

UCCS Institutional Website **Project Goals**

What should the UCCS Institutional Website project aim to accomplish?

1. Improve the user experience for the "home pages" of the UCCS website (Recommendation #1 from the "Ten Recommendations from the web survey" document.)
 - Measure: user satisfaction surveys.
 - Reduce complaints about accessing main tools.
 - Measure: reduced time / amount of clicks to high-priority content for campus community.
 - Goal: Reduce average time needed to get to Blackboard, Webmail, and Portal from anywhere on the home pages by 25%.
 - Measure: Improve adherence to industry best practices.
 - Goal: When possible, follow general best practices from industry white papers, research, and thought leaders, such as mStoner, Noel Levitz, CASE, and STAMATS, for example.
 - Goal: Improve scores on various testing suites such as marketing.grader.com

2. Contribute to enrollment growth by supporting the recruitment and yield strategies.
 - Measure: increased traffic to information important to the recruitment cycle
 - Goal: Increase pageviews on Majors, Admissions, Visit, Costs, and Apply Now pages by 10%
 - Goal: Increase click-through-rate from Admissions to Apply Now by 10%
 - Measure: feedback from the Enrollment Management office.

3. Contribute to the positive reputation of UCCS by improving the visual design and content quality (Recommendation #5 from the "Ten Recommendations from the web survey" document.)
 - Measure: user satisfaction surveys.
 - Goal: Improve average user satisfaction ratings to at least 7.0/10 (currently average is around 5.8/10.) Initial goal is "passing grade."

4. Improve mobile device experience through responsive web design. (Recommendation #9 from the "Ten Recommendations from the web survey" document.)
 - Measure: increased traffic from mobile devices, and improved scores on user satisfaction surveys.

5. Track metrics and measure outcomes so that we can use data to help make informed decisions.

- Measure: availability of more complete data from analytics, user surveys, visitor feedback, etc.
 - Goal: Google Analytics properly installed on every page in the Institutional Website – ideally tied in to domain-wide analytics.
 - Goal: ongoing collection of feedback and ratings

6. Improve performance and accessibility, including adherence to 508 standards, page load times, browser compatibility, reduced bandwidth traffic and server resources, etc.

- Measure: improved scores in several standard testing suites, such as WAVE, W3C, FAE, Google Page Speed, YSlow, etc.
 - Goal: improve Google Page Speed score by 10%
 - Goal: reduced page weight of homepage by 50% (page weight is inversely proportional to conversions and search placement.)
 - Goal: reduced page weight of all main template pages by 20%
 - Goal: reduce HTTP requests by 50%
 - Goal: reduce WebAim WAVE errors and alerts by 75%
 - Goal: reduce W3C HTML Validator errors by 75% (ideally 100%)

7. Support emergency preparedness.

- Measure: more efficient emergency messages.
 - Goal: reduced time required to post messages
 - Goal: do not require visitors to refresh to see recently posted messages
- Measure: feedback from Emergency Management.