

University of Wisconsin – Green Bay Web Strategy

Final approval: Web Strategy Committee, July 26, 2017

Overview

Uwgb.edu is the official website of the University of Wisconsin-Green Bay, serving as a hub of information and resources for every constituency that interacts with the University.

The Web Strategy Committee is committed to creating an attractive, modern and unified website using standard practices and intelligent design, achieved by an emphasis on usability and accessibility. Users can expect planned navigation, perceptive responsive web design and clear and concise content presented in a branded, welcoming, appealing and professional manner, which accurately represents the University.

Governance

A cross-functional and collaborative Web Strategy Team, comprised of representatives from Information Technology Division, Marketing and University Communication and Enrollment Services has been established by the Chancellor and is the official authority on the strategic direction of the University's website. The Assistant Vice Chancellor for Information Technology/CIO and the Director of Marketing and University Communication co-chair the committee. The committee will seek input from the University as appropriate.

Strategy

- Primary Goal: Build, maintain and continuously enhance a sustainable website that attracts prospective students, engages interaction and provides a path into the enrollment funnel for effective lead generation.
- Secondary Goal: Build, maintain and continuously enhance a sustainable website that serves as a resource for current students, alumni, donors, faculty/staff, community and news media.
- Objectives:
 - Drives prospective students to take action (from majors pages)
 - Provides data-informed decision making
 - Provides content that is clear, concise, consumable and engaging
 - Provides consistent branding extended across the website
 - Meets usability and accessibility standards
 - Gives attention to quality control (accurate information, broken links)
 - Is manageable (size and scope) and sustainable within available resources
 - Provides a collection and reporting of analytics
- Functionality/User experience: The proliferation of technology and its use as the communications channel of choice for our target audience drives the design and functionality of uwgb.edu. A "mobile first" approach has been incorporated into the site, to include scrolling technology and responsive design.

- Templates: Ensuring a consistent and branded look and feel are critical to user experience and the University's ongoing branding efforts. Use of high-impact photography, succinct and engaging content and easy-to-navigate templates ensures alignment across the many and varied areas of the University.
- Content Management System (CMS): The University utilizes a CMS to put accountability of maintaining and updating website content in the hands of those who are the subject matter experts. This approach enables proactive, efficient and real-time updates of content at the unit level. Training and tools to prepare units to move forward with updating their websites are available.