



**MCC Web  
Enhancements and Next  
Steps to Attract and  
Engage Students**

*MCC Committee of the Whole Meeting  
Tuesday, June 19, 2018*



## Role of MCC Website/Online Presence

Our website and digital presence is often a visitor's **first interaction with MCC.**

- Our front door—the first place of entry for everyone
- The face and voice of the College
- The gateway to critical business functions like registration, payment, transcript requests, checking grades, etc.

# Expectations of a Web User

- 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 should be easy and quick to find.
- A higher education website must have a certain level of sophistication—how sophisticated often determines perception of quality by the prospective student and his/her family members.

# Importance of MCC's Web Presence

70%

Prospective **students** rely on web search to start their college research

80%

**Parents** support their student's college decision process by visiting the website

10%

**Students** claimed they would remove a school from their list of places to apply if they disliked the website

# Importance of MCC's Web Presence

85%

High school seniors have a smartphone, and more than half use it as their primary device for web browsing

52%

People find content through search on Google and other search engines

48%

People find content via Facebook

# Website Page Views

**200,709**  
**MONTHLY PAGE VIEWS**

*May 1–May 31, 2018*

## Current Web Projects

129  
OPEN PROJECTS

***Additional efforts include:***

- *daily website maintenance*
- *content curation*
- *social media interaction*

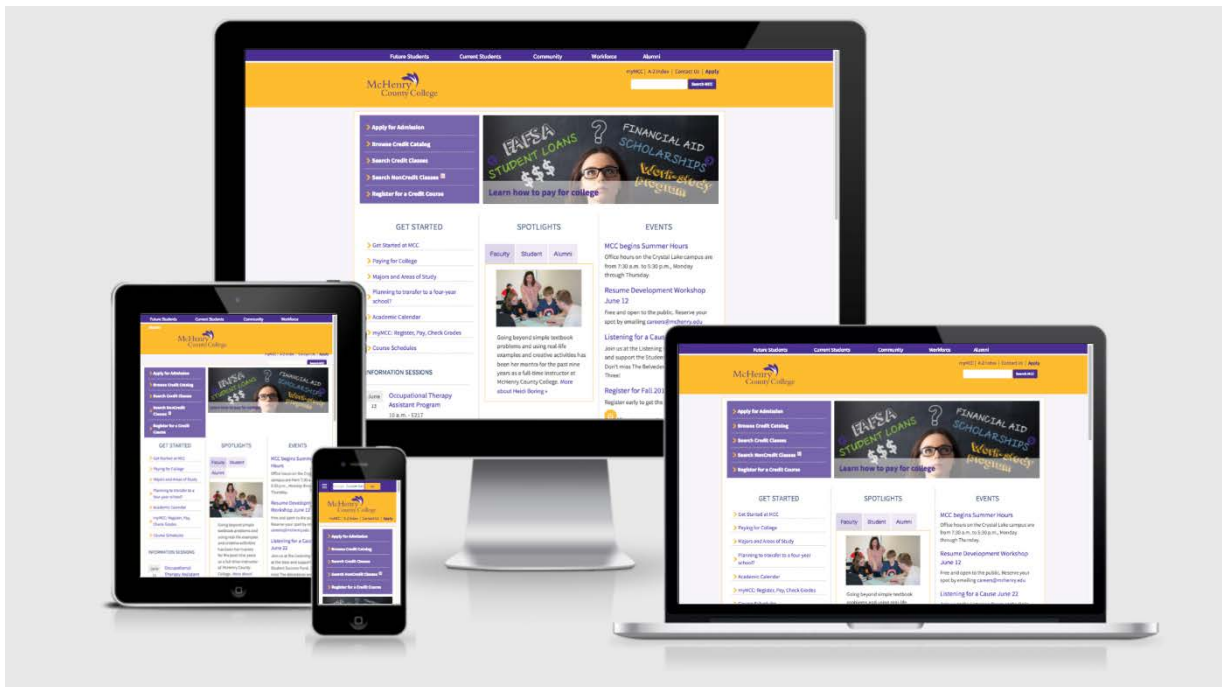
# Website Management

- Content creation and curation
  - Writing and editing text
  - Coding
  - Creating graphics
  - Design
  - Application development



# Website/Online Enhancements (2016-present)

- Responsive/Mobile-Friendly Design
  - Content and navigation must vary based on how people view it (accommodation of a variety of devices)



# Website/Online Enhancements (2016-present)

- Stronger social engagement with prospects and students
  - Fully integrated content between website and social media presence

## Social engagement happens by:

- Content creation
  1. writing text
  2. creating graphics
  3. taking/editing photos
- Curation
- Monitoring (social listening)
- Responding (custom service)
- Sharing
- Driving traffic to [www.mchenry.edu](http://www.mchenry.edu)



# Social Media Properties



## FACEBOOK

Total page likes 6,102  
Weekly total reach 14,110



## LINKEDIN

12,592 followers  
10,827+ alumni



## TWITTER

1,544 followers (@mcc\_edu)  
768 followers (@mccscots)



## PINTEREST

924 monthly viewers



## INSTAGRAM

709 followers



## SNAPCHAT FILTERS

36,400 community filter uses  
593,000 views

## Website/Online Enhancements (2016-present)

- Improved design and navigation elements for better user experience
- Enhancements to career and technical program pages based on user feedback
- Integration of additional interactive content (video clips)

# Moving to a Content Management System (CMS)

- A Content Management System (CMS) is a system that provides tools to automate some content development tasks.
- A CMS allows you to make multiple changes across an entire website instantly, instead of page-by-page.

*Think of it as the difference between doing a 1,000-person mailing using a mail merge as compared to addressing 1,000 envelopes individually by hand.*



## Greatest Benefit to Students/Prospective Students

- Improved search functionality
- Better overall user experience at any point in the site
- Better user engagement
  - Comparison testing (A/B test) – what terms drive more activity
  - Track behavior to provide personalized/targeted content based on user
- Multilingual content support



## Operational Benefits

- Ability to update the site from anywhere there's an Internet connection on any device (via browser-based access)
- Ability to post emergency alerts immediately from anywhere on any device
- Scales site content in the event of an emergency
- Ensure compliance with accessibility standards site-wide with built-in accessibility checks

# Operational Benefits

- Built-in functionality to help improve Search Engine Optimization (SEO), which will drive more visitors to the site
- Content scheduling capabilities
- Ability to reuse content by tagging it instead of manually adding to multiple different pages
- Pieces of data like “number of students enrolled” can be identified and reused so that if we update it once, it updates everywhere simultaneously
- Provides access to other college users to contribute important content easily and quickly (Athletics, Student Activities, etc.)



## CMS Selection Process

- Sent out RFP for Content Management System (CMS) development and migration
- Selected finalists for follow-up interviews (conducted by marketing team; involved IT team)
- Final selection of chosen CMS vendor in process
- Request for approval to purchase to BOT at June Board Meeting

# Questions