University Relations

VCU Home Page Redesign
Today’s agenda

➔ Discovery highlights
➔ A new strategy
➔ Sneak peek
➔ Timeline
➔ Next steps
What is the home page?
We are a premier urban, public research university focused on academic success.
Look how far we’ve come

1996

2006

2017
Why redesign now?

→ The passage of time (4 years since last redesign)
→ Changes in trends and technology
→ Changes in VCU’s digital landscape
→ New fundraising campaign
Discovery phase highlights
What did we set out to do?

Define the next iteration of vcu.edu

- Characterize Website Visitors
- Understand Audience Motivations
- Evaluate Competitor Sites
- Examine Behavioral Patterns
What we did

- **Focus groups**
  - Prospective & Current Students, Alumni, & Faculty

- **Intercept polls**
  - ~1,400 responded

- **Analytics deep dive**

- **Competitive analysis**

- **Secondary research**
  - Stakeholders interviews
    - 23 participants

- **Persona development**
Traffic is on the decline, but percentage of new visitors is holding steady; mobile slowly increasing

Users are seeking academic program info

We have too many links; 100 links in navigation (kitchen sink approach)

Stronger sites have clear target audience

Prospective students and their families should be primary audience (per our survey)

Diversity, urban location, cross-disc. collaboration, community engagement, entrepreneurial spirit = all things to emphasize on new site
A new strategy
Three main objectives

➔ Recruit students
➔ Create culture of giving
➔ Serve needs of current students, faculty and staff
## What does this mean?

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<thead>
<tr>
<th>What will be the same?</th>
<th>What will be different?</th>
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<tbody>
<tr>
<td>➔ Specific pages for students, faculty and staff</td>
<td>➔ More content and CTAs for prospective students (including admissions)</td>
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<td>➔ Links to email, myVCU, Blackboard, Libraries, etc.</td>
<td>➔ Streamlined navigation (no more kitchen sink)</td>
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<td>➔ News and events</td>
<td>➔ Robust academics and student life content</td>
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<td>➔ Lots of visuals</td>
<td>➔ Easier-to-use resource pages</td>
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<td>➔ Mobile friendly</td>
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Sneak peek
Timeline and next steps
The schedule

Spring/Summer 2017
- Continue design and user testing
- Collect feedback via blog

September 2017
- Launch beta
- Collect feedback

October 2017
- Go live!
Track progress and give feedback

webredesign.vcu.edu
Questions?