



# **Web Advisory Committee**



**March 23, 2010**

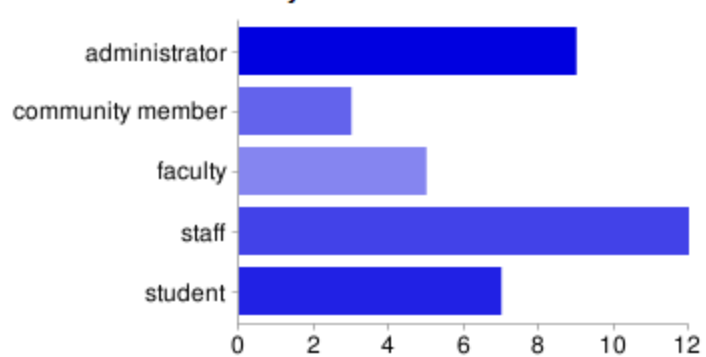
# **“Warm-up” Survey Results**

# Web Survey Results

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## ▶ Who took the survey?

Which best describes you?



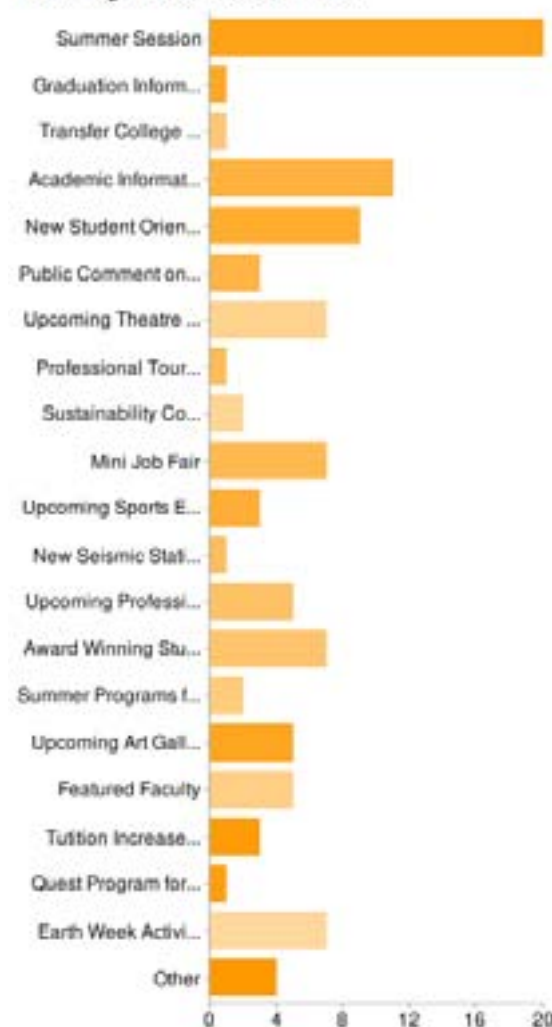
administrator	9	25%
community member	3	8%
faculty	5	14%
staff	12	33%
student	7	19%



# Web Survey Results

## ► Pick 3 Features

Home Page Features. Pick THREE.



Summer Session	20	59%
Graduation Information	1	3%
Transfer College Visit Day	1	3%
Academic Information Sessions	11	32%
New Student Orientation	9	26%
Public Comment on Strategic Plan	3	9%
Upcoming Theatre Production	7	21%
Professional Touring Event	1	3%
Sustainability Conference	2	6%
Mini Job Fair	7	21%
Upcoming Sports Event	3	9%
New Seismic Station Display	1	3%
Upcoming Professional Development Workshops	5	15%
Award Winning Study Abroad Program	7	21%
Summer Programs for Kids	2	6%
Upcoming Art Gallery Exhibit	5	15%
Featured Faculty	5	15%
Tuition Increase for Fall	3	9%
Quest Program for Seniors	1	3%
Earth Week Activities	7	21%
Other	4	12%

People may select more than one checkbox, so percentages may add up to more than 100%.

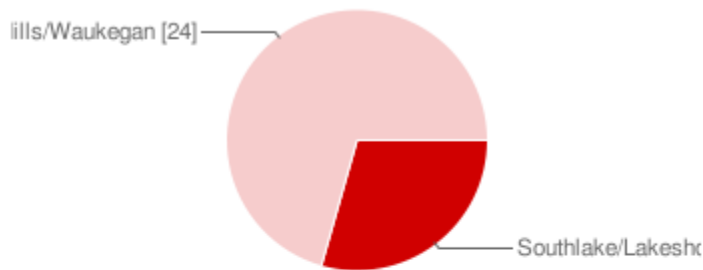


# Web Survey Results

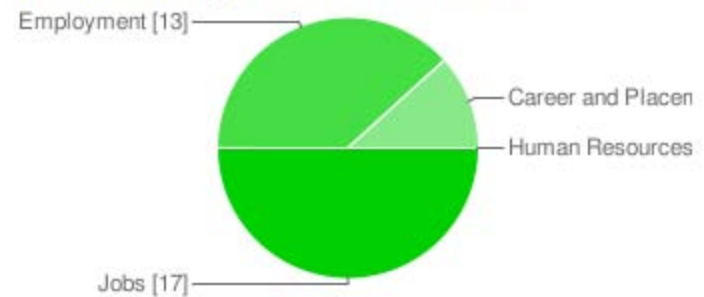
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## ▶ CLC Terminology

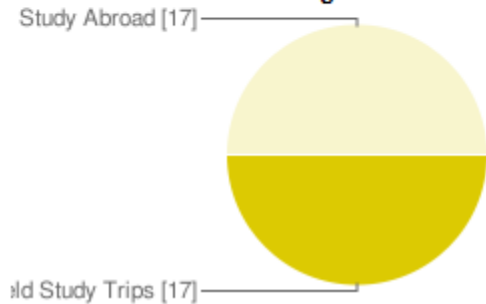
### The other campus locations



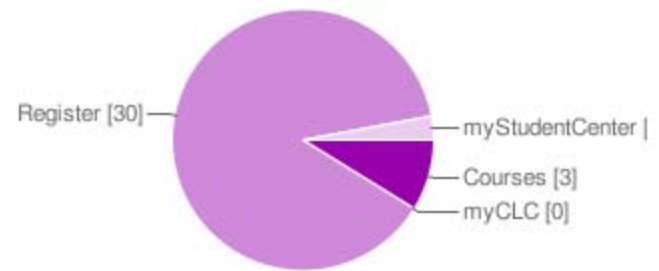
### Someone looking for work will click on...



### An alternative to learning in the classroom



### To sign-up for a class, I'd click on...



# Web Survey Results

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## ▶ CLC Lingo

- ▶ ELI – English Language Instruction
  - ▶ 12 out of 34 got it right
- ▶ AQIP – Academic Quality Improvement Program
  - ▶ 6 got it right
  - ▶ 10 were close
- ▶ ABE – Adult Basic Education
  - ▶ 16 got it right



# Web Survey Results

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## ▶ **CLC Lingo**

- ▶ ELI – English Language Instruction
  - ▶ 12 out of 34 got it right
- ▶ AQIP – Academic Quality Improvement Program
  - ▶ 6 got it right
  - ▶ 10 were close
- ▶ ABE – Adult Basic Education
  - ▶ 16 got it right

## ▶ **Favorite Responses**

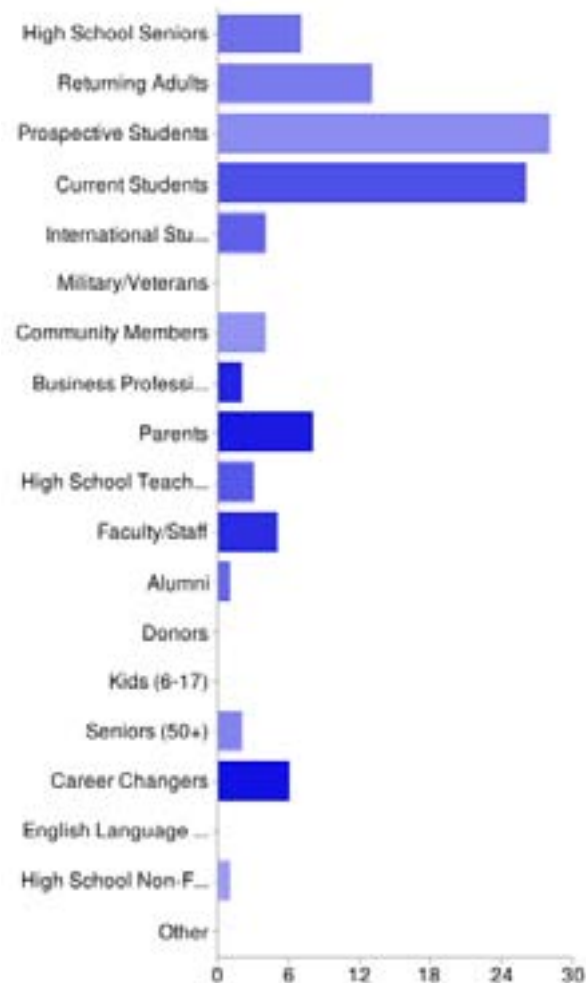
- ▶ ELI = Cheesecake?
- ▶ AQIP = I don't remember.
- ▶ ABE = Lincoln?



# Web Survey Results

## ► Audiences

Who visits the CLC Web site? Choose THREE.



Audience Category	Count	Percentage
High School Seniors	7	21%
Returning Adults	13	38%
Prospective Students	28	82%
Current Students	26	76%
International Students	4	12%
Military/Veterans	0	0%
Community Members	4	12%
Business Professionals	2	6%
Parents	8	24%
High School Teachers/Counselors	3	9%
Faculty/Staff	5	15%
Alumni	1	3%
Donors	0	0%
Kids (6-17)	0	0%
Seniors (50+)	2	6%
Career Changers	6	18%
English Language Learners	0	0%
High School Non-Finishers	1	3%
Other	0	0%

People may select more than one checkbox, so percentages may add up to more than 100%.





# Web Redesign Project

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- ▶ CLC's Web site has experienced significant growth—now time to review content, visual design and architecture.
- ▶ Complex effort with many stakeholders—everyone sees the importance of the Web site as a marketing tool.





# **The Redesign Project**

# Web Redesign Project

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## Basic Issues:

- What is the purpose of the Web site?
- What are our priorities?
- How does the Web site fit into our business practices?
- Who are our target audiences, and what are our priorities in reaching them?
- What is the appropriate role for our Web properties?



# Web Redesign Project

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## Basic Issues:

- Who has the authority to make decisions about the Web site?
- How much interactivity should there be? How much “glitz”? At what rate of return?
- What resources will be required? What are the priorities?





# **The Redesign Process**

# Web Redesign Process

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- ▶ Defining the project
- ▶ Developing site structure
- ▶ Visual design and testing
- ▶ Development
- ▶ Launch



# Web Redesign Process

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## Defining the project

- ▶ Includes answering questions posed in “Basic Issues” slides
- ▶ Conducting surveys and other research needed
- ▶ Reviewing existing site
- ▶ Developing understanding of target audiences (more later)
- ▶ Reviewing competitor sites

*Tentative Timeline: March-June 2010*

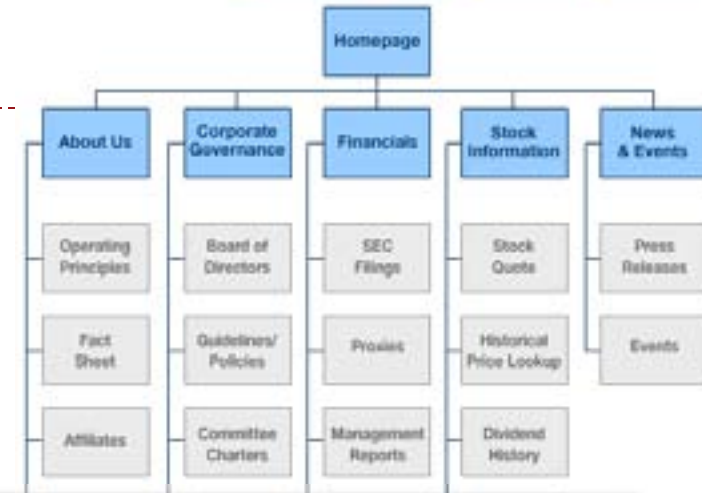
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# Web Redesign Process

## Developing Site Structure

- Organize content
- Review sitemap
- Select naming conventions
- Make Information Architecture decisions
- Create wireframes



*Tentative Timeline:  
June-August 2010*





# Web Redesign Process

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## Visual Design & Testing

- Develop concepts
- Templates, styles and graphics
  - Branding
  - Web Style Guide

*Tentative Timeline: Fall Semester 2010*



# Web Redesign Process

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## Development

- Prep, build and test

*Tentative Timeline: Spring Semester 2011*



# Web Redesign Process

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## Launch and Beyond

- Announcement plan
- Go live
- Maintenance plan
- Measurement of success
- Process for continual updates and improvements

*Tentative Timeline: End of Spring 2011 Semester*



# Web Advisory Committee

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- ▶ Review CLC Web site history.
- ▶ Identify Web site goals.
- ▶ Reach consensus on Web site priorities.
- ▶ Identify target audiences and develop “personas.”
- ▶ Develop proposed Web Governance Guidelines for submission to ITC.
- ▶ Provide feedback



# **History of the CLC Web Site**

# History of the CLC Web Site - 1996

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**Table of Contents**

- Message from the President
- CLC Mission and Goals
- Schedule of Classes
  - Credit Courses
  - Continuing Education
- CLC Division/Departments
- College of Lake County Catalog
- Directions and Maps
- Facilities and Campuses
- Student Handbook
- Student Services
- What's Happening at CLC
  - News Releases
  - Events and Activities - Spring 1997
  - Employment Opportunities
  - Alumni Information

**CLC**  
COLLEGE OF LAKE COUNTY



**Welcome to the College of Lake County Homepage!**

The College of Lake County is a non-residential, two-year community college located in Grayslake, Illinois. With 183 full-time faculty, 490 part-time faculty and a student population of more than 14,000, we're a diverse educational community. We offer a wide range of courses and programs aimed at meeting the educational needs of people of all ages and interests.

Our offerings include programs preparing students for transfer to a four-year college or university as well as numerous career preparation programs.

Other options include personal enrichment courses, GED and basic adult education, and contract training programs and special services for businesses within the community.

Please browse our "Table of Contents" for a complete picture of the opportunities we offer. Please keep in mind as you browse that our pages are fluid and, as a result, undergoing constant changes and construction. Thank you for visiting and come back often.

**012152** hits since 8/16/96.

© 1996 College of Lake County  
*This page was provided through the joint efforts of the Information Systems and Public Relations departments of the College of Lake County.*

*Please direct any comments regarding this page to the [Webmaster](#).*

Features: frames and static pages

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# History of the CLC Web Site - 1998

College of Lake County  
19351 West Washington Street  
Grayslake, Illinois 60030-1198  
Main number: (847) 223-6601

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[General Information](#) [Admissions](#) [Administration](#) [LRC](#)  
[Division](#) [Calendar](#) [Campus Support](#) [Class Schedules](#)  
[College Catalog](#) [Phone Directory](#) [Athletics](#) [Alumni](#)

[CLC Home](#)

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The College of Lake County is a non-residential, two-year community college located in Grayslake, Illinois. With 183 full-time faculty, 490 part-time faculty and a student population of more than 14,000, we're a diverse educational community. We offer a wide range of courses and programs aimed at meeting the educational needs of people of all ages and interests.

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---

[General Information](#)  
Directions to the Grayslake Campus, Campus Maps, Facilities and Campuses, General Links...

[Administration](#)  
Information from the Office of the President, Human Relations, Employment Opportunities...

[Divisions/Departments](#)  
CLC Division and Department Homepages...

[Admissions](#)  
Admission and Records Information...

[Learning Resource Center](#)  
CLC's Library and Learning Resource Center...

[News, Events, and Calendars](#)  
CLC's Current News, Event Calendar and Other Information...

Features: tiled marble background, squished banner



# History of the CLC Web Site - 1999



The screenshot displays the College of Lake County website interface. On the left is a vertical blue navigation menu with sections for 'Welcome', 'Courses', and 'Registration'. The main content area features a search bar at the top, followed by the college's name and a large image of a building. Below the image is a section titled 'Information Concerning:' with links for 'STUDENTS', 'ALUMNI', 'COMMUNITY', 'BUSINESS/INDUSTRY', and 'ADMINISTRATION'. A small photo of two people is also present. At the bottom, there is a paragraph of text, a footer with the college's address and phone number, and a navigation bar with links for 'Online Courses', 'Bookstore', 'Contact Us', 'Library', and 'Site Map'.

Search CLC:

**Welcome**

- Contact Us
- About CLC
- Board of Trustees
- Decisions
- Facilities & Campuses
- President's Message
- Staff Directory

**Courses**

- Academic Divisions
- Departments
- College Catalog
- Course Description
- Class Schedules
- Online Courses

**Registration**

- Admissions Office

College of Lake County

Grayslake | Lakeside | Southside

Information Concerning:

- STUDENTS
- ALUMNI
- COMMUNITY
- BUSINESS/INDUSTRY
- ADMINISTRATION

Online Courses | Bookstore | Contact Us | Library | Site Map

The College of Lake County is a non-residential, two-year community college located in Grayslake, Illinois. With 183 full-time faculty, 450 part-time faculty and a student population of more than 14,000, we're a diverse educational community. We offer a wide range of courses and programs aimed at meeting the educational needs of people of all ages and interests.

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College of Lake County  
19351 West Washington Street  
Grayslake, Illinois 60030-1190  
Main number: (847) 223-6601

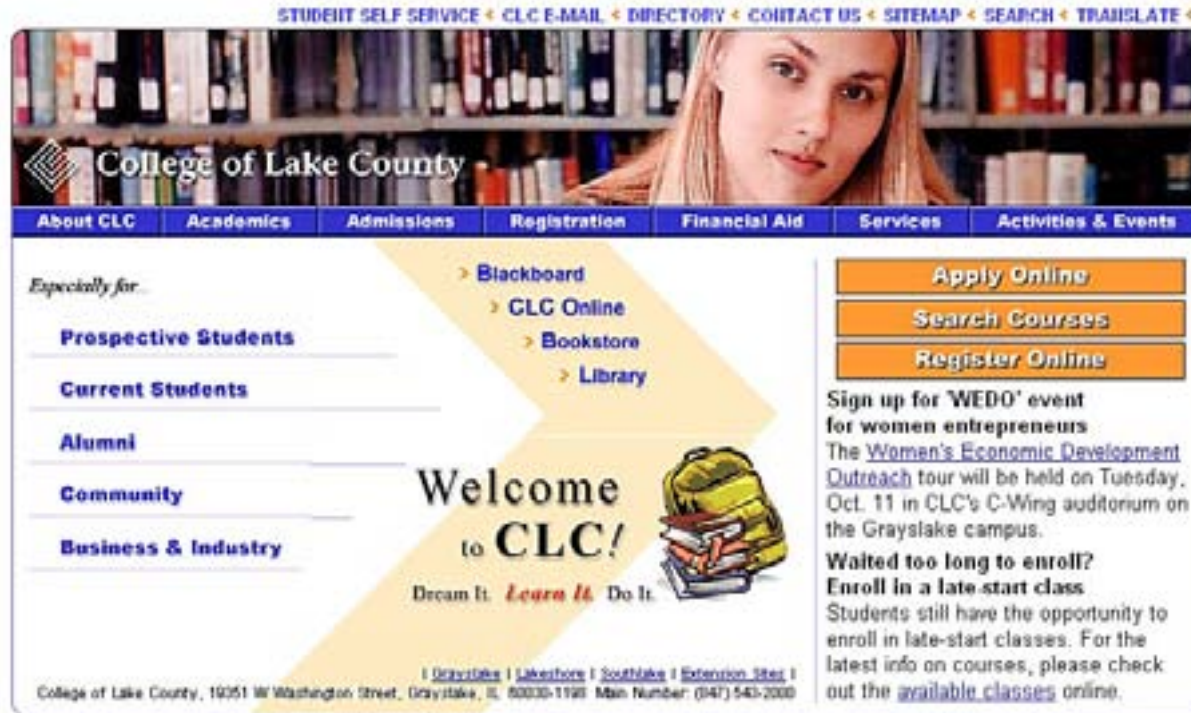
Features: frames, image map, search, collapsible menu

Stats: ~170 static html pages





# History of the CLC Web Site - 2003



Features: rotating banner, clean design, consistent navigation, ADA accessible content, announcements on homepage

Stats: ~200 dynamic pages

# History of the CLC Web Site - 2006

The screenshot shows the College of Lake County website interface. At the top left is the college logo and name. To the right are links for 'Site Map', 'A-Z Index', 'Advanced Search', and 'Contact Us'. Below this is a search bar with a 'Search' button. A horizontal navigation menu contains links for 'Home', 'College Credit Programs', 'Continuing Education/ Non-credit Programs', 'ESL, GED & Literacy', 'Community Programs & Services', 'Services for Business/Government', 'About CLC', and 'Events at CLC'. A banner below the menu reads 'New to the site? Choose a program or topic of interest above or an audience below to get started.' The main content area is divided into three columns. The left column features three text-based announcements: 'Summer Session Guide For Students at Other Colleges', 'See an Advisor Now', and 'Career Development Month'. The middle column contains a large photograph of a smiling young woman. The right column has three orange buttons: 'Apply Online', 'Search Courses', and 'Register Online', followed by a list of audience categories: 'Information for Prospective Students', 'Current Students', 'Community Members', 'Business/Government', 'Alumni', and 'Friends of CLC'. At the bottom, a dark blue footer bar contains quicklinks for 'CLC e-Mail', 'Blackboard', 'Library', 'Online Bookstore', and 'Performing Arts Events', along with a 'More Quicklinks' dropdown and a 'GO' button. Below the footer bar, the college's address and phone number are listed, followed by copyright information and a list of additional quicklinks.

Features: css-based design, navigation and content additions (non-credit, GED, ESL), more room for announcements, quicklinks, improved accessibility  
Stats: 400+ dynamic pages, ~350 images, ~250 pdfs

# History of the CLC Web Site - 2009

The screenshot shows the College of Lake County website interface. At the top left is the CLC logo and the text "College of Lake County". To the right is a search bar with a "Search" button and a "Quicklinks" dropdown menu. Below the header is a navigation bar with links for Home, College Credit Programs, Continuing Education/Non-credit Programs, Adult Education, ESL & GED, Services for Business/Government, Community Programs & Services, About CLC, and Campus Life and Events. A secondary navigation bar lists Prospective Students, Current Students, Military/Veterans, Alumni, Friends of CLC, and Faculty/Staff.

The main content area is divided into several sections:

- QuickStart:** A vertical list of icons and links for Academics, Classes, Apply, Admissions, and Register.
- myCLC:** A grid of icons and links for myCLC, Blackboard, E-mail, myStudentCenter, Pay Tuition, and Order Books. Below this is a button for "ExploreCLC: Videos and Photos".
- Beat the Economic Downturn:** A section featuring a photo of a man celebrating and text about career-boosting strategies.
- 40th Anniversary Celebration: Share Your CLC Story:** A section with a photo of a group of people and text about collecting stories from students and graduates.
- News & Announcements:** A section with several news items, including "Spring Semester Begins Jan. 19", "Register for New Student Orientation and Advisement Information Meetings", "Final Exam Schedule", and "Write Your Own Success Story".

Features: animated slideshows, featured announcements, content additions (video, photo galleries, resources, etc.)

Stats: 1000+ dynamic pages, 3500+ images, 1500+ pdfs



# **Harsh Truths about Institutional Web Sites**

# Harsh Truths about Institutional Web Sites\*

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- ▶ Paul Boag is the Creative Director and Web Strategist with HeadScape, a web consulting firm.

He has 8 years experience with Higher Ed Web sites.

- ▶ Every organization makes mistakes running their website. Institutional websites are often large unwieldy creatures plagued by bureaucracy. Paul shared some of the harsh truths surrounding these Web sites and suggests ways to tame the beast!

# Harsh Truths about Institutional Web Sites\*

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## ▶ Points

- ▶ Social Media is a tool not a solution.
- ▶ Engagement is key.
- ▶ Contribute regularly.
- ▶ Build relationships. Create dialogue.
- ▶ Show personality. Make it fun.
- ▶ Customer service tool.

## ▶ Examples

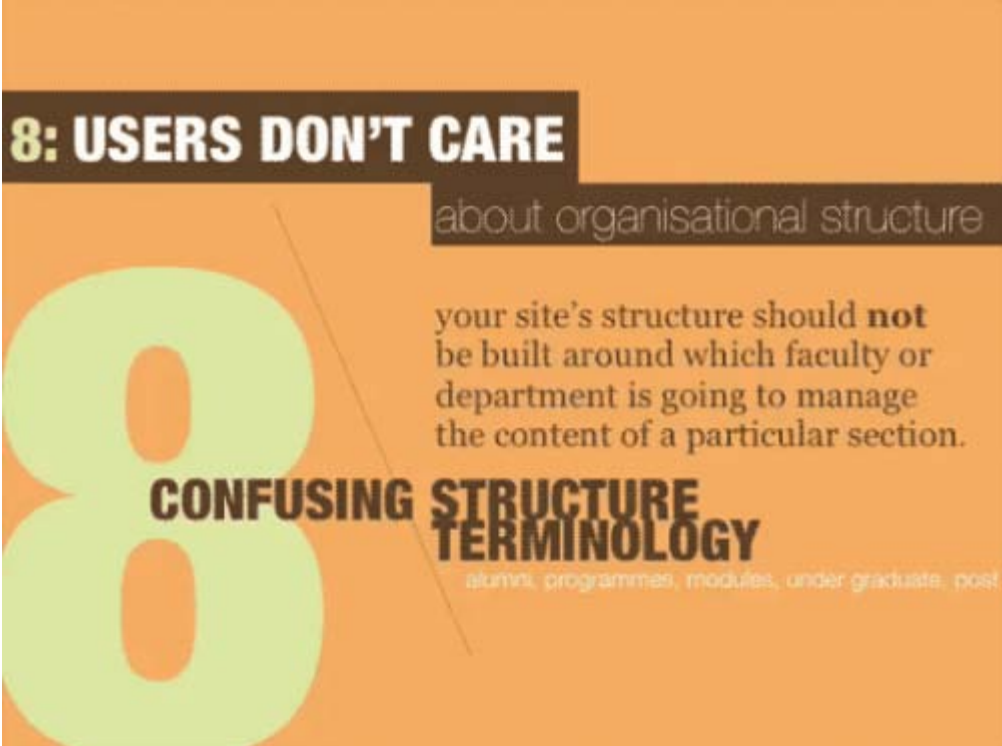
- ▶ Facebook
  - ▶ [CLC Program Board](#)
  - ▶ [College of Lake County](#)
- ▶ Twitter
  - ▶ <http://twitter.com/clcillinois>
  - ▶ <http://twitter.com/drarick>



# Harsh Truths about Institutional Web Sites\*

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- ▶ Watch the Presentation (20:05)
- ▶ **Points**
  - ▶ Users don't care...
    - ▶ about your organizational structure.
    - ▶ about internal lingo.
- ▶ **Solutions**
  - ▶ Use personas to be user-focused.
  - ▶ Base site structure on user tasks/goals.
  - ▶ Do user testing regularly.
- ▶ **Examples**
  - ▶ Clusters vs. Academic Divisions
  - ▶ Labels: "Adult Education"



**8: USERS DON'T CARE**

about organisational structure

your site's structure should **not** be built around which faculty or department is going to manage the content of a particular section.

**CONFUSING STRUCTURE TERMINOLOGY**

alumni, programmes, modules, under graduate, post

# Harsh Truths about Institutional Web Sites\*

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## ▶ Points

- ▶ Audiences are well segmented, however all combined is EVERYBODY!
  - ▶ Nobody stands out.

## ▶ Solutions

- ▶ Prioritize – Offend nobody, but design for somebody.
- ▶ Know what the institution is about and aim for audience.
- ▶ Use landing pages or subsections for other audiences.





# Harsh Truths about Institutional Web Sites\*

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## ▶ Points

- ▶ Remove old content.
- ▶ Too much content; users get lost.
  - ▶ “Well somebody might want it!”

## ▶ Solutions

- ▶ Simplicity – Remove clutter.
- ▶ Review regularly.
- ▶ Designate a person to be responsible for review and remove.



# Harsh Truths about Institutional Web Sites\*

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## ▶ Points

- ▶ Don't use technology just to use it -- support user needs.
- ▶ Keep content relevant for audiences.

## ▶ Solution

- ▶ Design the right team
  - ▶ A Strategist – sets goals.
  - ▶ A Marketer – defines message.
  - ▶ An Editor – quality control.
  - ▶ A Designer – move design forward.
  - ▶ A Techie – technical architecture.

**5: TOO MANY TECHIES AND MARKETERS!**

where are the web editors? (with web writing experience)  
where are the designers? (a boom bust design cycle)

techies = technology driven solutions  
marketeers = broadcasting marketing bs ;-)  
techies + marketing = trouble (more later!)

# Harsh Truths about Institutional Web Sites\*

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## ▶ Points

- ▶ Distributed management leads to...
  - ▶ Inconsistency
  - ▶ Repetition
  - ▶ Different style/voice
  - ▶ Varying quality
  - ▶ Not always inline with strategy

## ▶ Solutions

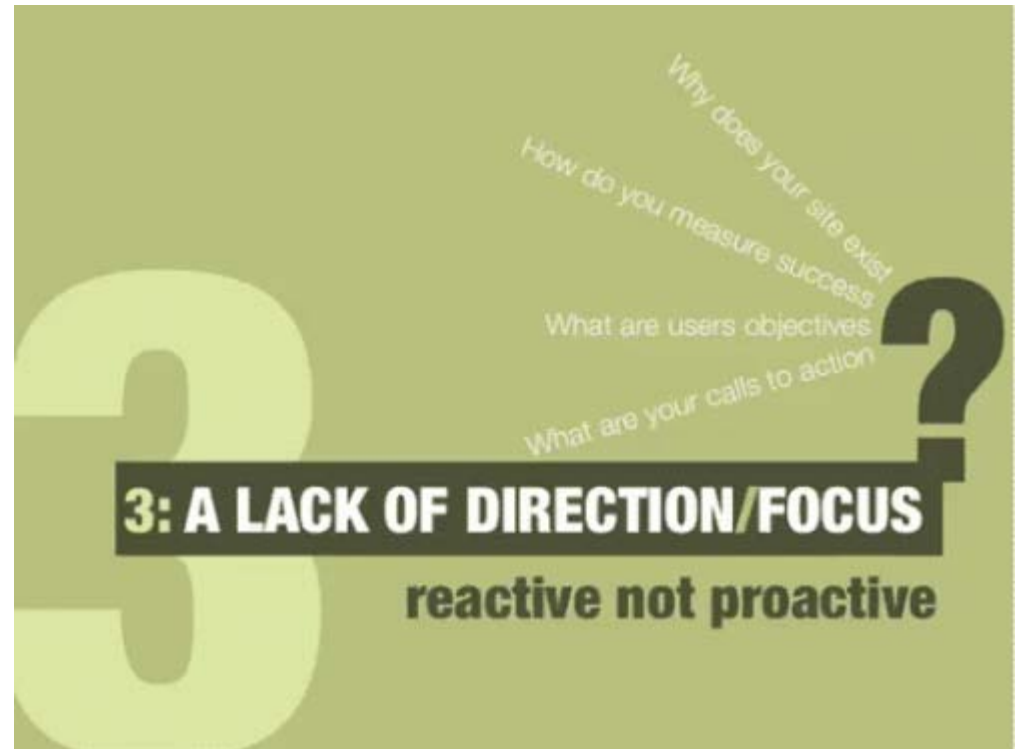
- ▶ Content Editor to review site.
- ▶ Templates
  - ▶ Who's the page for?
  - ▶ What will they learn?
  - ▶ What tasks can they do?
  - ▶ What action will they take next?



# Harsh Truths about Institutional Web Sites\*

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- ▶ Watch the Presentation (40:25)
- ▶ **Points**
  - ▶ Problem
    - ▶ Site has evolved over time organically.
    - ▶ Reactive vs. Proactive
- ▶ **Solution**
  - ▶ Why does the web site exist?
  - ▶ How do you measure the success of site?
  - ▶ What are the user's objectives?
  - ▶ What are the site's calls to action?



# Harsh Truths about Institutional Web Sites\*

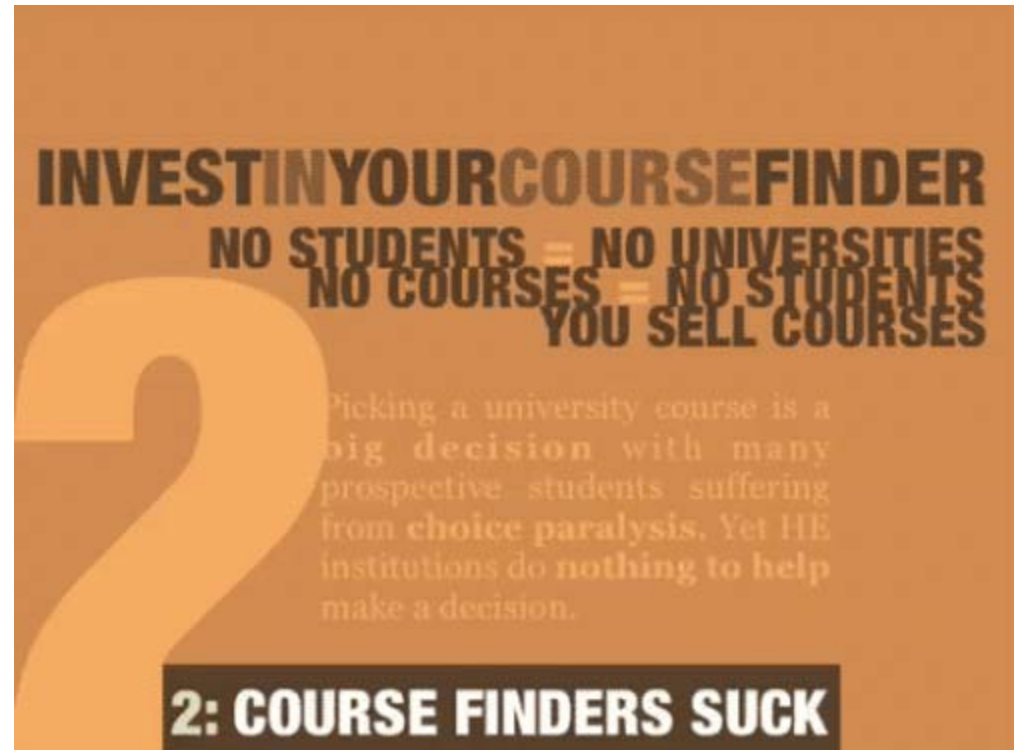
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## ▶ Points

- ▶ Courses are your product.
- ▶ You sell courses.
- ▶ Problems
  - ▶ Choice Paralysis
  - ▶ Overwhelmed

## ▶ Examples

- ▶ [www.wccnet.edu/academics](http://www.wccnet.edu/academics)
- ▶ [www.wccnet.edu/lifelong-learning/](http://www.wccnet.edu/lifelong-learning/)



# Harsh Truths about Institutional Web Sites\*

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▶ Watch the Presentation (48:20)

▶ **Points**

- ▶ No authority.
- ▶ Power struggles.
- ▶ Slow decision-making.





# **CLC's Web Sites**

# Web Properties

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- ▶ Public Web Sites
  - ▶ Main Site: [www.clcillinois.edu](http://www.clcillinois.edu)
  - ▶ CLC Online: <http://yyz.clcillinois.edu/ol/>
  - ▶ James Lumber Center: [jlcenter.clcillinois.edu](http://jlcenter.clcillinois.edu)
  - ▶ WPDI: [wpdi.clcillinois.edu](http://wpdi.clcillinois.edu)
  - ▶ Library: [library.clcillinois.edu](http://library.clcillinois.edu)
  - ▶ Gallery: [gallery.clcillinois.edu](http://gallery.clcillinois.edu)
- ▶ Portal: [myclc.clcillinois.edu](http://myclc.clcillinois.edu)
- ▶ Intranet: [clcweb.clcillinois.edu](http://clcweb.clcillinois.edu)
  - ▶ [pd.clcillinois.edu](http://pd.clcillinois.edu)
- ▶ Social Media: [www.clcillinois.edu/connect](http://www.clcillinois.edu/connect)





# CLC Web Site: What We Like

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- ▶ Includes a lot of good basic information.
  - ▶ Program Pages, Transfer Guides, Maps, Directory, etc.
- ▶ Uses actual CLC photos and images rather than stock.
- ▶ Use of Social Media effectively.
- ▶ Landing pages for audience groups.
  - ▶ [International Students](#)
  - ▶ [Military/Veterans](#)
  - ▶ [High School Counselors](#)
- ▶ Follows ADA accessibility guidelines.



# CLC Web Site: Issues We See

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- ▶ Over-cluttered home page.
- ▶ Inadequate class search tool and other “work-around” solutions to solve Peoplesoft problems.
- ▶ Need to reach agreement on a central, main message—what we want users to instantly get about CLC.
- ▶ Need for clearer purpose and direction for newer web properties (portal, intranet, social media).



# CLC Web Site: Issues We See

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- ▶ Need for stronger visual enhancements throughout site.
- ▶ Integration of web and print graphic approaches—brand identity.
- ▶ Assessment of back-end software needed to achieve our goals.
- ▶ Clear delineation of decision-making authority.
- ▶ Adequate resources to create and maintain a premier Web site.



# Feedback

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▶ Your Ideas?



# Next Steps for Web Advisory Committee

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- ▶ Identify the “Big CLC Idea” to be conveyed on the Web site. Example: “CLC is a pathway to further degrees.”
- ▶ Creation of web user personas—profiles of users, their goals in using the site and some prioritization of the user groups.

