UCCS Institutional Website Project

Project Update / Overview

Prepared by UCCS University Advancement

University Advancement is working on the high-profile general-purpose pages of the UCCS website (the "first few clicks") to implement strategies that support our current needs and allows us the flexibility to meet future requirements. The broad goals of the project are to support student recruitment, enhance the University's profile and improve the experiences of our students, faculty and staff in their work and study.

What, specifically, are we trying to achieve?

The UCCS website must change and develop to meet the expectations of current and future stakeholders, while accurately reflecting our mission and identity. This view is widely supported by faculty, staff, students and audience research.

This project is focussed on contributing to enrollment growth by satisfying the needs of prospective students and supporting the recruitment and yield strategies, improving the user experience by resolving several of the issues identified in the web user survey, and meeting current and future demands by designing with mobile devices in mind. Our target is to roll out changes in September, though December was identified as a secondary target.

Scope of the project

This project will focus on building a cohesive and professional top-level institutional website, which includes the "homepage" and the "first few clicks." It does not affect college, department, and unit pages. It is limited in scope, and will address some, but not all, of the primary issues identified in the UCCS web user survey. The project is also informed by white papers and secondary research, competitor analysis, search term analysis, click-tracking analysis, server logs and traffic analytics, and findings from several small topic-specific working groups comprised of volunteers from the UCCS community.

Outcomes

Updated top-level pages for the UCCS website focussed on supporting the recruitment and yield strategies as well as meeting current community needs, that are mobile-compatible and follow industry best-practices. It is also important that we collect and use data to inform future decisions, and commit to a collaborative, transparent, iterative process of continual improvement and campus participation.

Some benefits that improved top-level webpages can deliver are:
- Mobile compatibility
- Time savings and efficiencies
- Improving information quality & engagement
- Improving first impressions and reputation
- Improving and maintaining credibility