

Introduction

Web design is constantly changing. The product is not a fixed item, but a constantly evolving tool of communication. The Web Strategy Committee recommends that we proceed to implement the following goals and strategies. The finer details of the strategies will continue to be refined based on new ideas and user testing.

Sitka will use their contract with Systems Alliance to focus on creating relevant content for their site.

Goals

REGIONAL DESIGN

We are one university with campuses in Juneau, Ketchikan and Sitka. Each UAS campus has its own strengths to contribute, but we are stronger to the region and the state as a whole.

UAS Regional Branding: All three campuses are on Alaska's coastline and benefit from that location in our programs, courses and lifestyles. UAS mascot Spike the Whale (Humpback Whale) is also reflected in our regional branding. Learn, Engage, Change communicates who we are to our varied audiences. For more information on Learn, Engage, Change please [visit the PR website](#).

Campus Branding: As stated above, each UAS campus has its own strengths to contribute. Campus branding should complement and strengthen regional branding, but cannot replace it. Each campus has characteristics that are unique to that campus and when combined, make the University of Alaska Southeast a great choice in higher education for both in and out of state residents.

FOCUS ON THE STUDENT

The major goal of this redesign is to focus on the student, both future and current. Although our websites are accessed by many groups, its major purpose is to both recruit and retain students. In this effort, our redesign goals include:

Streamline content by audience

- The main site will cater to students (current and future)
- Faculty and Staff will have sub site (this could in the future be its own separate site or intranet)
- Alumni will have a sub-site.

Reduce content redundancy

- Regional pages will take care of regional content.
- Campus pages will cover campus information and any campus variations to regional procedures.

Use simple labels and language whenever possible.

Site Architecture

- Make the overall UAS website navigation structure student focused.
- Content organization should be based on the information's logical, functional structure per audience, not the structure of our organization.

RESPONSIVE DESIGN

- The site will be accessible to mobile devices with Responsive Design which adapts to screen size.
- We will no longer support out of date browsers such as IE6.

Strategies

Navigation

Header Search Box

The header will have a search box for UAS website searches. The relevance of these searches depends on the content and metadata entered by the content contributors and keeping orphaned files to a minimum. It is also supported by xml files published daily that help search bots find intended content.

Header Primary Navigation

Our current strategy is to make 5 categories relevant to the needs of a student. We have assigned each category to a stakeholder group so that these links can change over time according to those that have the most interaction with that segment of the users. The exact words to express these categories are still under discussion.

Title of Category	Purpose	Advising Body
Explore (Campuses & People)	General UAS information, campuses, Directories	Dave Klein - webmaster, Marketing and PR
Attend (Future Students) (Changed from Apply because you can attend without applying)	This replaces the current Admissions & Future Students sites and steps new students through the process of enrolling	Julie Staveland representing Admissions & Enrollment Management
Plan (Degrees and Classes)	Planning an academic career	Academic Advising and faculty advisors
Study (Student Tools)	Whatever is needed to study	Helpdesk
Succeed (Current students)	Resources for student success	Student Success Committee

Secondary Navigation

The left column will have tree menu for the department site that is active. The column will indicate which Category is active and what page is currently selected. There are 'breadcrumbs' which show the depth of the site at which they are currently located.

Departmental/Campus Sites

Governance

The content of each site is the responsibility of that department or campus. However some site are not tended to on a regular basis. We have created a group of site managers who oversee clusters of sites in the Content Management System (CMS). They will help ensure each site has an active editor and review those sites on a regular basis. Reports can be generated for the managers' supervisors as to the status site content and analytics. CMS managers will ensure that sites are following UAS style guides and best practices.

Structure

As each department/campus site is restructured into the next version of templates we will help to 'flatten' the depth of sites and clarify the site's audience and goals. We are setting up a schedule of yearly refurbishing appointments for each site, to clean up orphaned files, check structure, assess efficient use of layouts, and republish the site anew.

Content

We are providing ongoing training and material on writing for the web.

Images

Media and PR hire a student staff photographer during most of the year. The CMS managers can arrange to photograph their events and locations to enhance their sites and promote their goals. We hope to expand this to Ketchikan and Sitka campuses as well. This will also help ensure that images are used with full permissions.

Campus Sites

Campus sites will focus on the features that make their location unique. A campus site would feature its campus services, link to local events, display local notices for students, faculty, and staff, as well as the option to market its classes and campus specific programs.

Regional Resources and Department/Campus sites

The department/campus sites will not duplicate regional resources but will define any local variations and link to the regional resource. Likewise the regional resource will display campus variations with links to the campus when appropriate. There may be some instances where the regional content can be pulled into the department or campus site (such as academic requirements). When that happens there should be a link to the regional resource.

Content Management System

According to [Policy for Web Development at UAS](#) all content on the live UAS server should be published directly from the CMS. As we build more robust functionality into the CMS it becomes more complicated to use. Department site contributors and managers will be trained when their sites are converted and training materials will be updated on the CMS website.

Style Guides and Best Practices

Information on best practices for web content and style guides for appropriate and consistent format of content will be developed and displayed in the CMS site.