Website Assessment Project

Clackamas
Community College

Why are we assessing the website?

- Current website launched in 2017 - time to refresh!
- Guided Pathways
- Diversity, Equity and Inclusion
- New vision, mission & values
- New strategic priorities
- New post-pandemic landscape
- Improve current and prospective student user experience

What is being assessed?

Out of scope:

- Athletic pages
- Foundation
- Bookstore
- Moodle
- Online Learning
- Library
- Navigate
- myClackamas (portal)

What is in scope?

- Website integration
- Content management system evaluation
- ADA compliance
- Privacy/data regulation compliance
- Academic areas evaluation
- Overall website effectiveness
- User experience

- Tone and voice
- Metrics analyzation
- Systems for data collection
- Website maintenance
- Marketing integration
- Opportunities for innovation
  - Website personalization
  - Multimedia support
  - Multilingual support

Discovery – Defining Direction

Planning

- Institutional
- Marketing
- Strategic Enrollment Plan

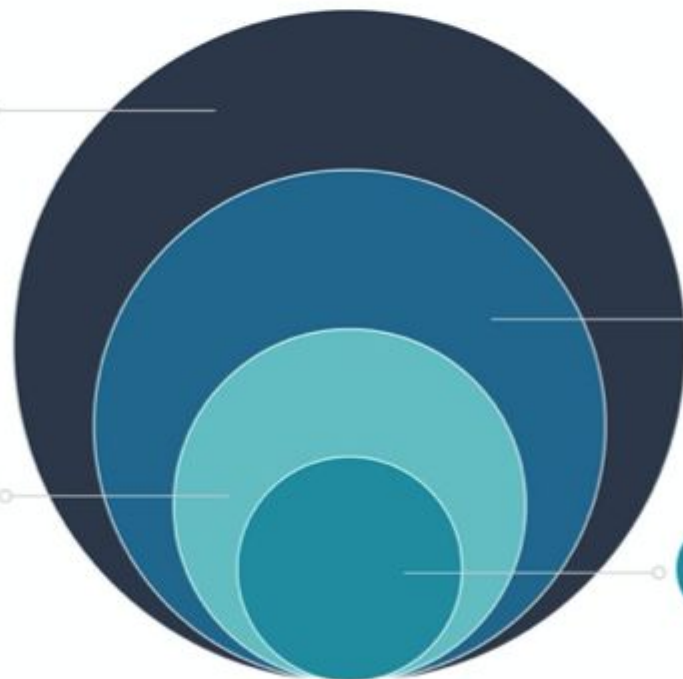## Brand Style Guide

- Logos & Typography
- Color Palette & Graphic Language
- Must Establish Message, Tone, & Voice

Goals & Metrics

- Search Engine Optimization
- Page Performance
- Conversions

User Experience

- User Profiles
- Personas
- Journey Maps

Discovery Workshop/Presentation Agendas

Person/Group	Invitees	Time Needed
Admissions	Up to 4 staffers	60 minutes
Student Services (or Student Affairs)	Up to 4 staffers	60 minutes
Students (Group 1) (traditional undergraduate)	Ideally incoming freshmen. Can also include those who didn't pick you or current high school seniors if you have access. Up to 6 people/session.	60 minutes
Student Group 2 (e.g., graduate, nontraditional, etc.)	Select students in the same segment and focus on students who are relatively early in their programs (closer to their moment of choosing your institution). Up to 6 people/session.	60 minutes
Leadership	Up to 6 people/session.	60 minutes
Faculty and Staff	Up to 6 people/session.	60 minutes

Discovery Workshop/Presentation Agendas

Agenda	Description	Attendees	Time Needed
Audience Workshop	Audiences, their needs and goals: How do students, faculty, staff, and others use the site?	Larger Stakeholder Group	60 minutes
Functionality Workshop	CMS and website technical and functional review.	Core Group and IT	60 minutes
Skillset Workshop	What roles are required to support the site, what skillsets exist in-house or plan to hire?	Core Group	60 minutes
Audit Presentation (largest group of attendees)	Analytics, heatmaps, audience survey results, user journeys, qualitative assessments: What have we discovered? Summary of usability testing.	Largest Group of Stakeholders, Deans, Admissions, Marketing Group, Leadership	2 hours

Competitive Review: Calls to Action

Action	Illinois State	Eureka	Heartland	Midwest Technical	Illinois Central
Discover the college	✓	✓	X	X	X
Apply/Enroll	✓	✓	X	X	✓
Find information about programs	✓	✓	X	✓	✓
Find financial aid information	✓	X	X	✓	X
Finish your degree	✓	X	X	X	X
Attend part-time	X	X	X	X	X

Survey findings

Faculty & Staff

	Disagree	Slightly Disagree	Slightly Agree	Agree
Is easy to use	3.6%	21.4%	44.6%	30.4%
Accurately represents School	3.7%	11.1%	31.5%	53.7%
Looks/feels contemporary	5.4%	32.1%	33.9%	28.6%
Compare favorably with other college sites	10.9%	21.8%	36.4%	30.9%

N=78 of which 70% used the site that day

Current Students

	Disagree	Slightly Disagree	Slightly Agree	Agree
Is easy to use	17.8%	45.2%	26%	11%
Accurately represents School	6.9%	30.6%	45.8%	16.7%
Looks/feels contemporary	15.5%	39.4%	38%	7%
Compare favorably with other college sites	26.5%	32.4%	35.5%	5.9%

N=58 (of the 60% used the site that day)

Content Management System (CMS) Assessment

| Feature	CMS A	CMS B	CMS C	CMS D
In-house skillset	3	4	2	4
Policy on open source	2	3	3	1
Hosting	1	2	4	1
Licensing	1	2	4	2
Website needs	2	4	4	3
Ease of use	3	5	2	1
Workflow	3	5	4	2
Pre-built modules	3	5	5	2
Score	18	30	28	16

Communications

- Nov. 12 - All-staff message
- Nov. 12 - Diversity, Equity and Inclusion Committee
- Nov. 12 - Educational Focus Area Development Network
- Nov. 12 - Department Chairs and Directors
- Nov. 16 - Presidents Council
- Nov. 17 - Vice President College Services Drop-in session
- Nov. 19 - College council
- Dec. 1 - Associated Student Government & Multicultural Center
- Dec. 6 - Guided Pathways Taskforce
- Dec. 6 - Access, Retention and Completion Committee
- Dec. 7 - Colleague User Group
- TBD - Leadership Cabinet

End goals

- Inclusive process
- Data to drive decisions
- Recommendations to improve/redesign/replace website
- Prioritization of those recommendations
- A path to go forward
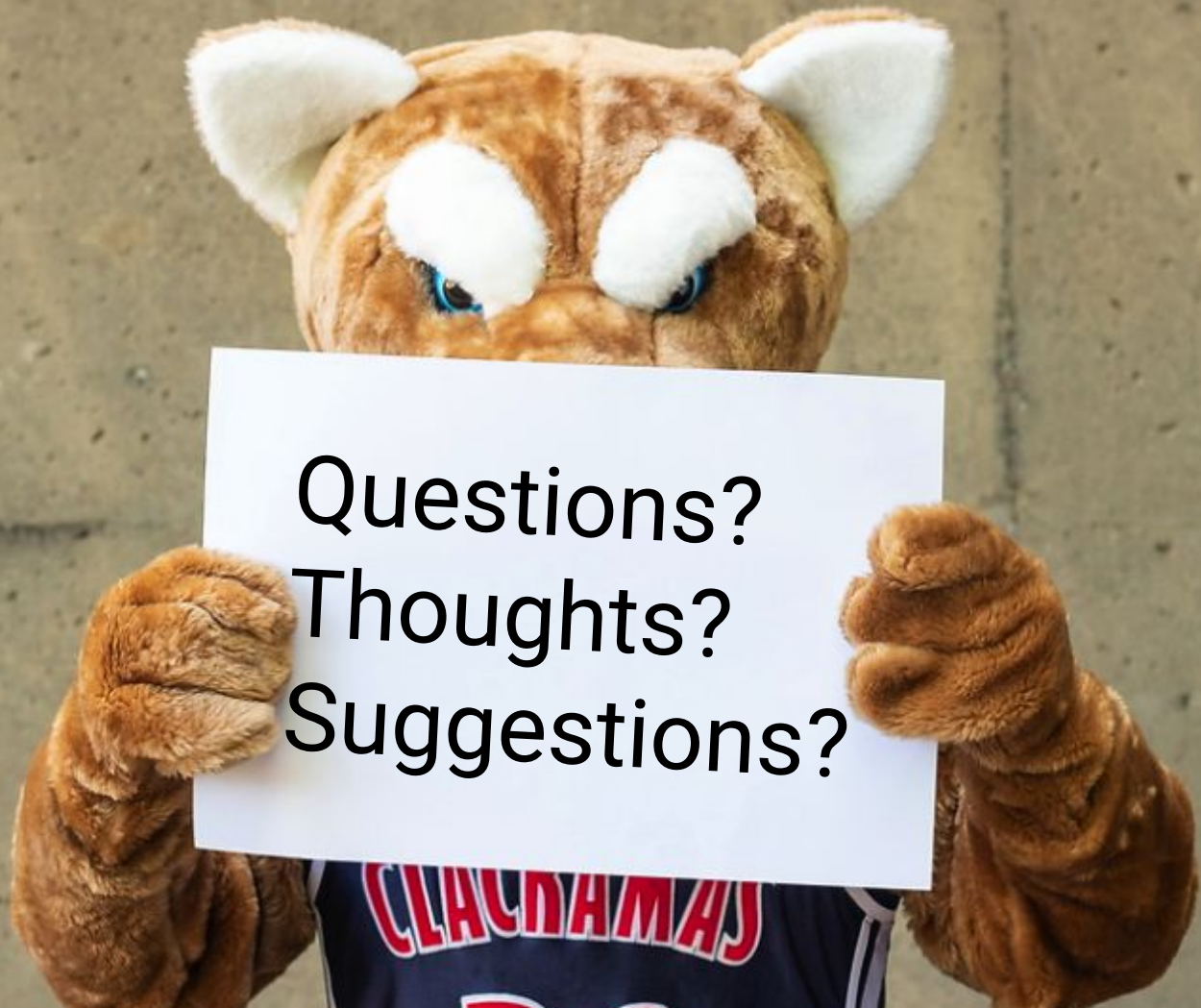
Questions?
Thoughts?
Suggestions?