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.
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 strategies that have shaped our great nation.

Students will have choices 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 LRU’s study-abroad programs in Latin America and its Washington Semester program tailored 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 oral 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.
Biography

Dr. John Bennett is a professor of business and behavioral science and director of graduate programs for the McCall School of Business. He is a fellow 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 20 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 acquisitions, 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 Harnish Foundation and as a 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

P.H.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
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.
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