Strategic Plan: UNLV Web and Digital Strategy

About Web and Digital Strategy

Vision

Building a world-class website to support our world-class university.

Mission

Web and Digital Strategy delivers a world-class, user-centered web presence that supports UNLV's mission and strategic goals. We aim to provide a quality experience that encourages website visitors to engage with the university. We ensure that our diverse audiences are able to access the information they seek easily and equally. By embracing flexibility, new ideas, and emerging technologies, we allow UNLV to effectively showcase its people and quality work.

Service Delivery

Web and Digital Strategy provides website development, content creation, and maintenance for academic and administrative units at UNLV.

Goals of Service Delivery

- Provide high-quality core services to the university community in a sustainable way.
- Incentivize campus units to work within the Web & Digital Strategy framework and not seek outside assistance that may damage the UNLV brand and result in poor web user experience.

Services Provided

Web and Digital Strategy's core responsibility is to design, build and maintain the official UNLV website, including those of official academic and administrative units. In addition, our team provides a variety of consulting services in areas such as enterprise applications, digital marketing, content strategy, web analytics, web accessibility, and user experience.

Excludes:
- Committees

- Centers
- Institutes
- Conferences
- Research projects
- Individual faculty and staff websites
- Student organizations
- Professional organizations

UNLV Website Audiences

Averaging 2.5 million pageviews per month, UNLV's website is the university's largest communication vehicle and oftentimes the primary source of information for both our internal and external audiences.

We constantly try to improve our understanding of our audiences in order to better deliver the relevant, complete, and accurate information they seek in an easy-to-find manner.

Primary Audiences

- Prospective students

Secondary Audiences

- Current students
- Parents and family
- Faculty and staff
- Prospective employees
- Alumni
- Donors
- Community members
- Influencers (Opinion leaders and decision makers)

Tertiary Audiences

- External researchers
- Peer institutions
- Partner organizations

Supporting Top Tier

Our website strategy strives to balance the needs of our audiences with UNLV's Top Tier Initiative — this alignment results in a mutually beneficial relationship between our audiences and the university.

The Top Tier Initiative has defined five goal areas to guide the university's efforts through 2025. Objectives and associated metrics were established in each goal area. Of those, we have identified the following objectives that the UNLV website can help support:

Student Achievement Goal

- Improve student outcomes
- Increase undergraduate retention
- Increase undergraduate graduation rate
- Increase participation in post-secondary education
- Enhance the student experience and success
- Close the achievement gap among underserved student populations
- Contribute to the workforce

Research, Scholarship, and Creative Activity Goal

- Impact of research, scholarship, and creative activities in the academic and artistic communities
- Create and sustain an environment that supports, encourages, and produces high-impact undergraduate and graduate student activities

Academic Health Center Goal

- Provide health care delivery and community service
- Develop a practice-ready workforce
- Wellness and Health Promotion: Develop and implement prevention initiatives that work to improve the health and wellness of UNLV AHC faculty, students, staff, and the surrounding community

Community Partnerships Goal

- Create community connections
- Cultivate a climate of innovation
- Engage with the community

Infrastructure and Shared Governance Goal

- To enhance essential components of our infrastructure

Measuring Success

- Time to complete top tasks
- Mobile site friendliness (measuring with Google Mobile-Friendly Test Tool)
- Social media shares from website content
- Homepage load time
- Request for information (RFI) form submissions
- Campus visit submissions
- Recruitment event registrations
- Bounce rate on key landing pages
- Website satisfaction rates
- Brand clarity

Strategic Directions

Brand Integration

- Clearly communicate UNLV's value proposition
    - What sets UNLV apart from other colleges and universities
    - How will a student benefit from attending UNLV?
- Work closely with Creative Services and Enrollment and Student Services to proactively align website with recruitment materials (print, email, social)
- Closer integration of social media into website
- Develop brand guidelines for:
    - Enterprise applications
    - Mobile applications
- Develop digital collateral to support brand:
    - Mobile wallpapers
    - Desktop wallpapers
    - Desktop screensavers

Ensure Content Accuracy and Relevance

- Update map website with current building descriptions and photos
- Enhance events calendar to drive further campus engagement

- Systematically check SiteImprove to look for broken links and other website errors
- Develop regular schedule of website content audits

Support Student Recruitment and Success

- Showcase monthly themes on UNLV homepage that will encourage prospective students to further explore and engage the university
- Enhance UNLV's financial aid and cost calculator
- Develop scholarship database that allows for easy-to-find and apply for scholarship offers
  - Collaboration with ESS, Financial Aid, Philanthropy, and Colleges/Schools
- Make it easier for prospective students to find and register for campus tours
- Coordinate pay-per-click (PPC) advertising with out-of-town visits by admissions staff
- Streamline content for prospective transfer students
  - Initial focus on CSN to UNLV students
- Explore content personalization and targeting techniques to deliver more appropriate content to users and convert visitors to leads

Enterprise System Integration

- Integrate undergraduate catalog into degree database ensuring consistent information
- Integration of Faculty 180 into website "people" pages
- Use in-house Drupal development expertise to consult with other campus units on their systems.

User Experience and Site Performance

- Develop quality control checklist for each new and existing site:
  - User experience
  - Mobile experience
  - Front-end performance
  - Accessibility
- To better understand and serve our various audiences, we will develop:
  - User personas
  - Top task lists
  - Journey maps (both current and future)
- Migrate to Drupal 8 to avoid end-of-life (EOL) issues with Drupal 7
  - Drupal 7 will reach end of life (EOL) in November 2021. EOL means that no updates or security fixes will be provided by the Drupal community, which would pose severe risk to our website's security and stretch our team beyond its capacity.
- Improve web editing experience to streamline process for team

- Develop plan for on-going user research including:
    - A/B tests
    - User interviews
    - Website satisfaction surveys
    - Task-based usability testing

Policy and Compliance

- Participate in developing UNLV accessibility policy
- Update existing policies
    - Website advertising policy
    - Domain name policy
- Ensure compliance with accessibility standard WCAG 2.0 Level AA on www.unlv.edu and other UNLV websites
    - Plan to remediate existing websites
    - Launch and train users in university-wide SiteImprove service
- Develop accessibility checklist for web help desk when performing maintenance requests
- Ensure compliance with GDPR on UNLV website
- Develop list of vetted and approved web design/development vendors that agree to adhere to our accessibility standards

Improved Collaboration and Customer Service

- Publish set of WordPress and static templates for use on enterprise applications or websites hosted off-campus
- Develop plan for university-wide external email marketing service
- Develop and publish standards and usage guidelines for:
    - Web template elements
    - Academic websites
    - Administrative websites
    - Faculty websites
    - Email newsletters
- Interview colleagues in key areas of the university to understand how we can better serve them