

# IT Governance Committee

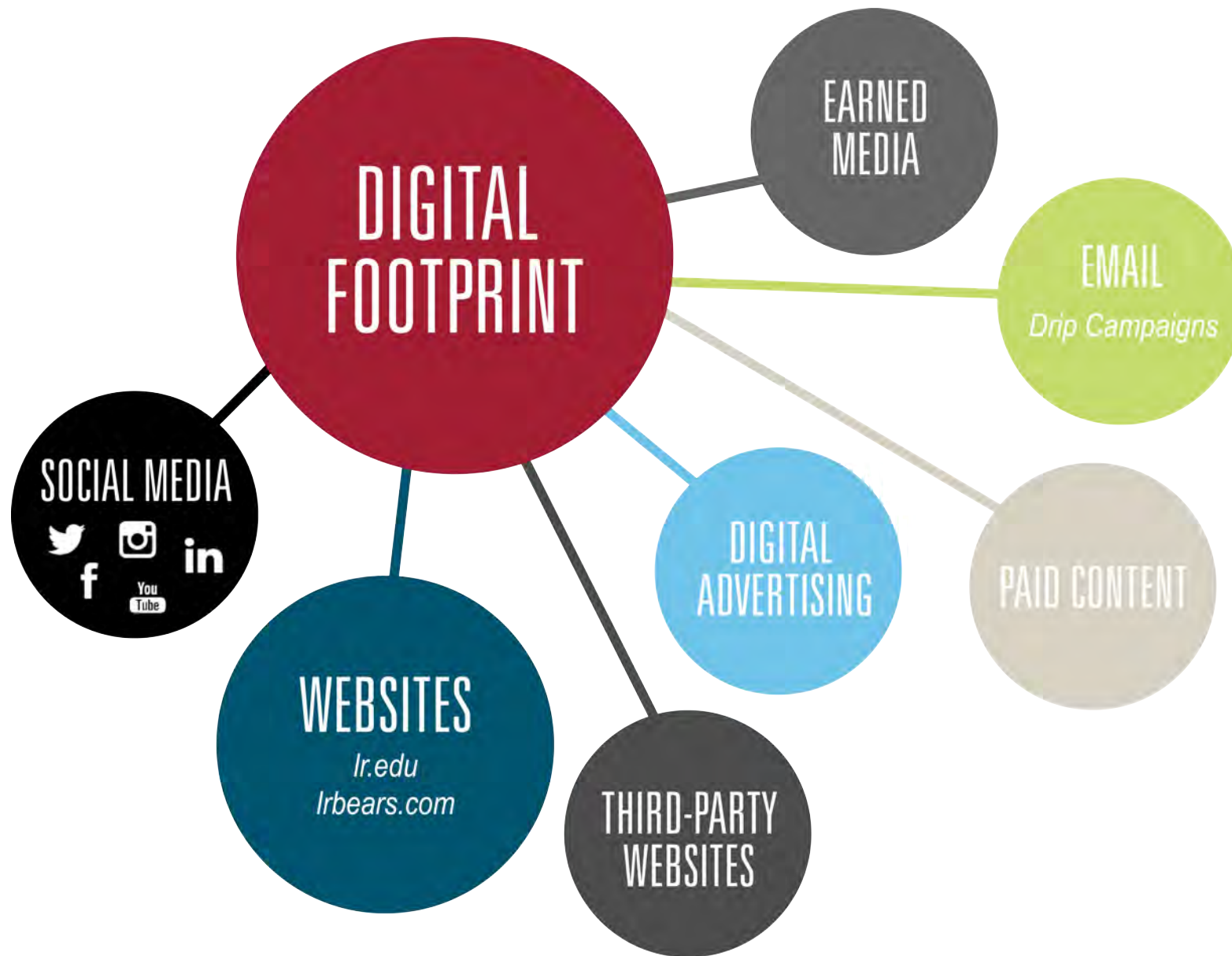
November 20, 2019

2-3 p.m.

Boyd George Meeting Room, Lineberger

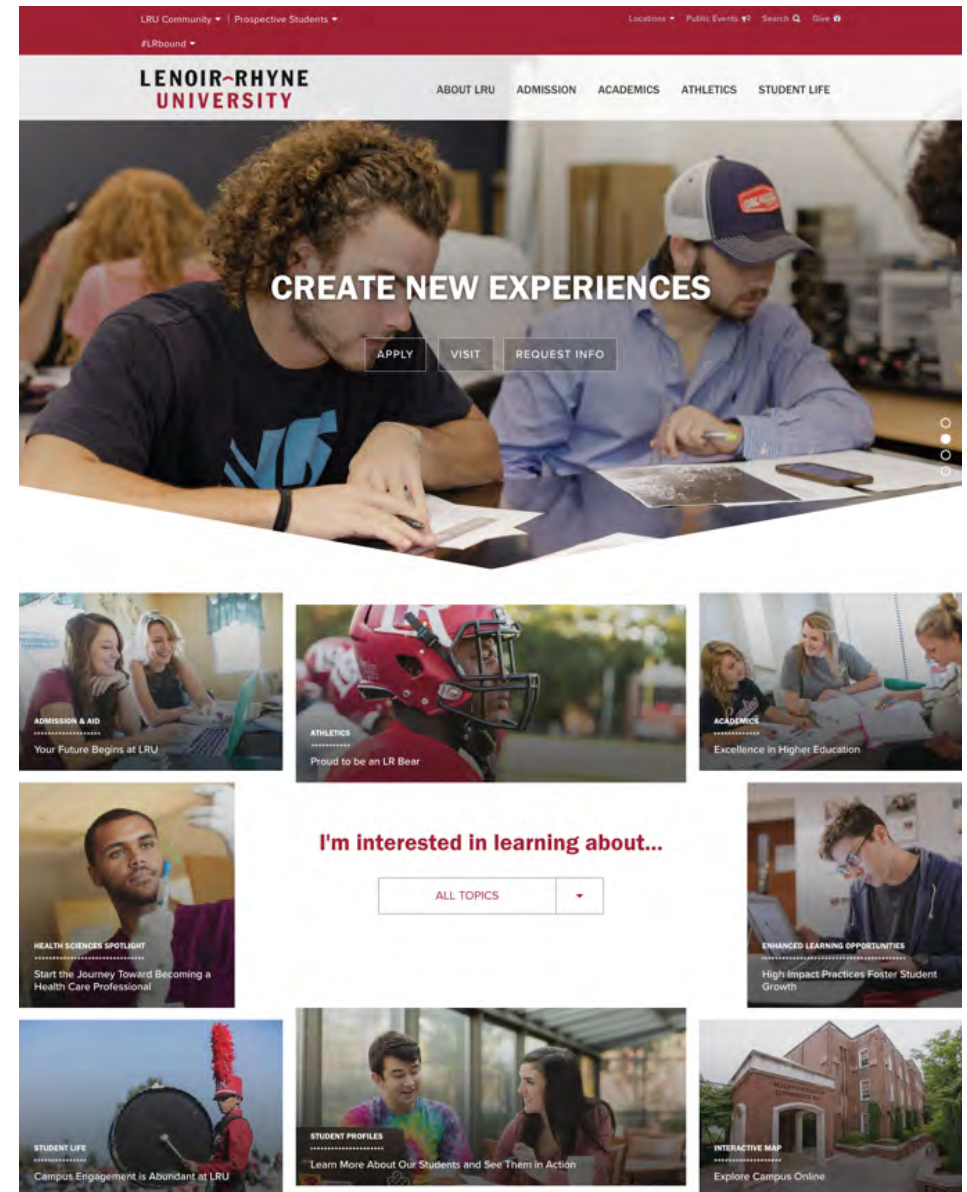
# Website Assessment & Redesign Project

External Website & Internal Portal—Doug Minor,  
associate vice president of digital strategy



# Website Background

- Launched in August 2016.
- CMS used primarily by K-12 schools.
- Five-year contract through 2021.
- Website management is centralized in marcom office.



# Website Assessment

- **Brand messaging and design** – no clear brand messaging that sets LR apart from competitors. Site design and typography is poor, site photography is often repeated, cliché or posed photography, limited use of video across the site.
- **Poor user experience / site usability** – inconsistent navigation, inconsistent header styles, content hidden inside accordions and tabs, overuse of buttons, content often opens in pop-up windows, no content prioritization/editing, missing clear calls to action.
- **Accessibility and web standards compliance** – does not meet federal accessibility requirements.

# Website Assessment

- **SEO issues** – not all content is findable by search engines, e.g., directory information, faculty pages, calendar content.
- **Academic pages** – majors/programs page is difficult to use. Site is missing minor information. Academic pages are text heavy, no photography or video, no faculty pages, missing important content about the student experience and outcomes, e.g., testimonials, internships, study abroad, student-faculty research/scholarship, student organizations, civic engagement, etc.
- **Audiences** – Asheville, Columbia, and LTSS campus content is limited and poor user experience. Visitors to these sections are often pushed back to main site.



[Majors & Academic Programs](#) [Registrar's Office](#) [Core Curriculum](#) [Enhanced Learning Opportunities](#) [Centers & Institutes](#) [Academic Integrity](#) [Library](#)  
[Student Success](#) [Lohr Learning Commons](#) [Celebration of Academic Excellence](#)

[Residence Life](#) [Housing Options](#) [International Education](#) [Multicultural Affairs](#) [Career Development Center](#) [Student Success](#) [Campus Security](#)  
[Dining Services](#) [Support & Wellness Center](#) [Fitness & Intramural Programs](#) [Fraternity and Sorority Life](#) [Grievance Policy & Procedures](#)  
[Vehicle Registration & Parking](#) [Lohr Learning Commons](#) [Student Clubs & Organizations](#) [Campus Ministry](#) [Convocation Program](#)

[Broyhill Institute for Leadership](#)

[Bridges To Dreams](#)

[Engaged Scholars](#)

[Fellowships & Awards](#)

[Honors Academy](#)

[Honor Societies](#)

[Lineberger Fellows](#)

[Nursing Scholars](#)

[Teaching Scholars](#)

[Undergraduate Research](#)

[TRANSFER STUDENTS](#)

[REQUEST A TRANSCRIPT](#)

[SCHEDULE CLASSES](#)

[DEGREE VERIFICATION](#)

[2019-2020 ACADEMIC  
CALENDAR](#)

[2020-2021 ACADEMIC  
CALENDAR](#)

[2021-2022 ACADEMIC  
CALENDAR](#)

[2019-2020 CLASS TIMES &  
EXAM SCHEDULE](#)

## Current Students

[SELF SERVICE: MYLR](#)

[SELF SERVICE: PORTAL](#)

[SECURITY](#)

[STUDENT HANDBOOK](#)

[STUDENT ACCOUNTS](#)

[ACADEMIC CALENDARS & EXAM SCHEDULES](#)

[STUDENT DISCOUNTS](#)

[FITNESS CENTER SCHEDULE](#)

## Tools & Resources

[Hickory Campus](#)

[Asheville Campus](#)

[Columbia Campus](#)

[LTSS](#)

## Student Information

[▸ Academic Resources](#)

[▸ Student Life](#)

[▸ Student Services](#)

[▸ Canvas Support](#)

[▸ Maintenance/Custodial](#)

[▸ LRU Commencement](#)

All Campuses
All Majors

## LRU MAJORS

ALL / UNDERGRAD / GRAD / ADULT PROGRAMS

COLLEGE OF ARTS & SCIENCES

COLLEGE OF HEALTH SCIENCES

COLLEGE OF EDUCATION & HUMAN SERVICES

COLLEGE OF PROFESSIONAL & MATHEMATICAL STUDIES

LUTHERAN THEOLOGICAL SOUTHERN SEMINARY

<p><b>Accounting</b> BA // Hickory Campus</p>	...	<p><b>Business Administration</b> MBA // Hickory &amp; Asheville Campus, Distance Program</p>	...	<p><b>Clinical Mental Health Counseling</b> MA // Hickory, Asheville &amp; Columbia Campus</p>	...
<p><b>American Studies</b> BA // Hickory Campus</p>	...	<p><b>MBA in Non-Profit Management</b> MBA // Hickory &amp; Asheville Campus, Distance Program</p>	...	<p><b>Community College Administration</b> MA // Online and Distance Programs</p>	...
<p><b>Athletic Training</b> MS // Hickory Campus</p>	...	<p><b>MBA in Social Entrepreneurship</b> MBA // Hickory &amp; Asheville Campus, Distance Program</p>	...	<p><b>Community Health</b> BS // Hickory Campus</p>	...
<p><b>Biology</b> BA / BS // Hickory Campus</p>	...	<p><b>Chemistry</b> BS // Hickory Campus</p>	...	<p><b>Computer Science</b> BS // Hickory Campus</p>	...

LRU Community
Prospective Students
Locations
Public Events
Search
Give

#LRbound

ABOUT LRU
ADMISSION
ACADEMICS
ATHLETICS
STUDENT LIFE

### ABOUT AMERICAN STUDIES

American Studies (AS) offers an interdisciplinary approach to studying American culture and history, challenging students to think about American life as a whole, rather than from the perspective of a single academic discipline. The major in American Studies at Lenoir-Rhyne University offers a broad-ranging curriculum examining history and culture, society, national identity, communities, and ideologies that have shaped our great nation.

Students will take classes in a number of areas to build a complex understanding of America through in-depth examinations of the influences of the past and the contexts of the present. Required courses include American history, literature, religion, economics, and government; additional courses are selected from a variety of topics, such as sociology, political science, Latin American studies, African American studies, human and community services, and mass communication.

### LEARNING OUTSIDE THE CLASSROOM

American Studies majors are encouraged to take advantage of opportunities outside the classroom including **internships**, mentor opportunities, **study abroad**, conferences, and other activities both on and off campus. AS majors will likely be particularly interested in LR's study abroad programs in Latin American and its Washington Semester program (designed for students with interests in practically any academic area).

### AFTER GRADUATION

Like other liberal arts degrees, American Studies equips students with the critical thinking, writing and other skills necessary for many career paths as well as a well-rounded life. Graduates of American Studies programs go on to careers in a variety of fields, including law, social work, public history, government, journalism, business, advocacy, museum work, professional writing, and teaching.

### MAJOR REQUIREMENTS

The American Studies major earns a BA degree. Students can also choose to minor in American Studies.



**William Baker, Ph.D.**  
 Professor, McColl  
 School of Business  
*McColl School of Business*



**Anandi Banerjee,  
 Ph.D.**  
 Assistant Professor,  
 McColl School of  
 Business  
*McColl School of Business*



**John Bennett, Ph.D.**  
 Professor, Director of  
 Graduate Programs,  
 McColl School of  
 Business  
*McColl School of Business*



**Greg Berka, Ph.D.**  
 Assistant Professor,  
 McColl School of  
 Business  
*McColl School of Business*



**Harry P. Bowen, Ph.D.**  
 Professor, McColl  
 School of Business  
*McColl School of Business*



**Bradley Brooks,  
 Ph.D.**  
 Professor, McColl  
 School of Business  
*McColl School of Business*



**Timothy Burson,  
 Ph.D.**  
 Professor, McColl  
 School of Business  
*McColl School of Business*



**Dawn Chanland,  
 D.B.A.**  
 Associate Professor,  
 McColl School of  
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*McColl School of Business*

## JOHN BENNETT, PH.D.



### Professor, Director of Graduate Programs, McColl School of Business

*Wayland H. Cato, Jr. Chair of Leadership*

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Dana 309



### Biography

Dr. John Bennett is a professor of business and behavioral science and director of graduate programs for the McColl School of Business. He holds the Wayland H. Cato, Jr. Chair of Leadership. As director of graduate programs he leads and manages the school's M.B.A. and M.S. in organization development programs as well as the four concentrations and graduate certificates. As a faculty member, he teaches graduate courses in executive coaching, leadership, and interpersonal and group dynamics.

He has nearly 30 years of industry experience, including work as C.E.O. of an American Red Cross biomedical services division, where he led pharmaceutical manufacturing and distribution operations, and the development and delivery of essential human services. He also has led mergers and turnarounds, new product development, and marketing and technology system designs and integrations. He served as C.E.O. of The Foundation of Coaching, a project of the Harnisch Foundation and as senior vice president and talent solutions director for Lee Hecht Harrison.

As an executive coach and consultant, Dr. Bennett helps individuals, teams, and organizations in a variety of industries prepare for and excel through change. He has written numerous articles about coaching, change, and use of self in professional practice as well as two books: "Leading the Edge of Change" and "The Essential Network." He also co-authored "Coaching for Change" (Routledge). His consulting and executive coaching clients include for-profit and not-for-profit, organizations in government, biomedical, construction, education, defense, financial services, higher education, human services, insurance, manufacturing, pharmaceutical and professional services.

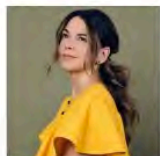
He holds several coaching certifications and is actively involved in multiple professional organizations. He is a past president of the Graduate School Alliance for Education in Coaching and chair of N.C. Industrial & Organizational Psychology. He was named a charter Fellow in The Lewin Center and a Founding Fellow of the Institute of Coaching, which is an affiliate of Harvard Medical School.

### Education

Ph.D., M.A., Human and Organizational Systems, Fielding Graduate University  
 M.P.A., Public Affairs, University of North Carolina, Greensboro  
 B.S., Mars Hill College

# EVENTS CALENDAR

## FEATURED EVENTS



### An Evening with Sutton Foster

Sutton Foster is an award-winning actor, singer and dancer who has performed in 11 Broadway shows and originated roles in the Broadway productions of *The...*

Feb 20, 2020 7:30pm

1

## UPCOMING EVENTS

UPCOMING TRENDING



### Artist Lecture: "A Citizen of No Nation"

Toni Lovejoy's recent work, *A Citizen of No Nation*, explores the issues of slavery and its ongoing impact in our society. It is her visual reconstruction of...

1/30/2020 6:30pm

Ketner Auditorium

I'm Interested



### Coser y Cantar (A Play): Dolores Prida

Delores Prida's play *Coser y Cantar* examines the concept of identity experienced by those of us that live on the fence between two identities in the United...

2/1/2020 7am

Sykes Learning Center, Ketner Auditorium, Sykes Building

I'm Interested



### TWIST Community Kick Off Breakfast

This year's TWIST community kick off breakfast features Carson Tate, MSOD, author and consultant. Recognized as a thought leader in personal productivity...

2/4/2020 7:15am

Queens Sports Complex

Buy Tickets

I'm Interested

Search events, groups

Log In/Sign Up

Submit an Event

All Events

Places to Go

Departments

Groups

OTHER CALENDARS

Arts at Queens

Athletics Calendar

Criminal Justice Education Series

NOVEMBER						
S	M	T	W	T	F	S
27	28	29	30	1	2	
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

EVENT TYPES

Athletic Events (53)

Arts at Queens (19)

# EVENTS CALENDAR

Search events, groups

Log In/Sign Up

Buy Tickets

I'm Interested

Invite Friends

PEOPLE INTERESTED (6)



GETTING HERE



Map data ©2019

QUEENS UNIVERSITY CALENDAR - EVENT DETAILS



## AN EVENING WITH SUTTON FOSTER

Sutton Foster is an award-winning actor, singer and dancer who has performed in 11 Broadway shows and originated roles in the Broadway productions of *The Drowsy Chaperone*, *Little Women*, *Young Frankenstein*, *Shrek The Musical*, and her Tony Award-winning performances in *Anything Goes* and *Thoroughly Modern Millie*. In fall 2020, Foster will star opposite Hugh Jackman on Broadway as Marian in the revival of *Music Man*.

She was first seen on television on Star Search at age 15, and has more recently appeared in *Bunheads*, *Psych*, *Law and Order SVU* and *Royal Pains*. She currently stars in the television series *Younger* alongside Hillary Duff.

As a solo artist, Sutton has performed all over the country as well as internationally with her musical director Michael Rafter. She has graced the stages of Carnegie Hall, Feinstein's, Lincoln Center's American Songbook series, Joe's Pub and many others.

Thursday, February 20, 2020 at 7:30pm

Sarah Bell Gambrell Center for the Arts and Civic Engagement, Sandra Levine Theatre  
2219 Willesley Ave

EVENT TYPE

Performing Arts, Arts at Queens, Spotlight Series

TARGET AUDIENCE

Students, Faculty & Staff, Alumni, General Public, Prospective Students, Spotlight Series

TARGET AUDIENCE

Students, Faculty & Staff, Alumni, General Public, Prospective Students

WEBSITE

http://www.queens.edu/arts

COST

Tickets range from \$25-\$75

DEPARTMENT

Arts at Queens

SUBSCRIBE

DEPARTMENT

Arts at Queens

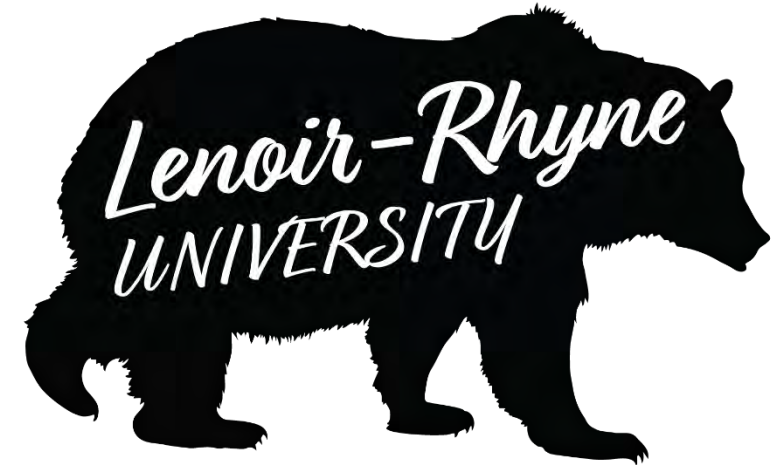
SUBSCRIBE

# Path Forward

- **Website review and needs assessment**
- **Focus groups and community input sessions** – January 2020
- **RFP** – detail our needs, priorities and strategy.
- **Vendor/partner selection** – redesign, ongoing maintenance, support and development.
- **Technology review and selection** – alignment of technology to support our priorities, strategy, and grow with us.
- **Transparent process** – updates shared regularly through redesign blog.
- **Study feasibility of considering web and intranet projects/needs together**
- **Project timeline** - 9-12 months

# Web Redesign Priorities

- User experience and site usability
- Content strategy
- Strong design aesthetic
- Web standards and accessibility compliance
- Responsive design
- Search engine optimization (SEO)
- Flexible, modular design; content syndication, content sharing.
- Content personalization



# MyLR Portal

- Launched in fall 2016.
- Microsoft SharePoint
- Content updates primarily done by IT staff.

The screenshot shows the MyLR Portal interface. At the top, there's a dark green header with the 'myLR' logo and a 'Menu' button. Below the header, a navigation bar includes 'Lenoir-Rhyne University Portal' and 'Faculty/Staff' links. The main content area features a row of six circular icons: Webmail, Canvas, MyLR Self-Service, Employee Services, 2019-2020 Academic Calendar, and Administrative Departments. Below this, there are sections for 'Campus Announcements' (showing no announcements found) and 'Campus Events' (a calendar for November 2019). The calendar shows events on Tuesday, November 5th and 19th, both labeled '6:30 pm - 8:00 pm Student Government Assn'. Thanksgiving Holiday is marked on Thursday, November 28th. On the right side, there's a vertical list of links: Payroll, HR Benefits, Convocation Submission, Convocation Calendar, Parking Permit Registration, Directory, LR Community Day 2018, Smart Evals, Student Alert/Referral Form, Faculty Resources, and Rave Alert. Below these links, there's an 'Unread Messages' section showing 198 unread messages. At the bottom, there's an 'FAQ' section with two questions: 'How do I submit an IT Helpdesk ticket?' and 'How do I reset my password?'. The footer includes the Lenoir-Rhyne University logo and 'CONNECT WITH US' social media links for Facebook, Twitter, and Instagram.

myLR

Menu

Lenoir-Rhyne University Portal → Faculty/Staff

Home

SHARE FOLLOW

Notifications

Webmail Canvas MyLR Self-Service Employee Services 2019-2020 Academic Calendar Administrative Departments

Campus Announcements

There were no announcements found.

Campus Events

November 2019

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
27	28	29	30	31	1	2
3	4	5 6:30 pm - 8:00 pm Student Government Assn	6	7	8	9
10	11	12	13	14	15	16
17	18	19 6:30 pm - 8:00 pm Student Government Assn	20	21	22	23
24	25	26	27	28 Thanksgiving Holiday	29	30

LENOIR-RHYNE UNIVERSITY

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CONNECT WITH US

Facebook Twitter Instagram

Payroll

HR Benefits

Convocation Submission

Convocation Calendar

Parking Permit Registration

Directory

LR Community Day 2018

Smart Evals

Student Alert/Referral Form

Faculty Resources

Rave Alert

Unread Messages

You Have 198 Unread Messages

198 Exchange Email

FAQ

How do I submit an IT Helpdesk ticket?

How do I reset my password?

# Portal Assessment

- **No clear strategy** – what should our intranet/portal support?
- **Design and user experience** – inconsistent design. Issues with content organization, content quality, etc.
- **No news, announcements or events integration** – lost opportunity to push people to a central site for campus announcements, events, etc.
- **Unclear site audiences** – student and employee information is intermixed.
- **Hickory-centric** – Columbia campus is buried under the academics section. LTSS and Asheville don't have a presence.
- **Not all offices/departments have a portal presence**
- **What content should be on public vs internal site?**

# Path Forward

- **Intranet portal review and needs assessment**
- **Gather community input** – January 2020 focus groups & input sessions
- **Detail portal purpose, strategy and priorities**
- **Consider public website redesign project and intranet project together, focus training and support across a single platform**
- **Use best tool for job** – employee/student communication, content management, collaboration, document management/sharing.

# Path Forward – Digital Footprint

- **Focus on storytelling across platforms**
- **Fully leverage an integrated marketing and communications strategy** – web, email, video, social media, digital ads, paid content, email, text messaging, earned media.
- **Implement a robust content strategy**, including social media, that is in alignment with new LR brand messaging.
- **Use organic, paid digital and social to expand our reach** using new strategies and tactics—geofencing, IP targeting, behavioral advertising, retargeting, etc.
- **Third-party validation through earned media**

# Questions & Discussion