THE NEW REDLANDS.EDU
Information Session for Content Editors, Approvers/Owners
To bring you up-to-date and give you a glimpse of the new website being developed and to inform you of how you can participate in the coming months.

TODAY’S AGENDA

About Content Roles
About the Web Advisory Committee
Guiding Principles
Research and Discovery
Discovery Findings
Inspiration Boards and Themes
Templates
User-Testing

Modules/UI Library
Content Management System & Training
Content Migration & Content Editing
Editorial Guidelines
University Calendar
Roll-out / Timelines
Questions
INTRODUCTIONS

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WHAT IS A CONTENT EDITOR?
The individual(s) that have received content management training and physically make content edits by logging into the content management system. The content editor is makes updates per the direction of the Content Owner or approver.

WHAT IS A CONTENT APPROVER?
The person that directs the Content Editor to make content changes within the CMS. The request to make updates may come on behalf of the Content Owner or the Content Approver themselves.

WHAT IS A CONTENT OWNER?
Typically the head of the department or office. They may or may not request changes to content on their section(s), but should have an idea of what’s happening with content on their pages. Currently, the involvement of the Content Owner varies across campus. We believe it’s important for this individual to become aware of what’s capable with the CMS.
WEB ADVISORY COMMITTEE

BETHANN COREY
Associate VP
Enrollment Services
Enrollment Services - CAS

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Director of Leadership & Involvement
Student Life

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ANDREW WALL
Dean of Education
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ANITA WEST
Vice President of Advancement
Advancement Services

REBECCA BAYER
Student Web Ambassador
Class of ’18
GUIDING PRINCIPLES
Guiding Principles were developed to bring clarity to our web-based initiatives and steer decisions for how Redlands.edu will be built to expand the University of Redlands connections and reach.

**PROVIDE PERSUASIVE DECISION-MAKING**

Help prospective students make the decision to attend the University of Redlands. Identify the content choices that will speak most effectively to traditional students and adult learners. Provide relevant support for those students and the people who will influence them (parents, spouses, etc.). Demonstrate how the University is the right “fit” for each audience.

**FACILITATE ACTION BASED ON AUDIENCE PRIORITY**

Sort adult learners from traditional students and employ prominent call-to-actions that are easily identifiable and accessible. Visitors who wish to attend events at the University should be able to readily find information.

**SHARE REDLANDS CULTURE - TIMELY AND TIMELESS**

Support the creative and strategic development of University of Redlands brand visual personality and messaging. Ensure that Web communications support the timeless brand message of the University.
GUIDING PRINCIPLES

SPECIFIC OBJECTIVES

**MOBILE-FIRST**
View development of the website primarily through the perspective of a mobile experience. Responsive design is critical to support multiple device (including touch-friendly) and desktop experiences.

**IDENTIFY & TARGET AUDIENCES**
Identify and target adult learners from traditional students and internal from external audiences and guide each according to the information that is most meaningful and relevant to them.

**ANALYTICS**
Use analytics to drive our focus and guide us to what is important on each section of the website.

**CONTENT**
Develop key editorial guidelines that will express the University of Redlands brand and story. Determine voice, style and format.

**NAVIGATION**
Build a simplified and intuitive navigation and site map structure. Our navigation should not represent our organizational structure but rather our core-purpose and our ability to connect with key audiences.

**GOVERNANCE**
Develop a governance structure and guidelines that will help us manage content and make decisions for the website.

**SOCIAL MEDIA**
Consider how social media must integrate within Redlands.edu and allow others to share content and propagate awareness of the University’s brand.

**ACCESSIBILITY**
Consider users with disabilities and optimize accordingly.

**SEARCH**
Embed robust CMS search capabilities. Users must be able to easily find relevant and timely information.

**SEARCH ENGINE OPTIMIZATION**
Incorporate standard, accessible-friendly and contemporary SEO practices.
Conduct the necessary research and analysis to ensure the new Redlands web presence is aligned with overall organizational priorities and direction.

**ACTIVITIES**
- Review documentation and assets provided
- Conduct onsite strategy workshops with stakeholders
- Conduct Independent Research
- Conduct Audience Surveying
- Review Brand & Identity Standards Manual
- Review Sitemap
- Review Site Analytics
- Review 2014 State of the University Address
- Review Admitted Students Questionnaire & Supporting Documentation
- Research Competitive Institutions
- Conduct Technical Discovery
- Interview Stakeholders

**STAKEHOLDER FOCUS GROUPS**
- Web Advisory Committee
- President’s Cabinet
- Provost
- University Communications
- Advancement
- CAS Admission
- Schools (Bus, Ed, Music, ContEd)
- Johnston
- Student Life
- Athletics
- Faculty
- ASUR Representatives
- International Students
- Student Athletes
- Ad Hosts

**TOPICS OF DISCUSSION**
- Understanding Redlands strategic vision and business objectives
- Understanding Redlands distinctives in culture, academics, and outcomes from multiple perspectives
- Review of a students enrollment journey (offline and online) to better serve student recruitment
- Design discovery about visual priorities, preferences and needs
- Discussion with all schools about their distinctive offerings and website needs
- Interactive and visual survey to capture students personal experiences and opinions of their Redlands experience
DISCOVERY FINDINGS
**PROJECT OBJECTIVES**

- Create a new visual aesthetic for Redlands.edu that authentically portrays the community, campus, and stories that define Redlands
- Streamline the site's navigation and information architecture so that prospective students are quickly and easily connected with segmented information specific to their interests and aspirations
- Develop new messaging for the Redlands value proposition that is anchored in authentic institutional values rather than rankings, media coverage, and other 3rd-party quality signals
- Design and develop a modular user interface library and responsive templates that Redlands.edu—and with some modification, also other university systems—can deploy in a CMS

**THE REDLANDS SPIRIT**

- Redlands is a community of contributors, meant for people who take initiative
- Redlands offers personalized education, where learning fits the interests and potential of students
- Redlands is about holistic growth, driven by mentorship of individual students
- Website requires an overhaul to embody the Redlands spirit

**INFORMATION ARCHITECTURE**

- A prospective student's enrollment journey is poorly supported by the current content organization scheme
- Conflicting navigation schemes make it difficult to create a consistent and quality pitch of Redlands to potential students
  - Prospective students should be exposed to Redlands “umbrella” value proposition
  - Prospective students should be moved to an admissions section that matches their specific interests with minimal clicks.
- Limits of existing templates within RedDot has discouraged content editors and owners from updating content, creating a cycle of disengagement
  - Students and staff increasingly desire to rely on search

**DESIGN**

- Large, engaging, immersive and storytelling imagery
- Subtle, quiet, engaging and storytelling background video
- Large areas of solid, neutral or deep colors
- Long pages that break up and vary the layout of content
- Clear content flow and design hierarchy
INSPIRATION BOARDS & THEMES
INSPIRATIONAL BOARDS & THEMES
THEME
COMMUNITY

Keywords
Friendly, warm, caring, authentic, family, supportive, caring, helpful, committed, dedicated, conversational

Reflected color palette
Templates serve as a proof of concept and point of reference for layout structure and module possibilities.
User testing is a technique to evaluate a product by testing it on users. User testing gives direct input on how real users use the system. User testing provides insight, feedback and data to understand what works and what doesn’t. Ultimately taking action to improve the product.

**TYPES OF USER TESTS PERFORMED**

- Navigation
- Wireframe Tasks/Scenarios
- Search
- Find Your Program
- Sticky Footer
- Sitemap
- News and Events
- Scenario Questions
- Mobile
- Design Preferences

**PARTICIPANTS**

- First Year CAS Students
- General CAS Students
- CAS Transfer Student
- ASUR Cabinet Members
- Graduate Program Students
- Faculty Members
- Staff Members
- Alumni
- Non-Redlands Students
PHOTOGRAPHY
Of Mice and Men

Reactionary Circuitry Design

GIS Mapping Responders

Mascot Thurber

Motion video will be used on the homepage and is available for landing pages.
Modules/UI Libraries are the individual content elements available to use within the content management system. These elements empower the content editor with powerful tools to build and manage their page content.
CONTENT MIGRATION & CONTENT EDITING
Content Migration: The process of moving information (content) from one server to another.

**01**
- ITS to move content from RedDot to EPiServer

**02**
- Editors will need to manage content in two areas until launch
  - RedDot
  - EPiServer

**03**
- Content will be distributed into two areas
  - Redlands.edu
  - Sites.Redlands.edu

**REDLANDS.EDU**
- Prospective Student focused

**SITES.REDLANDS.EDU**
- Public interest information (unrestricted)
  - Events
  - Theatre Arts
  - Public Safety
TAKE ADVANTAGE OF UPCOMING TRAINING SESSIONS
Anticipating mid-November / Nov 9-13

WHAT IS EXPECTED OF CONTENT EDITORS

1. Update Content
2. Delete Content
3. Reorganize Content
(redlands.edu vs. sites.redlands.edu)
CONTENT MANAGEMENT SYSTEM & TRAINING
WHAT IS EPiSERVER?
EPiServer is the content management system (CMS) that will replace RedDot.

HOW DOES EPiSERVER DIFFER THAN REDDOT?
• User Friendly
• More Efficient
• More Features
EPiSERVER TRAINING

WORKSHOPS SESSIONS WILL BE HELD IN A COMPUTER LAB

• You will be able to login in and work on your content
• Training and help available on the spot
• On-demand video refresher training will be available after your workshop

WHEN WILL TRAINING TAKE PLACE?

• Anticipating mid-November / Nov 9-13

WHO IS TRAINING FOR?

• Editors (Primary)
• Approvers/Owners (Secondary)
Editorial Guidelines are a helpful reference guide for content owners/approvers and editors. They are designed to assist you as you develop new content for your section and help the efforts of multiple authors stay synchronized, to ensure we are all using the same general language and tone.

“Currently, there is a strong propensity towards watered down language and unconfident prose on the website. The editorial guidelines have been prepared to suggest that the overall Redlands voice take a hard pivot towards a style that is clear, more confident and more approachable.”

— Domain 7

Editorial Guidelines will be given to you at EPiServer Workshop Training
### Voice & Tone Guidelines

*A guide to writing in a consistent manner across channels and authors*

<table>
<thead>
<tr>
<th>Redlands’ Voice</th>
<th>Rationale</th>
<th>Write like this</th>
<th>Not like this</th>
</tr>
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<tbody>
<tr>
<td><strong>Accessible</strong></td>
<td>A Redlands education aims to be available and affordable to all. While Redlands may be selective, it isn’t elitist or exclusive. The aim is demographic diversity, and that starts with language and content choices.</td>
<td>“You can afford a Redlands education! A wide-range of scholarships and aid means that even if you don’t think you have the money for Redlands, we might be able to help. Talk to us today.”</td>
<td>“The barriers created by the high cost of tuition may be more perception than reality. Students are often surprised to discover the availability of financial aid opportunities, but occasionally neglect to ask.”</td>
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<tr>
<td><strong>Engaged</strong></td>
<td>For those who choose the Redlands community, who are ready to become contributors, not consumers, there is a great deal of opportunity. Help it come alive with active storytelling and action-driven language.</td>
<td>“You could find yourself studying music in Salzburg, Austria, or interning with an NGO in Washington. Nearly every student at Redlands participates in a travel study in their time here. Where will you get involved?”</td>
<td>“The wide range of student involvement opportunities available for students include: on-campus residential leadership opportunities, off-campus volunteer and paid work positions, international group and individual travel arrangements…”</td>
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<tr>
<td><strong>Confident</strong></td>
<td>Confidently aware of its own virtues and values, Redlands is aware it has much to offer the world. It doesn’t underplay or undercut itself.</td>
<td>“A rare find in Californian education: liberal arts, with an alternative edge and an Ivy League aesthetic. No wonder Redlands grads are finding work all over the world.”</td>
<td>“Ranked amongst the top #387 colleges in the United States, and as one of America’s most affordable institutions for veterans.”</td>
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ROLL OUT / TIMELINES

ADDITIONAL INFORMATION SESSIONS
Oct 30 - Nov 6

CONTENT EDITOR CMS TRAINING
Anticipated Date: Nov 9 - 13

CONTENT EDITOR ACCESS TO PAGE CONTENT FOR EDITS AND CREATION
Anticipated Date: Nov 16 - Jan 28

ANTICIPATED LAUNCH
The month of February

Note: Roll-outs and timelines are goals and are anticipated based on various scenarios. These include editor participation, technology implementation, testing and quality assurance are all important factors when it comes to defining a launch date.
QUESTIONS