

Re-visioning the Bates Web Experience

BRAINSTORMING SESSION



Jay Collier, Communications and Media Relations

TODAY'S SESSION

Agenda

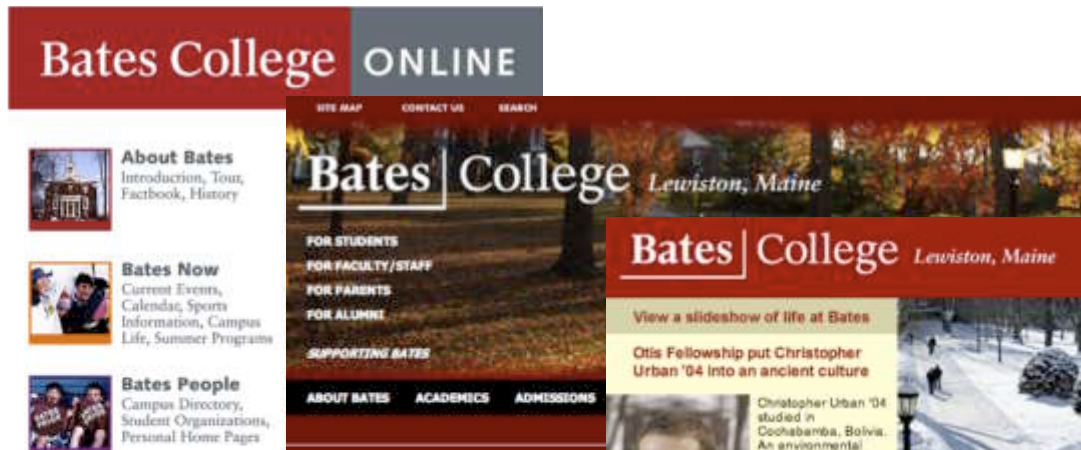
- **Where we've been** — *5 minutes*
- **Where we're going** — *5 minutes*
- **Group brainstorming** — *30 minutes*
- **Group reports** — *10 minutes*
- **Wrap-up** — *5 minutes*



WHERE WE'VE BEEN

The Bates Public Web Experience

Bates' public Web has been redeployed in 1997 and 2001 — with a new home page layout in 2006 — using techniques that were leading-edge at the time of each launch.



WHERE WE'VE BEEN

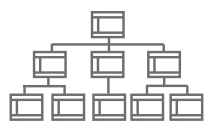
Staffing and budget

- Since 1995, one full-time professional* dedicated to public Web presence, for all Web comm roles. 2007 budget: \$0.
- Content authoring: Portions of 20+ staff across campus.
- Software and support: 4/5 person split between 3 ILS staff.
- Graphic design: 1/10 of 1 communications staff member.
- Triage of error reports: 15 hours weekly by student workers.

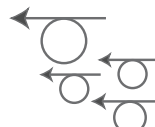
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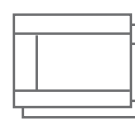
Strategic Planning and Inspiration



Information Architecture and Site Structure



Development and Production Workflow



User Experience and Interface



Audience Research and User Testing

WHERE WE'VE BEEN

Current day-to-day activities

1. Stretch enterprise content software to its fullest capacity on behalf of Communications staff
2. Provide information architecture consulting to content authors across campus, upon request
3. Coordinate monthly roundtable for Web content authors
4. Develop medium term (2-4 year) recommendations for Vice President and senior staff

World Wide Web

Bates communities & communications

Bates content & collaboration

Bates systems & software

Bates servers, networks & connectivity

WHERE WE'VE BEEN

From Web 1.0 to Web 2.0 — 2001-07

Since the current content software was deployed 6 years ago, principles for effective Web architecture, interface, and content development have evolved.

Web 1.0 → Web 2.0

Webmaster required → We can all do it

Institutional voice → Personal voice

One-way publishing → Social collaboration

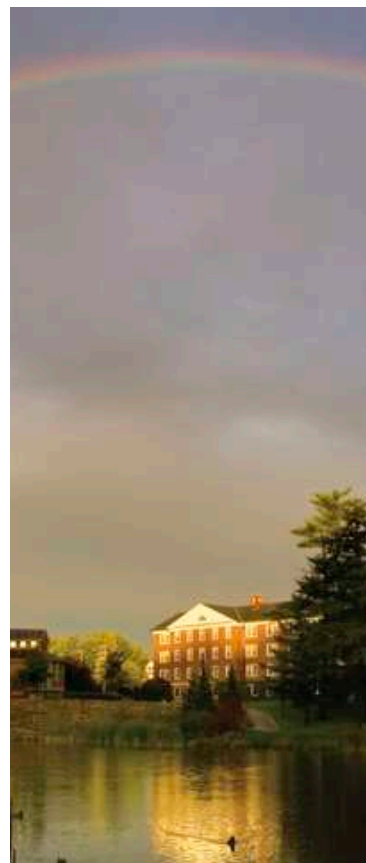
Desktop computing → Access anywhere



WHERE WE'RE GOING

Three primary questions

- How can we create a more engaging and sustainable public Web experience for members of the Bates community?
- How can we communicate the essence of Bates and increase participation through our public Web presence?
- How can we do all of this within our limited levels of staff and budget?



WHERE WE'RE GOING

Determining top priorities

In order to prioritize countless possibilities, we need to envision how our own public Web experience will serve Bates' communities of 2-4 years from now and then move toward that vision.

OFF-CAMPUS

College-bound students and their families
Families of current students
Alumni, friends, and donors
Prospective faculty, staff, and vendors
Professional colleagues and contractors
Public media, social networks, journalists

ON-CAMPUS

Current students
Current faculty
Current staff

WHERE WE'RE GOING

Principles of an effective Web experience

- **Dependable** — Is it available whenever I need it?
- **Intuitive** — Can I easily explore, search, and contribute?
- **Useful** — Is content relevant, accurate, and up to date?
- **Engaging** — Is the presentation appealing and dynamic?
- **Personal** — Can I view and subscribe to my interests?
- **Welcoming** — Are a variety of perspectives presented?
- **Meaningful** — Is the experience valuable for me?

WHERE WE'RE GOING

Please join us

Thank you, in advance, for your continuing participation.



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