
4.	Majors	46,967 (3.47%)
5.	Employment	41,875 (3.09%)
6.	iPeople	27,821 (2.05%)
7.	GoRedbirds.com	21,493 (1.59%)
8.	Milner Library	21,218 (1.57%)
9.	Graduate Programs	16,329 (1.21%)
10.	Maps	10,096 (0.75%)

Data Source: Google Search

1.17 Billion People Use Google Search

Unique searchers worldwide in December 2012 (in millions)



Educating Illinois – Goal 4, Strategy 1

Review processes and practices to ensure efficiency and effectiveness in the University's operations

B. Systematically review the University's support functions to ensure quality, efficiency, and consistency with the University's mission



PLAN



DO



CHECK



ACT






Take a page from Google's book

Google Sponsored search

Web Shopping Maps Images Videos More Search tools

About 8,240,000 results (0.20 seconds)

Shop for [gas grills](#) on Google Sponsored ⓘ




 GP-Grill Gas Grill - black/... £141.96 www.Ambient...	 Falcon Dominator ... £888.00 Catering Appl...	 Outback Omega 250 ... £129.00 Outback Direct	 Blue Seal Cobra CS9 ... £897.60 Carlton Sales	 Burco 44449459 ... £850.50 e-tradecounter
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Web Images Maps Shopping More Search tools




About 44,000,000 results (0.18 seconds)

Sponsored ⓘ

[Google Shopping results](#)

 GP-Grill Gas Grill - black/... £141.96 www.Ambie...	 Blacktop 360 Party Hub Gas Grill £299.00 Garden Gift...	 OUTBACK 57cm ... £127.99 Outback ...
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Alternatives

 Supaprice Best stock of gas grills from £150.00	 Kelkoo Great deals on gas grills from £129.00	 Shopzilla Best prices on gas grills from £180.00
--	---	---

Google Sponsored search - Europe

ISU Search

Efficient &
Effective
Search

Intelligent
Interface

STATE
YOUR PASSION.

The screenshot shows the Illinois State University website's search interface. At the top, the university's logo and name are displayed, along with the search term "admissions" in a search bar. Below the search bar, a navigation menu includes links for "Illinois State", "People", "Courses", "Locations", "Events", "Scholarships", and "Technology Support Center". The search results section is titled "Illinois State" and indicates "About 3010 results (0.17 seconds)". Three result cards are shown, each with a representative image and contact information:

- Office of Admissions**: Admissions.IllinoisState.edu, Phone: (309) 438-2181
- Welcome 2 ISU**: Welcome2ISU.IllinoisState.edu, Phone: (800) 366-2478
- Financial Aid**: FinancialAid.IllinoisState.edu, Phone: (309) 438-2231

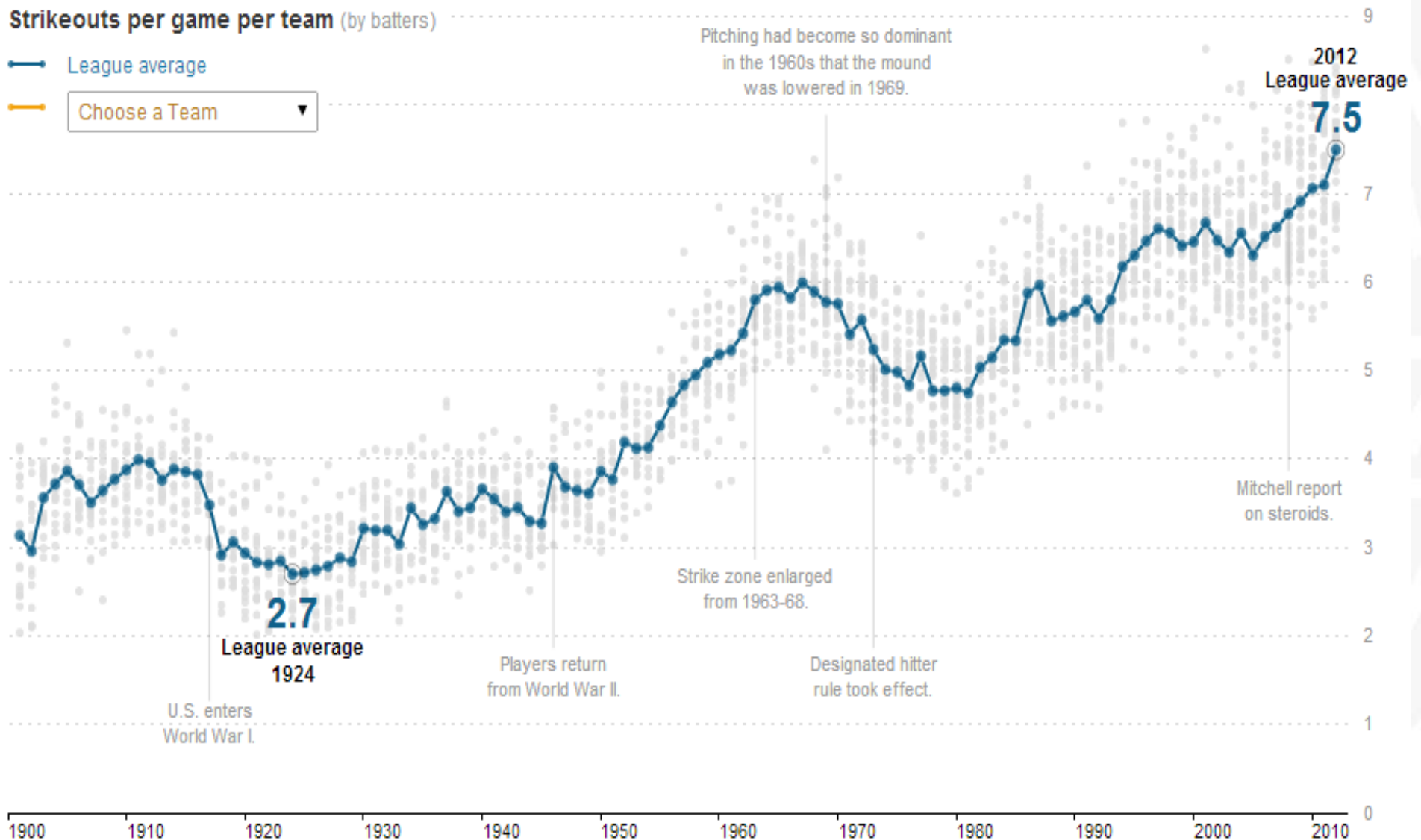
At the bottom, there are two additional links with brief descriptions:

- Home | Admissions | Illinois State**: admissions.illinoisstate.edu/ login Apply Now. Visit Campus. Find out why Illinois State is right for you. Connect With Us. Sign up to learn more about Illinois State. ...
- Apply to Illinois State | Admissions | Illinois State**: admissions.illinoisstate.edu/apply/ ... of record high interest in Illinois State, we have completed **admissions** for our ... will use your Welcome2ISU account to apply for **admission**, check the ...

Data can be a deceiving curveball!



MLB Strikeouts per game 1960-2010



More strikeouts - What does that mean?

- Fewer runs?
 - Bad umpires?
 - Boring games?
 - Batters suck?
 - Pitchers on steroids?
-
- Panic decisions... We need batters on steroids!



Don't be fooled by data

- Yes, data is extremely valuable
- But it should be complemented with experience
- Quantitative vs. Qualitative data
- Usability studies may provide surprising results
 - Value of qualitative data
 - When it comes to websites, you are NEVER the user
 - Example: Mobile menu (the burger)



Popular on YouTube
28,585,992 subscribers



Home

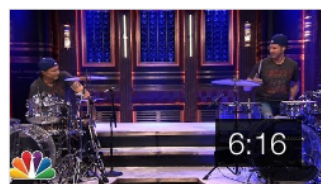
Videos

Playlists

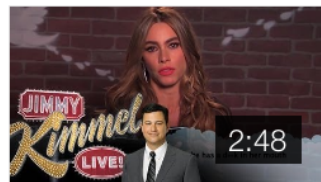
Channels



Doctor Who Series 8
2014: The first TV...
BBC
2,258,588 views



Will Ferrell and Chad
Smith Drum-Off
The Tonight Sh...
16,906,896 views



Celebrities Read Mean
Tweets #7
Jimmy Kimmel Live
12,200,147 views



LeBron and D-Wade



NBA Playoffs Shootaround: Where Things Stand

by **NETW3RK**, **DANNY CHAU**, **ANDREW SHARP** and
CHRIS RYAN

NBA

The NBA Self-Mailbag

by **BILL SIMMONS**

ILLINOIS STATE UNIVERSITY
HOME COMING
RALLY THE REDBIRDS

SEPT 29 - OCT 5

☰ Menu

Search Site...



GAME DAY

OCTOBER 4, 2014

TOWN AND GOWN
5K

HOME COMING
PARADE

FOOTBALL GAME
TAILGATING

HOME COMING
ROYALTY

VISITOR
INFO

✓Hotels
✓Parking

✓Campus Maps
✓Local Life



Continuous Improvement in Technology
Conference 2014 at Illinois State University

Search CIT Conference...



☰ Menu

Home ✓

Register Now

Schedule

About the Conference



..... SAVE THE DATE

May 28, 2014

The 2014
CIT
Conference
will be held
May 28,
2014, at the

Educating Illinois – Goal 1, Strategy 2 & 3

Strengthen the University's commitment to continuous improvement of educational effectiveness as reflected in student learning outcomes

D. Develop and assess student learning outcomes facilitated by out-of-class and co-curricular learning experiences

Increase opportunities for students to engage in high-quality, high-impact educational experiences

B. Increase partnerships across campus and with other educational, civic, and corporate entities that support student learning and development

STATE
YOUR PASSION.



PLAN



DO



CHECK



ACT

WEB Portfolio Project – IT 363



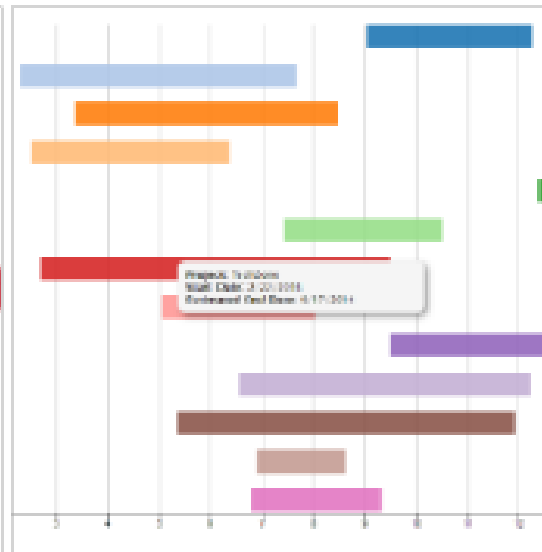
OFFICE OF ACADEMIC
TECHNOLOGIES
Illinois State University

WEB Portfolio Management

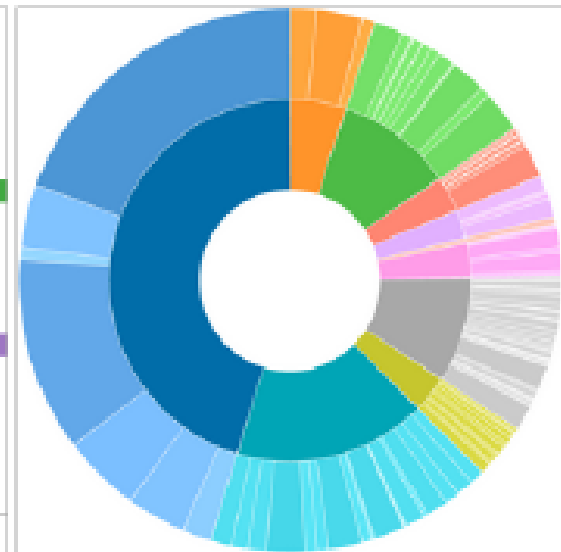
Scoring Diagram



Project Timeline



Site Users Diagram (Under dev)

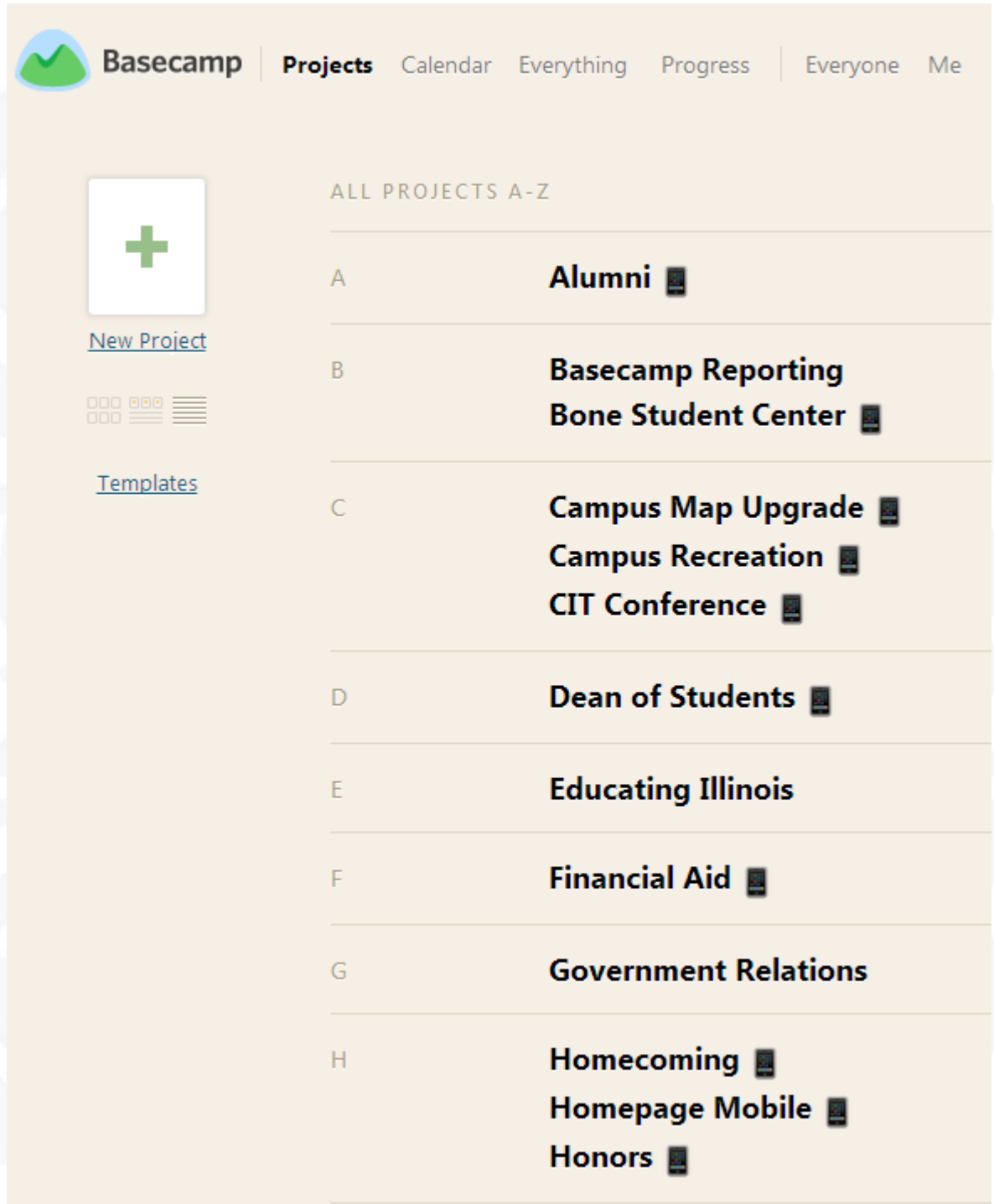


WEB's Basecamp

Agile Project

- Management
- Collaboration
- Communication
- Planning

STATE
YOUR PASSION.



The screenshot displays the Basecamp web interface. At the top, the Basecamp logo is on the left, followed by navigation links: **Projects**, Calendar, Everything, Progress, Everyone, and Me. Below the navigation is a sidebar with a large green plus sign in a white box, labeled [New Project](#). Underneath are icons for Kanban, Gantt, and List views, with a [Templates](#) link below them. The main content area is titled **ALL PROJECTS A-Z** and lists projects grouped by letter:

- A**: Alumni
- B**: Basecamp Reporting, Bone Student Center
- C**: Campus Map Upgrade, Campus Recreation, CIT Conference
- D**: Dean of Students
- E**: Educating Illinois
- F**: Financial Aid
- G**: Government Relations
- H**: Homecoming, Homepage Mobile, Honors



Metcalfe ☆

<http://www14.iwss.ilstu.edu/>

[Invite more people](#)

6 people on this project

[27 Discussions](#) [16 To-dos](#) [10 Files](#) [2 Text documents](#) [1 Forwarded email](#) [Events](#)

Latest project updates

- May 21** Brooks B. completed a to-do: [Center the button underneath calendar feed](#)
- May 21** Brooks B. completed a to-do: [Add bullets under Nivo slider](#)
- May 20** Jacob D. added a to-do and assigned it to Brooks B. and due on May 20, 2014: [Center the button underneath calendar feed](#)

[See all updates](#)

Discussions

[Post a new message](#)



Jacob D. [Add images for homepage marquee sliders...](#) - • Apply now • Annual Theme: "How can we help?"



Brooks B. [Increase font size of text within calendar feed.](#) - Unable to change font size :/



Jacob D. [Update main logo to Thomas Metcalf School. See...](#) - Logo: Group>Reference>Graphics>Metcalf>logo



Current WEB and Interactive Communications Projects

View scale

Month

Sort order

Name

Description	December 2013	January 2014	February 2014	March 2014	April 2014
Alumni					Alumni
Basecamp Reporting				Basecamp Reporting	
Bone Student Center					
Campus Map Upgrade		Campus Map Upgrade			
Campus Recreation			Campus Recreation		
CIT Conference				CIT Conference - Waiting to show changes at	
Dean of Students			Dean of Students		
Educating Illinois				Educating Illinois	
Financial Aid			Financial Aid		
Government Relations					Government Relations
Homecoming					
Homepage Mobile		Homepage Mobile			
Honors			Honors		

WEB Project Data



**ILLINOIS STATE
UNIVERSITY**
Illinois' first public university

Search Site...



Project Reporting Tool

Project Prioritization

Start a Project

Track a Project



WEB Project Planning

Web & Interactive Communications (WEB) is charged with design, development, and support for campus websites. WEB customizes editing tools, provides training, and collaborates with other units to ensure the University is able to provide strategic, thoughtful, and targeted messaging. WEB is also responsible for creating and maintaining web-based interfaces to public and authenticated university data. Such interfaces include My.IllinoisState.edu, Welcome2ISU, the Campus Map, the Events Calendar, and more.

In managing the Web presence for Illinois State University, WEB provides branding and consistency in user experience throughout websites for all vice presidential areas, colleges, and units. The office also provides assistance in marketing, in conjunction with University Marketing and Communications, for specific department services and initiatives.

Starting a WEB Project

[Learn more about how to put in a request for a project with WEB.](#)

Tracking a Project Status

[Find out how you can track the status of a project at WEB.](#)

Accessibility comparison

Illinois State

Date: March 18, 2014 11:22

Pages: 18 Depth: 2 Ruleset: ARIA Strict

URL: <http://illinoisstate.edu>

	Violations	Warnings	Manual Checks	Hidden	Passed
Percentage of Results	17%	3%	45%	5%	31%
Average Rules/Page	6.9	1.2	18.2	2.1	2.1

Educause Website

Date: March 17, 2014 22:54

Pages: 121 Depth: 2 Ruleset: ARIA Strict

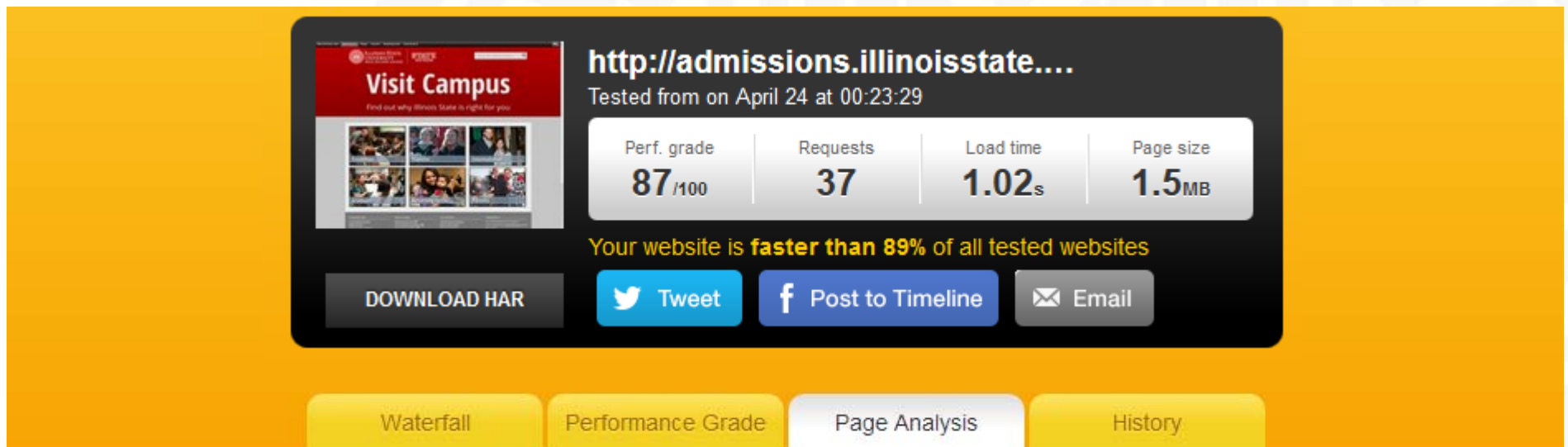
URL: <http://educause.edu>

Span sub-domains: educause.edu

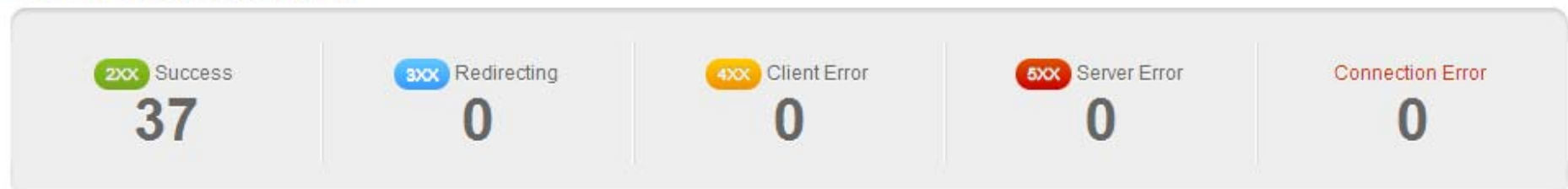
	Violations	Warnings	Manual Checks	Hidden	Passed
Percentage of Results	29%	3%	45%	4%	20%
Average Rules/Page	11.8	1.1	18.6	1.6	1.6

Performance testing

- Pingdom.com assessment of Admissions site
 - Faster than 89% of all websites tested, 1.02 seconds



Server Response Code



Illinois State's IT Strategic Plan

- Goal 1 - Ensure that the University's investment in IT supports the vision and goals of Educating Illinois
- Goal 2 - IT decisions will be based on collaborative planning and data-informed assessment

<http://itgovernance.illinoisstate.edu/itsp/goals.shtml>

Thank you!

- Questions?

