

## UCCS Institutional Website Project

# Information Architecture – Conventions

April 16, 2013

Members from the Information Architecture group each contributed a few college websites to evaluate navigation and organization conventions. 59 institutions were analyzed, 31 from the group, and 28 peer institutions as defined by UCCS Institutional Research.

## Patterns

Looking at the sites we identified, as well as our peer institutions, clear patterns emerged:

**Top five** primary navigation items:

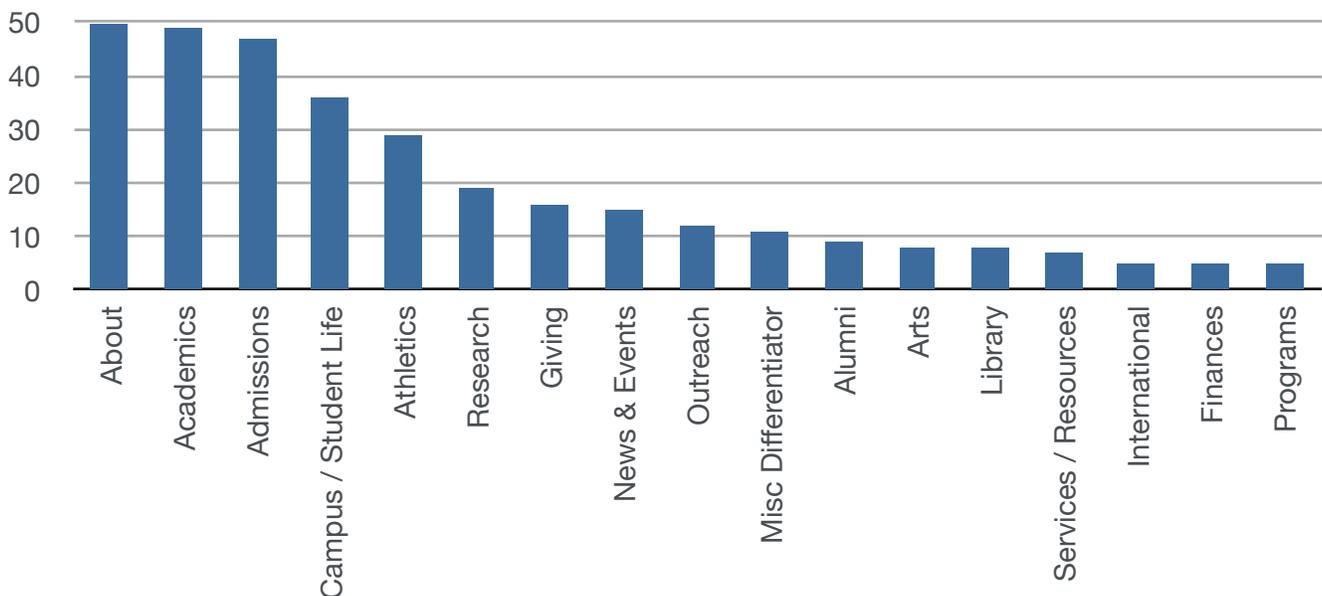
- About
- Academics
- Admissions
- Campus / Student Life
- Athletics

The **next five** most common:

- Research
- Giving
- News & Events
- Community / Outreach / Engagement
- Differentiator (I.E. "Faith & Service")

Beyond that, the other items that appear a smaller number of times include alumni, arts, library, services/resources, international, finances and programs.

**Navigation items that appear >5 times**



## Audience Gateways

Very few of the example websites use audience as the primary navigation method, but the vast majority did have audience gateways as a secondary navigation. These tend to be pages with information and links for the specific audience, but are generally not used as a schema for site structure.