Updates on Oxy.edu Redesign

Student Town Hall: 4/30/18

OXY
Occidental
College

New website coming: Dec. 2018

- Why? - Project Objectives
- Student considerations
- Design Preview & Key pages
- Questions

Feedback/Survey Link: bit.ly/2JpOKrL

About the Project & Intros

Collaboration between Office of Marketing & Communications (OMC) and Information Technology Services (ITS)

Intros:

Bronwyn Beck (ITS) - Product Manager/Technical Web Administrator

Laura Paisley (OMC) - Associate Director - Marketing & Communications

Marty Sharkey (OMC) - Associate VP - Marketing & Communications

James Uhrich (ITS) - Associate VP - Information Technology Services

Yuzu Ikeue ‘19 - Student Marketing Advisory Committee

Site Objectives & Guiding Principles

Modernize and evolve our site with the goals of:

1. Ensuring consistency of experience, easy engagement and navigation
2. Effectively meeting the needs of key audiences (prospective students and current community)
3. Improving and updating functionality, features, look & feel
4. Better telling the Oxy story

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Project Background

- November 2017: kicked off project
- Nov-Jan: Research and discovery phase
  - Key stakeholders meeting; student Q&A session
  - Web use survey sent to faculty, staff, students
  - Google Analytics and competitor analyses
- Current phase (Feb-May): Sitemap, wireframes, design
- December 2018: Anticipated site launch

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What did we learn from students?

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It’s hard to navigate the site and find what I’m looking for. I typically use Google to find what I’m looking for.

Give me easy access to the info I need.

The site doesn’t reflect the friendly vibe of campus. Why so much use of black color? It’s kind of a bummer!

Info is often stale and not up to date. Give us more frequently updated information.

...more consistent depth and quality across academic pages - such as major requirements, alumni outcomes, faculty information

Features to Preview Today

1. Highly functional “Utility Navigation” for campus community
2. New home page layout - featuring Academics & the Oxy Story
3. Considerations for Academic Department pages

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Utility Navigation - Current

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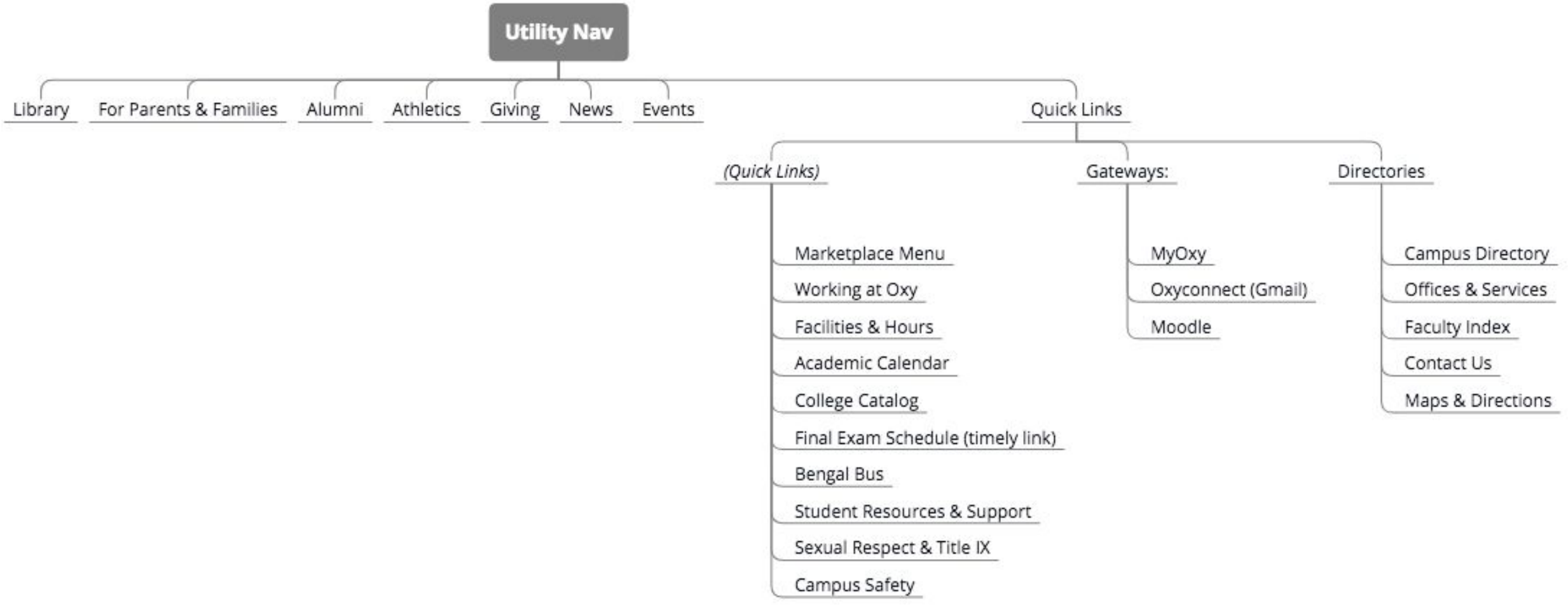
Utility Nav: Easy Access for Oxy community



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Homepage features

- Be more overt in telling Oxy's story
  - "Why Oxy" for prospective audiences
- Emphasis on three pillars of our story
  - **Academics** (elevates prestige)
    - Search majors/programs from the home page
    - Rotate academic spotlights
  - **Location** in Los Angeles & campus/student life
  - Stories from students, faculty, alumni - shows off the **community**

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Goals of Academic Department Pages

- Helps prospective and current students get a clear understanding: “Why major in X at Oxy?”
- Consistency so users can easily find what they are looking for across depts
- Contemporary look and feel – full-width photos at top of page
- Let departments include the content/functional components that they need
- Key components:
  - User-friendly, “about this major” copy at top
  - Other optional:
    - Interesting courses
    - Meet the faculty
    - What our alums do
    - News, Events, Feature stories

FYI - A reference page we like:

Comments/Questions

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Presentation available at:
https://www.oxy.edu/web-help/website-redesign-updates/student-town-hall-meeting

Updates on Oxy.edu Redesign

Thank You!

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