

UAA Website Initiative

The purpose of this document is to frame the goals and process for addressing the UAA website needs.

Goal

UAA's website serves prospective and current students throughout their college journey and after graduation. Our website allows students to explore the college experience and see themselves succeeding at UAA. Our website reflects our unique diversity so all students are able to access the information they need in a way that meets them where they're at. The site succeeds when we incorporate student stories, transparency of cost and process, consistency of interface and brand, and effective user experience design.

To begin re-orienting our websites towards the student experience, an advisory committee will focus on the following core issues:

- Accessibility: recommending to the chancellor and cabinet a policy for maintaining accessible websites at UAA
- UAA homepage: developing a student-centric home page of the website
- Current student experience: develop a better experience for current (and admitted) students to more easily access the services available to them and find out the information they need to succeed
- Information architecture: review and develop a holistic organization structure for the information provided on the website and ensure that content has clear ownership
- SEO and UX improvements: evaluate recommendations for improving search presence and user experience and develop steps to improve these elements

Structure

A web advisory committee representing UAA staff and faculty and including representation from the student body will help guide the process. These committee members have been nominated by UAA vice chancellors.

- Zachery Ahrens, USUAA Senator
- Mary Jo Finney, Dean of the Graduate School
- Cassandra Keefer, Executive Director of Admissions
- Kimberly Morton, Executive Director of Student Engagement and Inclusion
- Kirstin Olmstead, Director of Public Relations
- Michael Robinson, Web Librarian
- Benjamin Shier, Chief Information Officer
- Michael Tallino-Smith, Associate Director of Student Web Experience
- Raymond Weber, Dean of the Community & Technical College

Timeline

February 2021: Initial meeting

- Participants: advisory committee
- Purpose: define goal priorities, review initial plans and ideas

February and March: development of changes proposed

- Participants: AD Student Web Experience in conjunction with ITS and other stakeholders
- Purpose: Design and begin implementing changes to UAA websites based on governance priorities

March 2021: Second Meeting

- Participants: advisory committee
- Purpose: continue assessing priorities and any design work already accomplished

Summer 2021: Implementation

- Participants: AD Student Web Experience in conjunction with ITS and other stakeholders
- Purpose: accomplish tasks set by committee

Summer 2021: Assess Committee Role with Community Campus Alignment Work

- Participants: advisory committee
- Purpose: review community campus alignment report and assess appropriate next steps

Fall 2021: Assess Changes, Gather Feedback, Define Scope

- Participants: advisory committee
- Purpose: assess effectiveness of any changes and continue to address areas of feedback and suggestions for improvement, work with the chancellor and cabinet to define the scope of web governance work going forward.