

# Website Redesign

[www.clackamas.edu](http://www.clackamas.edu)



Education That Works



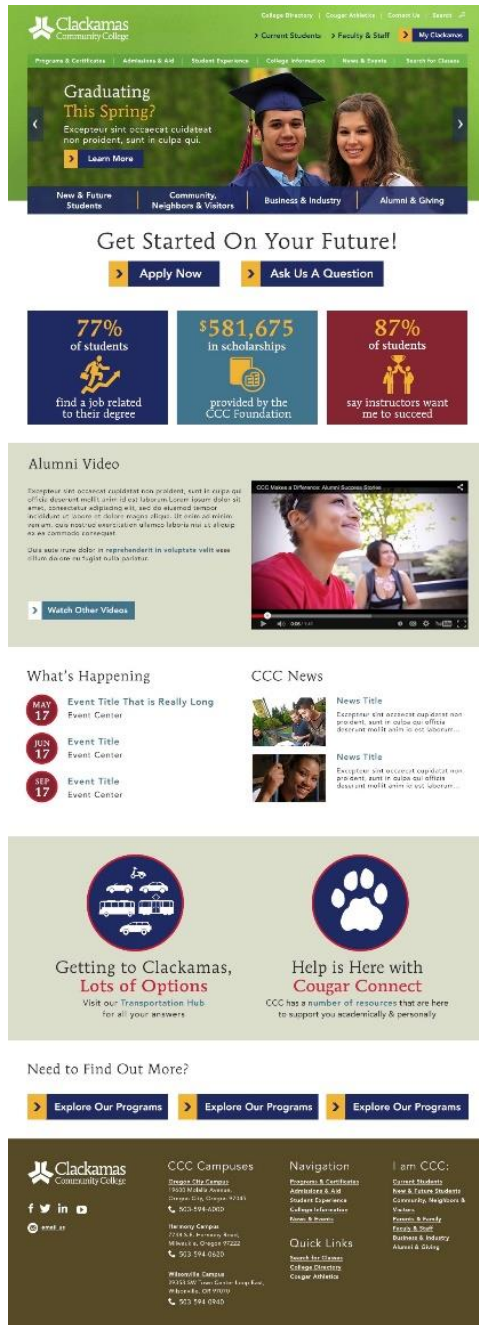
# The Goal

Create a well-designed, easy-to-use website with simple navigation that helps **prospective students** quickly find the information they need to apply and enroll at CCC on any type of device.



# Strategic Priorities

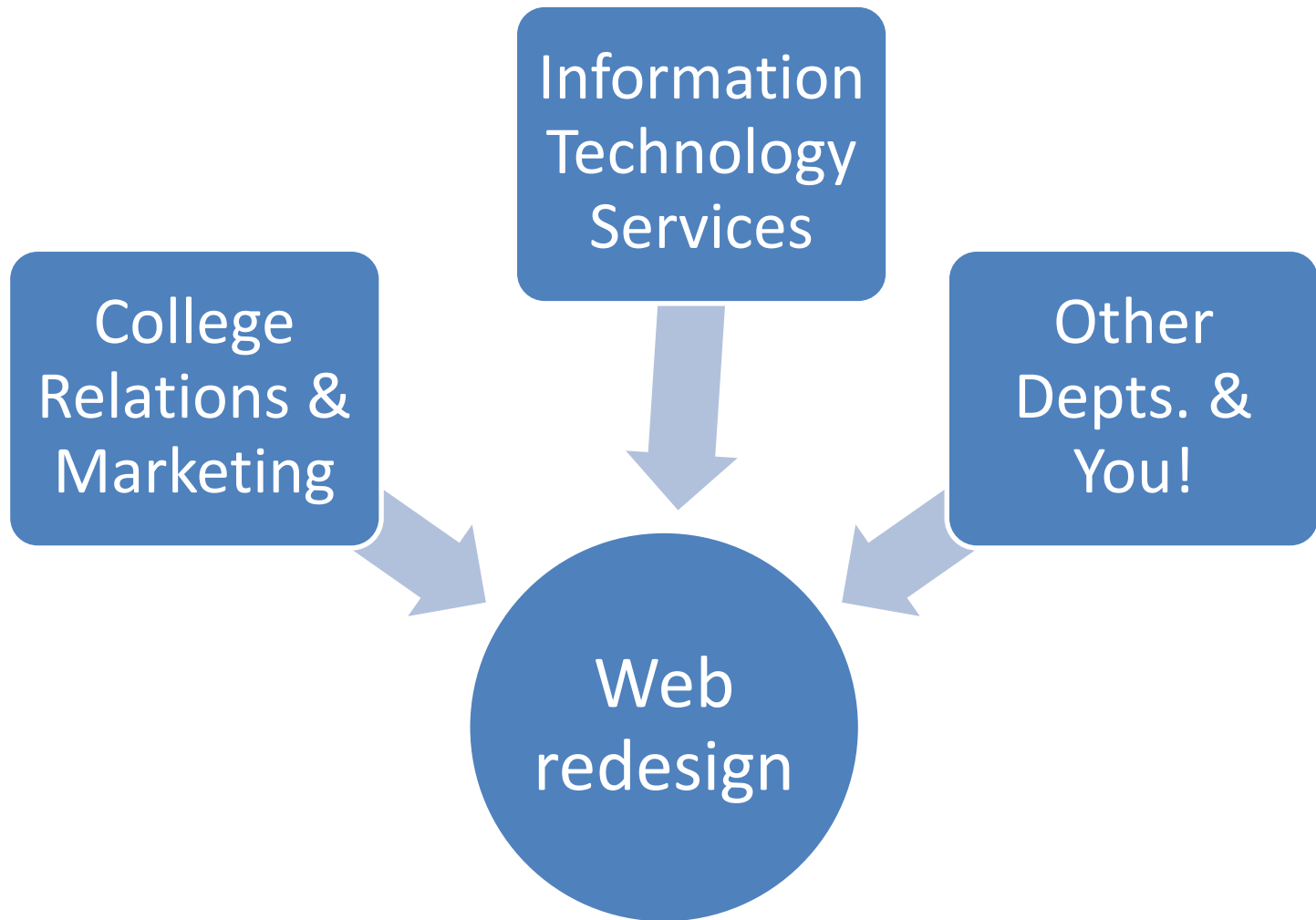
	HOW WEBSITE IS RELEVANT
Guided Pathways	Providing quick and easy access to key information will help students be successful.
College Readiness	Providing easy access to college resources, support and more gives students a welcoming place to start learning about the college.
Financial Sustainability	<b>With an enhanced emphasis on enrollment and retention, the website will continue to be the college's best marketing tool to help guide potential students through applying and enrolling.</b>
Academic Relevance and Innovation	The website will continue to be a key place to share stories about mini grants, new class offerings, academic achievement and more.



# What website?

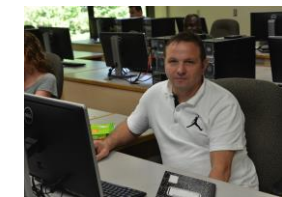
- Scope of this redesign will focus on the forward-facing website.
- The work will impact MyClackamas (student or staff portals)
- Does **not** affect Moodle
- Does **not** affect CougarTrax

# Web redesign team



# The Research

- Google **Analytics**
- Two **focus groups**: FYE and Milwaukie High School students
- Six-month **web discovery process**
- **Institutional Research**
- **Frequently Asked Questions**: Call Center and Welcome Center
- **Interviews**: Marylhurst University and Whatcom Community College
- **Best practices** from National Council for Marketing and Public Relations and EAB



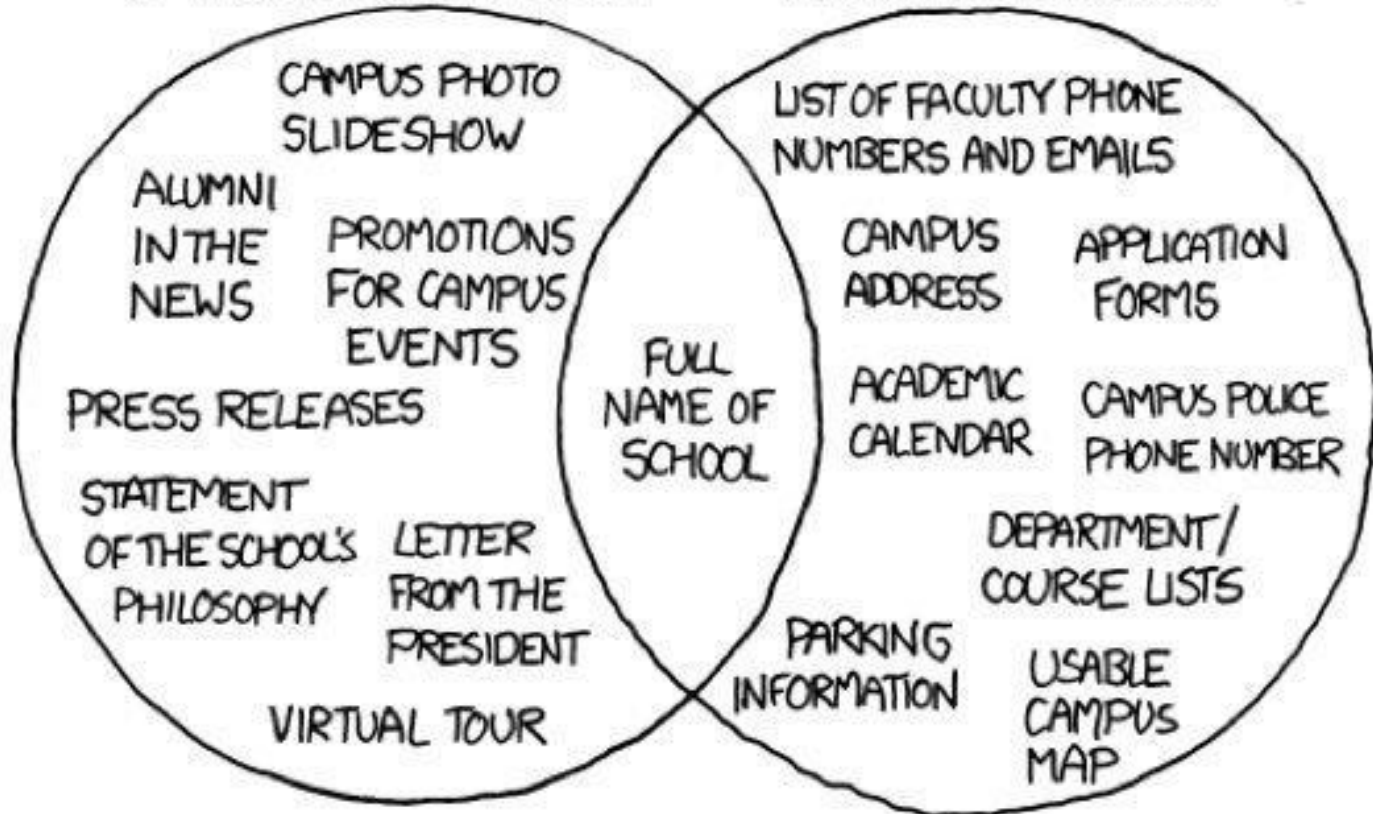
# Website survey results

- **500** respondents across all audience groups
- **40%** said it took longer than expected to find information they needed.
- Students rated website a **7.3**
- Faculty and staff rated a **6.4**
- **59%** said they sometimes or regularly use website for maps, addresses, hours and logistics



THINGS ON THE FRONT PAGE  
OF A UNIVERSITY WEBSITE

THINGS PEOPLE GO TO  
THE SITE LOOKING FOR





# What the research indicates

- Website should focus on attracting **new students**
- It has to be **easy to use and navigate.**
- It needs to be **mobile friendly** – 60+% of our new website users are accessing the web from a mobile device.
- Website must be consistent with **new branding** – (get rid of the green.)



- Must be easier to maintain by using a modern **content management system**, overseen by College Relations and Marketing.

# Student-first approach

- Ensure content is designed through the lens of what a **prospective student** needs.
- The content will be organized where **students will look** for it.
- **Reduce/reorganize** the content on the site so it's easier to find.



# Continuous Communication

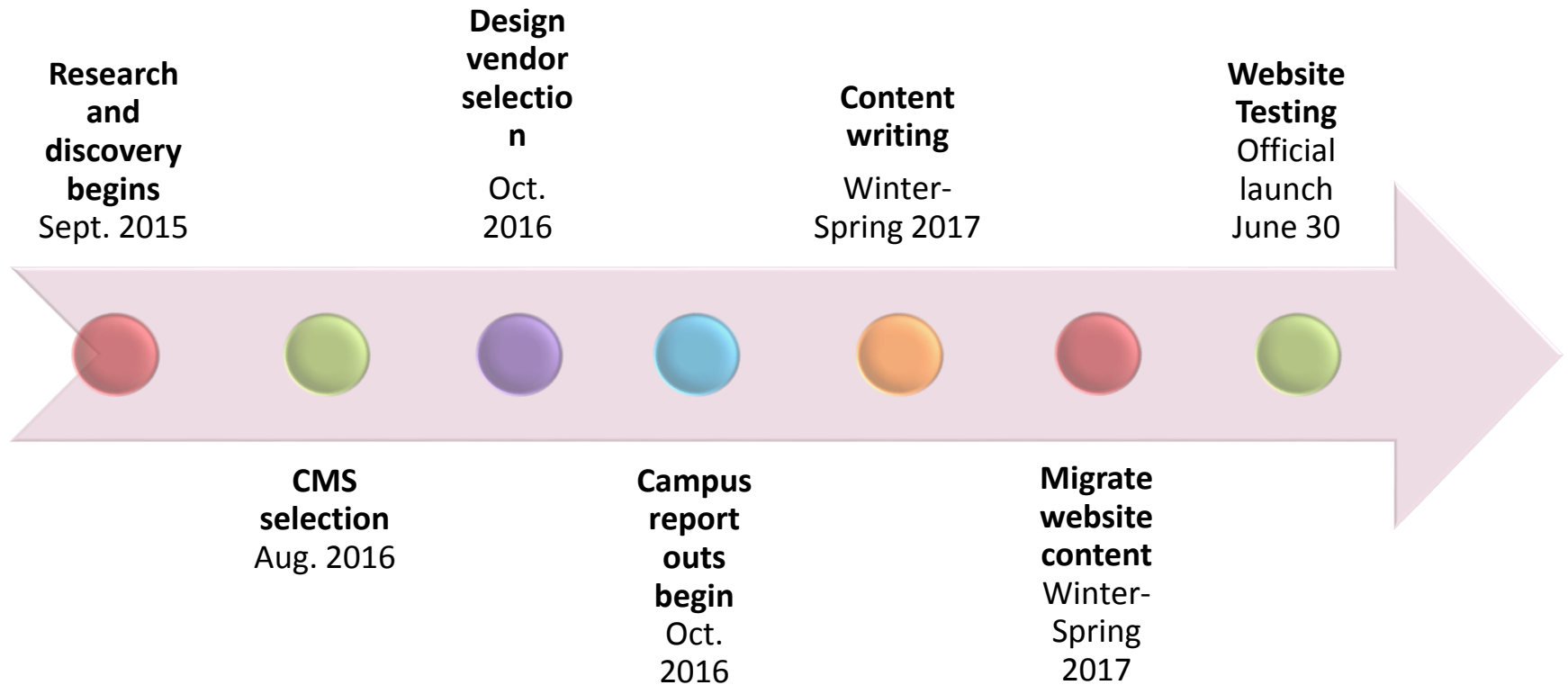
- **Feedback Forums:** Day and evening open houses on Nov. 9, Nov. 15 and Nov. 17
- **Reporting Out:** College Council, ASG and division meetings.
- **Next Steps:** Identify liaisons who can help gather the most important content to move forward to the new site.



# Content updates

- Submit web updates to **Service Desk** to track and implement web changes. [support.clackamas.edu](https://support.clackamas.edu)
- The College Relations and Marketing team has been updating **75% of the web pages** for more than 6 months
- Web Shepherds can continue to update as needed. Will modify the program and train once new website is established.

# Redesign timeline



# Feedback Forum

Clackamas Community College is about to embark on the next phase of the college website redesign project that will transform [www.clackamas.edu](http://www.clackamas.edu).

*Now we'd like to hear from you!*



## OREGON CITY, COMMUNITY CENTER MALL

Wednesday, Nov. 9 -- 10 a.m. to noon or 3 p.m. to 5 p.m.

Thursday, Nov. 17 -- 11 a.m. to 1 p.m. or 5 p.m. to 7 p.m.

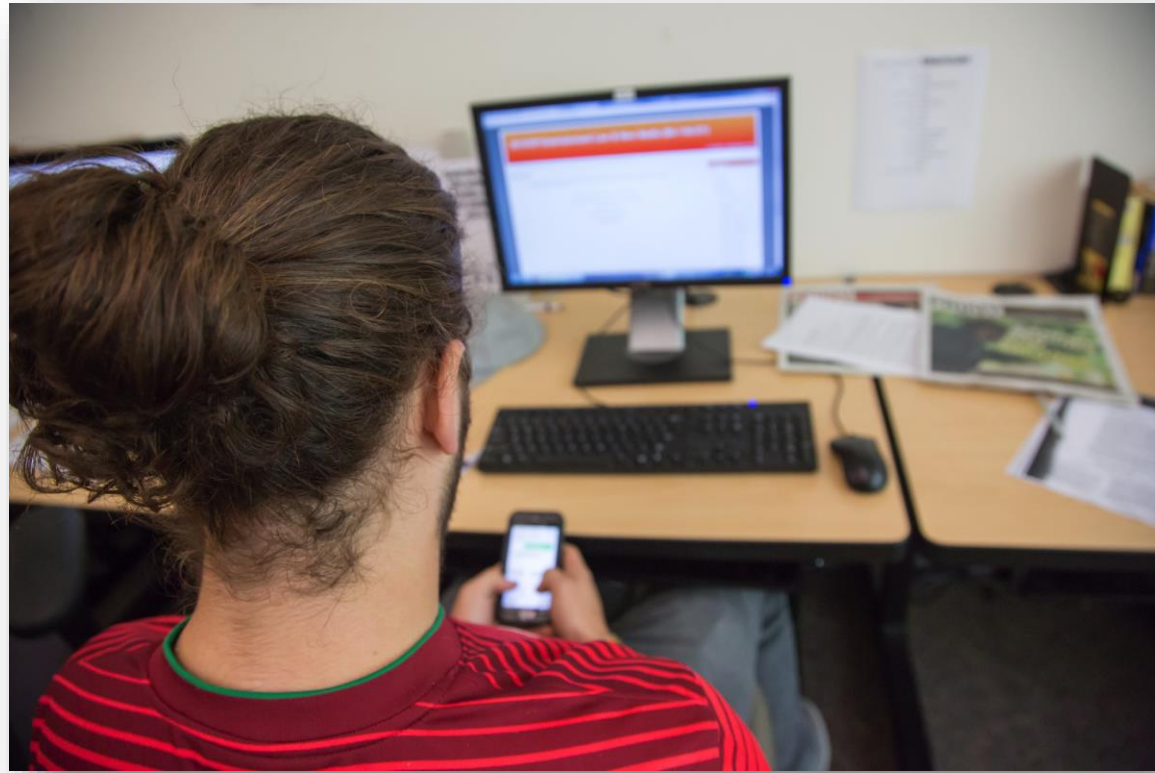
## WILSONVILLE, LOBBY

Tuesday, Nov. 15 -- 11 a.m. to 1 p.m.

## HARMONY COMMUNITY CAMPUS, LOBBY

Tuesday, Nov. 15 -- 3 to 5 p.m.

# Questions & Comments



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