



MCC Website  
Evolution and Strategy

*Committee of the Whole Meeting  
Monday, April 13, 2015*

# The Evolution of the Website

## Then...2008



- Websites designed for PC/desktop
- A website should be redesigned every five years
- Only a few screen sizes (PC or Mac)
- Had control of how content was displayed/viewed
- Could predict future technology
- Total unique visitors on MCC site in 2008: 235,000

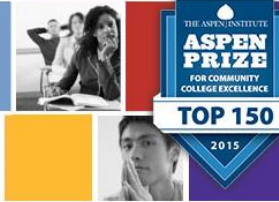
## Now...2014–2015



- Websites designed for mobile devices  
(20% decrease in PC usage since 2008)
- A website should constantly offer new experiences to the user
- Various screen sizes, speed of networks and modes of use
- Must develop variable versions for different devices
- Future technology changes daily and is surprising
- Total unique visitors on MCC site in 2014: 554,000 (42% increase)

- [Apply for Admission](#)
- [Browse Our Credit Catalog](#)
- [Search Credit Course Sections](#)
- [Register for a Credit Course](#)

## Know MCC



### POPULAR

- [Get Started at MCC](#)
- [Academic Calendar](#)
- [myMCC: Register, Pay and Check Grades](#)
- [Course Schedules](#)
- [Majors and Areas of Study](#)
- [Give to MCC](#)
- [Work for MCC](#)
- [Purchasing/Bid Information](#)

Faculty    Students    Alumni



MCC Philosophy Instructor, Jim Gould says, "I want students to think deeply about everyday issues that are exposed in class."

[Submit questions/comments to the](#)

### SPOTLIGHT



### EVENTS

**Gardenfest April 11**  
Featuring keynote speaker Roy Diblik.

**Free Resume Writing Workshop**  
April 14 at 3 p.m. in B166. No registration required.

**Job Fair April 24**  
From 10 a.m. to 1 p.m. in the Multipurpose Room/Gym, Building A.

**Fall 2015 Scholarships Available!**  
We can help you afford college.  
[Apply now =>](#)

**Make the most of your summer! Register for summer courses**  
Summer weekday credit classes begin May 18, 2015.

**MCC is a military-friendly institution**  
as nominated by G.I. Jobs.

➤ [See our Veterans Services](#)



# Current MCC Website

- In 2014:
  - 4.6 million page views
  - 554,000 unique visitors
  - 32% new visitors vs. 68% returning visitors
- Approximately 60% of all visits are from a mobile device—either on smartphone or tablet (on trend)
- Most commonly visited pages:
  - Homepage
  - Academic Directory
  - Future Students
  - Current Students
  - Community
  - Admissions

# Current MCC Website

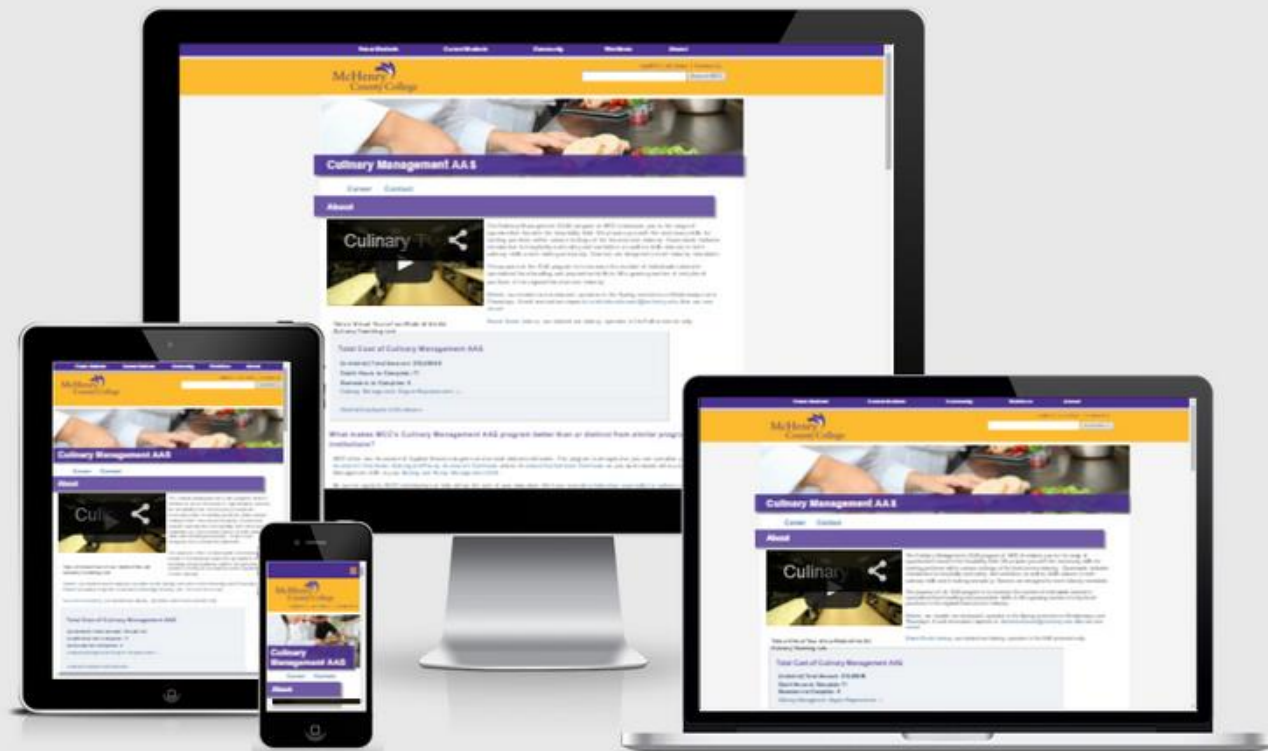
- Most popular pages/search:
  - myMCC
  - Canvas
  - Catalog
  - Schedules
  - Registration
  - Tuition
  - Athletics
  - Summer (special summer registration campaign)
- Over 2,000 pages of content updated regularly
- An average of 20-30 web-related projects per month
- Google Analytics used monthly to track web statistics and user information
- Website last “refreshed” in 2012 – brand identity update
- Fully integrated with social media

# Current Expectations of a College Website User

- An institution's website is the first—and often only—source of information a person accesses to make a decision.
- It takes less than seven seconds for a user to determine whether or not they will stay on a website.
- A user often determines if he/she wants to do business based on the ease and look of a website.
- Specific information that a user is looking for should be easy and quick to find.
- A higher education website must have a certain level of professionalism—how professional equates to the perception of quality by the prospective student and his/her family members.
- A website must keep a user's attention, even though a user now only pays partial attention to online content.
- An average smartphone user visits up to 24 websites per day.

# Future Site Considerations Based on User Expectation

- Content and navigation must vary based on how people view it
  - Accommodation of a variety of devices



# Future Site Considerations Based on User Expectation

- Well organized, clear and easy navigation from homepage and from any point in the site
  - Visitors who know nothing about the College should be able to find what they are looking for quickly
  - All navigation should be visitor-centric, with terminology that is understandable to a variety of audiences
- Ability to deliver similar content in different capacities
  - Content should be shared in a variety of locations on the site, as well as on social media
- A content management system that allows for all content to be created, edited and published in one system
- Fresh, consistent, responsive design
  - Follow institutional branding and style guides
  - Looks and functions well on devices and screens of all sizes
- Relevant search results
- Must reflect strategic direction and specific goals of the College
- Must be functional and reliable during emergencies



# What the Experts Are Saying

- "Websites that are hard to use frustrate customers, forfeit revenue and erode brands." -*Forrester Research, 1998*
- "We really need to shift now to start thinking about **building mobile first**. This is an even bigger shift than the PC revolution." -*Kevin Lynch, CTO, Adobe*
- "We're just now starting to think about **mobile first and desktop second** for a lot of our products." -*Kate Aronowitz, Design Director, Facebook*

# Proposed Strategy – Focus on the User

①

## Discovery

Research/Analysis  
User Testing

②

## Development

Information  
Architecture  
Content Editing  
Content Management  
Design Enhancements

③

Pilot/Testing  
Launch of Full  
Site

## Continuous Improvement

Data Analytics  
Ongoing User Testing  
Responding to New  
Technologies  
Incorporating Best  
Practices

# Need for Hiring a Project Partner

There are significant benefits of bringing in a project partner to help the web services team manage this initiative. A good partner will:

- Bring extensive experience to the project based on similar projects and environments (specifically in higher education, as well as other industry)
- Serve as a reality check so that ideas are practical and relevant
- Ensure we are choosing among the best options for the project and MCC's needs
- Ask the right questions to make the best choice for strategic direction and budget
- Can sit down with users of all groups and perspectives to glean how site is being used, where there are issues and how to improve
- Provides an outside, objective voice that breaks through possible roadblocks
- Allows for internal staff to continue existing efforts and projects
- Rounds out expertise with diverse skill sets to ensure that the project is correctly staffed and managed

# Next Steps

- Develop a Request for Proposal for web usability services, including three phases: 1) Discovery/Research; 2) Site Development; and 3) Pilot and Launch.
- Request approval from MCC Board of Trustees to move forward with lowest responsible bidder on project.
- Launch phase 1 (discovery) in Summer-Fall 2015.

# Estimated Timeframe

On average, a complete website update takes approximately 18 months:

- Phase 1: Discovery
  - July-October 2015
- Phase 2: Development
  - Fall 2015-Summer 2016
- Phase 3: Testing and Launch/Implementation
  - Fall 2016

## Budget Forecast

- Project cost estimated at \$150,000
- \$90,000 of total budgeted in FY 2016

# Questions/Discussion

## References:

- Forrester Research
- mStoner, Inc., White Paper 2015, HighEd Web Conference 2015