

1. Project Title	www.clackamas.edu Homepage Redesign
2. Name	Lori Hall
3. Email	lori.hall@clackamas.edu
4. Department	College Relations and Marketing
5. Please briefly describe your idea	<p>After completing a comprehensive assessment of the college’s website this winter, it is now time to redesign the www.clackamas.edu homepage using the findings from the audit.</p> <p>Short-term goals</p> <ul style="list-style-type: none"> • Improve site performance • Improve search functions • Align with guided pathways • Remove access barriers • Provide multilingual site information <p>Long-term goals</p> <ul style="list-style-type: none"> • Focus on DEI • Continue to remove access barriers • Enhance personalization <p>Key takeaways from website assessment:</p> <ul style="list-style-type: none"> • Strong content, but too much hidden in PDFs or dense pages • Missed opportunities for storytelling that defines CCC • Confusing or limited navigation, especially on mobile devices • Issues with CMS implementation and data sources (not CMS software) <p>What is not working:</p> <ul style="list-style-type: none"> • Navigation - challenges in key areas • Audience navigation - “I am a” section on the homepage • Storytelling - need engaging, easy to comprehend value statements <p>We need the help of a third-party vendor to complete this work as we do not have the skillset or the time in-house to complete this project.</p>
6. Indicate the strategic priority that this project supports. (check all that apply)	<p>Excellence in Teaching and Learning</p> <p>Holistic Student Support</p> <p>Diversity, Equity, and Inclusion</p> <p>Organization Health</p> <p>Community Connections</p>
7. How does your idea support the College’s strategic priorities?	<ul style="list-style-type: none"> • Excellence in Teaching and Learning - As the college continues to advance how it offers classes and student services, it is important the website also advances to support teaching and learning. The website is also a primary tool for accessing services as well as Moodle and the portals. • Holistic Student Support - The website is one of the ways we collaborate with students to understand and respond to their needs and goals. It is important students can find the information they need when they need it, in a format that is easy to access and understand. Streamlining navigation from the homepage to academic and degree information will empower students with the information they need to support their academic path at CCC. • Diversity, Equity, and Inclusion - The website is often a prospective student’s first experience and interaction with the college. It is imperative that we continue our DEI work and adapt the website so it is accessible to all. • Organizational Health - The website plays a key role in the recruitment and retention of students as well as a resource of information for employees. • Community Connections - Aside from our academic offerings, from music to the arts, to the Environmental Learning Center, to Community Education, to the Small Business Development Center, to the VET Center and more, CCC offers a wealth of

	resources to the community. Our website should reflect our community and all that we have to offer.
<p>8. What contribution would this project make to the Diversity, Equity and Inclusion Strategic Plan? How does it contribute?</p>	<p>Strategic Themes:</p> <ul style="list-style-type: none"> • Eliminate student equity gaps. • Strengthen recruitment, hiring, onboarding, and retention practices that address and advance DEI. <p>Website work will also support the following:</p> <p>2.3.1.3: Inform the college regarding current barriers and recommend evidence-based practices, programs, and services to address barriers in the recruitment and onboarding of underrepresented and underserved students</p> <p>2.3.2.1: Evaluate current high school outreach and recruitment strategies</p> <p>2.3.2.2: Identify and collaborate with affinity groups and allies to advance outreach and recruitment activities</p> <p>2.3.2.3: Determine necessary resources to support new and strengthen existing outreach and recruitment activities</p> <p>2.3.2.4: Implement outreach and recruitment activities in area high schools</p> <p>2.3.2.5: Assess the effectiveness of new outreach and recruitment activities</p> <p>2.3.3.1: Develop a recruitment and re-engagement plan for underrepresented and underserved adult learners</p> <p>2.3.3.2: Identify necessary resources to support new recruitment and re-engagement activities.</p> <p>2.3.3.3: Implement the new recruitment and re-engagement plan</p> <p>2.3.3.4: Assess the effectiveness of new recruitment and re-engagement activities</p> <p>2.3.4.4: Implement the communication tools to share community resources</p> <p>2.4.1.3: Present the college with current barriers and recommend evidence-based strategies to increase student retention rates for underrepresented and underserved students</p> <p>2.4.1.4: Begin implement of recommendations to increase student retention</p> <p>Goal 3.2: Build institutional capacity to implement equitable and inclusive teaching practices</p> <p>Goal 3.3: Create and support instructional materials, resources, spaces, and environments that promote equitable and inclusive teaching and learning</p>
<p>9. What problem, need or gap in service will be addressed? What evidence is readily available to illustrate the need or support</p>	<p>The need for a homepage redesign stems from the findings of the website audit. Link to website audit presentation: https://youtu.be/brtfhXsFDNo</p> <p>Strategies and analyses used in website assessment:</p> <ul style="list-style-type: none"> • UX, navigation, performance and content assessments

<p>the goal(s) of the project? Please include links to data sources if known.</p>	<ul style="list-style-type: none"> • Usability testing (user journey mapping and tree testing to study website architecture) • Heatmap and user engagement review • Focus groups, surveys and user workshops • Analytics assessment of website, Search Engine Optimization (SEO) and Search Engine Marketing (SEM) <p>Key takeaways from website assessment:</p> <ul style="list-style-type: none"> • Strong content, but too much hidden in PDFs or dense pages • Missed opportunities for storytelling that defines CCC • Confusing or limited navigation, especially on mobile devices • Issues with CMS implementation and data sources (not CMS software) <p>What is not working:</p> <ul style="list-style-type: none"> • Navigation - challenges in key areas • Audience navigation - “I am a” section on the homepage • Storytelling - need engaging, easy to comprehend value statements <p>By redesigning the homepage, we can further align the website with guided pathways and DEI, as well as make the site more navigable for current and prospective students.</p>
<p>10. What is the benefit of this project (e.g. revenue potential, impact on student enrollment, retention, completion, etc.)?</p>	<p>Improving the functionality of the homepage allows for a better experience, faster access to information and the removal of language and accessibility barriers—making current and prospective students feel welcome. This project could help with the recruitment of new students as well as retention of students, which would positively impact our budget, as well as our enrollment and retention rates.</p>
<p>11. What activities will be proposed in the project?</p>	<p>Our current goals for a homepage redesign include:</p> <ul style="list-style-type: none"> • Improve and optimize header image/video templates • Integrate academic program search tool into homepage design with clear program entry points • Redesign homepage content to reflect the strategic priorities of the college, including guided pathways and diversity, equity, and inclusion • Mobile optimization of the homepage design • Integrate translation dropdown (We will be using Gtranslate for translation) on the homepage • Redesign the “I Am A...” section of the website, which is under-utilized, so that homepage is better designed to reach key audiences identified in the website assessment • Evaluate the design and function of current homepage widgets for potential improvements (news and events calendar) • Resolve accessibility issues and errors (ARIA references, contrast errors, text redundancy issues, etc.)
<p>12. Identify stakeholders who will likely be involved in the project planning or delivery.</p>	<p>Key stakeholders will be College Relations and Marketing, ITS, current students, prospective students, employees, and faculty - basically everyone! We will work to make this an inclusive process as possible with lots of engagement and room for input, testing, and revision.</p>
<p>13. What qualitative or quantitative measures would be meaningful in evaluating the success of this project?</p>	<ul style="list-style-type: none"> • Build and implement new event tracking parameters in Google Analytics to measure user engagement with content, links and navigation menus. • Set up new goals to measure conversions when appropriate. • Track all search queries from the homepage to gauge whether new content, design and user experience is intuitive and working as planned. • Track new and returning user visits (time spent on page, bounce rate, next page path). • Collect and review new heatmap data to review more user engagement indicators.

	<ul style="list-style-type: none"> • Conduct A/B tests of content and make revisions based on best results that lead to the completion of desired actions. • Reconduct user surveys, focus groups and workshops after changes are in place.
14. Describe the investment (time, funds, etc.) that would probably be needed to get this project off the ground.	<p>We consulted with the vendor Smooth Fusion, who we have worked with for a number of years to get some estimates. For just a redesign and rebuild of the homepage, we were quoted between \$25,000 and \$50,000 (175 – 350 hours for all roles), which includes design time. If we were just to tweak the homepage we have (i.e., not altering the template but replace a widget or two), it would be closer to \$10,000 - \$15,000. However, our preference would be a complete redesign up to \$50,000 in order to address the findings in the assessment. Redesigning and rebuilding the homepage would require:</p> <p>Research and Design: 50 – 100 hours</p> <ul style="list-style-type: none"> • Implementation: 125 – 250 hours <ul style="list-style-type: none"> ○ Page template ○ A few custom widgets ○ A couple of custom modules ○ Navigation restyling ○ Desktop/mobile testing ○ User acceptance testing/fixes ○ Deployment <p>Planning for the future, a full redesign and rebuild of the entire website is closer to \$200,000-\$400,000. With that, though, we would be getting rid of technical debt, modernizing the user experience and styles, and also getting an updated content editor experience that is designed for our requirements.</p>
15. Have you identified a grant or other funding source to help cover related expenses?	Yes
16. If yes to 15, please provide more information about the grant or other funding source.	Possibly the Student Tech Fund, per Alissa Mahar.
17. Beyond the start-up costs, is additional or ongoing funding required to maintain this project in the future? If so, please describe the costs (amounts, frequency, etc.) as well as if you have identified sources for ongoing funding.	Any time we make adjustments to the college’s website, there are associated costs - whether it is employee time or the use of a vendor. However, our goal is to keep bringing more of the work of the web in-house when possible.
18. What level of urgency best fits your idea?	Short-term, needs to be explored within next 4-12 months
19. If you answered “other” in question 18, please describe.	
20. Please include additional information you would like to share:	Thank you for considering this request. We have been working on addressing the recommendations from the website assessment, and are excited to explore redesigning our homepage.

Survey to share feedback on this Innovation Fund proposal: <https://forms.gle/JfSdMwSHMMuJ4Y5j6>