



Fresh Look Advisory Group: Web Site Redesign Visioning Meeting

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Agenda

- Welcome – Dr. Vicki Morrow
- Review of FL Web Site Process- Sandy Irber
- OmniUpdate CMS- Jasmine Witham
- Overview of Site Architecture- Laura Fraser
- Samples of Award Winning Sites- Shelly Hausman
- Dreaming the Big Dream



Fresh Look Web Site Recommendations

- Overhaul the design
- Focus on usability and testing
- Dept. web sites to be standardized
- Consistent messaging and visual identity
- Compelling and recent stories
- Space devoted to celebrate benefits and results of Skyline education
- Faculty photo book/profiles



DRAFT web site redesign timeline

- May 07: Visioning
- Summer 07: Issue RFQ and hire consultant
- Sept. 07: Kickoff meeting, develop work plan & timeline
- Oct. 07: Audit & needs research
- Dec. 07: Design and layout recommendations with templates
- Feb. 08: Present web plan & designs
- Mar. – Apr. 08: Design rounds leading to final web art
- Fall 08: Launch new site & training



Thinking About Web Site Architecture

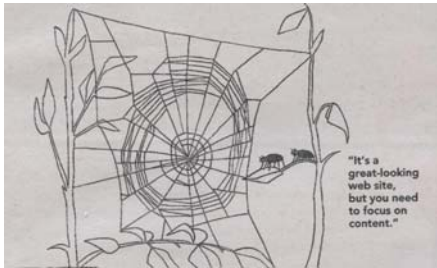
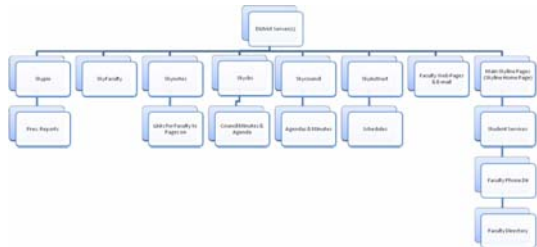


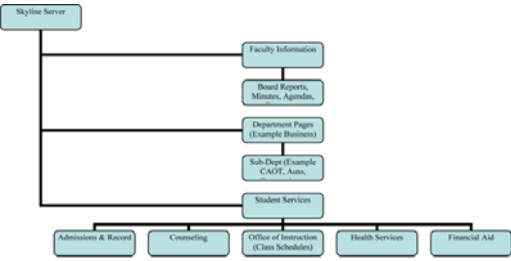


Chart of Current Site Structure





Example of Another Structure





Criteria for Award Winning Sites- NCMPR

- Overall creativity
- Effectiveness in marketing and communications
- Use of hypertext links
- Use of graphics
- Ability to **solicit action** or **return visits** from Web browsers



Samples of Award Winning Sites

- San Juan College, NM (NCMPR)
- Alvin Community College, TX (NCMPR)
- Grossmont College, CA (CCPRO)
- Gavilan College, CA (CCPRO)
- Chabot College, CA (past CCPRO)
