

IOC
01/25/2012

Attendance Matrix

A=Absent with Notice, P=Present, W=Absent without Notice, G=Guest

Bo Bodenhammer	P	Susan Hensley	A
Chris Burnett	P	Emily Janke	A
Jayson Buterin		Eileen Kohlenberg	P
Lyda Adams Carpén	P	Matt Libera	P
Shannon Clegg	A	Kevin McClain	A
Jason Fleck	P	Jan-Jap Van Duin	P
Tim George	W/O		
GUESTS			
Danielle Baldwin	G	Andrew Marker	G

Website Assets

Andrew Marker

Two things went live today – the WP theme is available. We aren't publishing it to the WP themes gallery. There are a lot of requirements to get the palette out there. The other reason is the wrapper leverages the University web assets that are on all the services. If someone was to download it to their computer and didn't have access to these assets, it wouldn't work.

We published an update to the wrapper to allow you to continue the use of it.

Andrew gave a high-level overview of the new WordPress theme.

Lyda thanked Andrew for their work.

IOC
01/25/2012

Lamp

Andrew stated that anyone on campus can request a website now.

Prospective Students Page

Jason: Jap-Jaan and I reviewed these pages and came up with the items listed in the "UNCG Website – 'Prospective Students' Page (1/25/2012)". We tried to use multiple sources of data to see where people were clicking from, what they were clicking, etc.

We had some issues with Google Analytics and getting the information we needed.

Lyda: I brought Danielle Baldwin today to talk about Google Analytics.

Jason: Some popular Google searches were professors email addresses.

We looked at each office's analytics. We also looked at UNCG's strategic growth areas. We looked at competitor's webpages to see what they are doing.

Lyda: Are there any questions about analytics.

Chris B: Yes for business affairs, but that can be a separate meeting.

Andrew: We modified the IOC documentation. We are finding that people don't want to give up their own code, so we updated the documentation to instruct users how to use multiple analytic codes.

Jason: You do want to follow up with University Relations to ensure your code is correct.

Danielle: There is a form that I'll send a link to all of you so you can complete it. This form comes to me and I will assist you as needed.

IOC

01/25/2012

Lyda: The form to request access to analytics data is linked from the USWR website. The actual link is:

<https://docs.google.com/a/uncg.edu/document/d/1QGpxP7hizDIQLPrmFQgHEwYcqlg-IEbj-54qGLSdi4U/edit>

Andrew: David Rivera has a few UNCG Google Analytics sites that are owned by “daveecho” that we would like to take over. We are working at renaming the collection.

Todd: We can get a new account, but we would lose history.

Lyda: He has been very kind and I’m sure we’ll work it out.

Jason finished reviewing the remainder of the document.

Lyda: We may want to add the Lloyd’s International College to the sub-navigation. It can be accommodated in different ways.

Jason – We may want to include SpartanLink which ranks high in the search data. It is primarily promoted by Admissions.

Lyda: Personally, I think this document is a good model for us. I would like our committee to have the model. As far as moving forward on this one – we are going to have more conversation with Admissions to discuss whether we only need one page (Prospective Students/Admissions). Duplicate pages don’t make a lot of sense.

Jason: There is also the SEO issue with having duplicate pages.

Danielle asked the IOC to let folks know the analytics form is out there for people to use to obtain data from their sites.

Next Meeting

February 22, 2012 3pm.

Topics: - Top Tier Pages

UNCG WEBSITE – “PROSPECTIVE STUDENTS” PAGE (1/25/2012)

Issues to be addressed:

- Visitor expectations: Top of funnel (TOFU) communication. Include intro of UNCG, what product/services available, how relevant to the page visitors?
- Limited data available on current traffic/search behavior
 - o Google Analytics
 - UNCG Homepage/toptier - only measures “UR” coded pages – therefore very limited analytics and no basis for any type of visitor search/traffic conclusions.
 - Not all individual units/departments have GA installed, hence limited data across stakeholders (Graduate School, Undergraduate Admissions, IPC, DCL/Office of Online Learning).
 - Need for integrated metrics. Build into new wrapper assets (tbd).
- UNCG strategic / growth priorities... include on “prospective students” page
- Competitor website best practices... looked at UNC CH, ECU, WFU, Elon, Duke. Other?

Page objectives:

- Marketing: TOFU focus. Create demand for UNCG products/services. Reflect UNCG brand ID
- Portal: Segment visitors and link out to relevant sites/pages asap. Avoid laundry list of links: “simplify & go”.

Proposed page layout and sub-navigation:

- Page art + copy to market UNCG: Include both generic/static info, dynamic info (i.e. events relevant for prospective students audience buckets, drive conversion through “schedule a tour” / call to action button.
- Page subnav to include two buckets of “quick links” – each linking to specified Unit landing page
 - o Audience
 - o Resources (must be relevant to majority of audiences)
- **Proposed audience buckets** (reflect approx. size/% of student population):
 - o Undergraduate (80-85%)-> combination of academics, services, processes
 - o Graduate (10-15%) -> combination of academics, services, processes
 - o Online (10% program + 20% courses)-> targeted audience with specific expectations
 - o International (approx. 3%/600 students) -> targeted audience with specific expectations
 - o Continuing Education (tbd%) -> Non-degree and non-credit (UNCG-wide)
 - o Summer Session (SU11 approx. 4-5k students) -> seasonal bucket

- *Notes:*
 - *Define criteria, and priorities for audience buckets. Consider 1. size of population, 2. growth drivers, 3. overall UNCG strategic priorities.*
 - *Consider “Military” as possible audience bucket in future. Recommend to not include until central servicing unit & coordinated effort in place. Reach out to Military Taskforce.*
 - *Considered “Visiting students” as audience buckets. Recommend to service on UG Admissions and Graduate School homepages.*
 - *Current “Prospective Students” page very similar to current “Admissions” page*

- **Proposed Resource buckets** (relevant to majority of audience buckets)
 - Inside UNCG
 - SOAR / Orientation (considered key mktg/sales)
 - Housing (grow on-campus students % as strategic priority)
 - Financial Aid (high % of students)
 - Learning Communities (retention rate % as strategic priority)

 - *Notes:*
 - *Considered other resources such as Academic Calendar, Course Registration etc. However, seems irrelevant for TOFU info for prospective students*

Proposed page sub-navigation and specific landing pages

Quick links	Landing page
Undergraduate	Undergraduate Admissions
Graduate	Graduate School
Online	UNCG Online
International	International Programs Center
Continuing Education	Division of Continual Learning
Summer Session	Summer Session
Inside UNCG	Inside UNCG
SOAR / Orientation	SOAR / Orientation
Housing	Housing
Financial Aid	Financial Aid / UNCG Guarantee
Learning Communities	Office of Learning Communities