

FACULTY OF ALES

WEB PROCESS

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DOCUMENT OVERVIEW

This document outlines the strategic goals of the [Faculty of ALES](#) website. ALES recognizes that the website is a powerful tool and can reach the defined target audiences and stakeholders.

The ALES web strategy includes defining visions and goals for the site that aligns with the University's missions and strategic plan. It will address the challenges and issues and establish policies, procedures, and processes for web development. This document will serve as the foundation for creating a website, which will meet the needs of the Faculty of ALES at the University of Alberta.

This document is limited to content residing in the faculty website:

- The degree programs (undergraduate and graduate),
- All administration groups,
- The four department sections.

It will not include the research websites, e-commerce or any other specialty websites, which use WordPress.

DIGITAL TEAM MISSION STATEMENT

The Faculty of ALES Digital Team supports the faculty units and research teams in online engagement activities. These activities are designed to meet the goals and objectives through analysis, strategy recommendations, and project measurements. The team designs and upholds quality procedures for online communication strategies. To provide a successful visitor experience, the ALES Digital Team upholds quality by the application of U of A branding guidelines, online best practices, as well as engaging in thoughtful collaboration with faculty and staff.

FACULTY UNITS SUPPORTED

- Alumni
- Graduate
- Undergraduate
- ALES IT
- Professors (bio pages...)
- Administration units
- Students
- Communications
- REES
- RR
- HE
- AFNS
- Research Units

ALES DIGITAL TEAM

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CURRENT SITE OVERVIEW

The following is a brief environmental analysis of the sections of our current ALES website. It will outline the weaknesses, strengths, and dependencies in terms of content, SEO, structure, visuals (images, video) and engagement levels.

SUMMARY

WEB TARGET GROUPS

The website target audiences are students, the public, staff and faculty.

The website is a communication tool and source of information for prospective students, current students, international audiences, parents, government, researchers, donors, media, and other institutions.

DEPENDENCIES

The ALES Digital Team is responsible for SEO, keywords, design, format, upgrades to templates, technology and refinement of content based on the web technologies available.

The unit content owner is responsible for content creation, accuracy, validity and daily upkeep (either via the web request form or by publishing the content via the tool)

The website must align with the ALES communication plan and strategy and with the University of Alberta policies and strategy.

The website must abide by federal and provincial regulations and policies.

The ALES website uses the content management system and templates supplied from the central digital group.

Colours, fonts, tools and templates that are designed by University Relations Digital and provided to the faculty of ALES Digital Team.

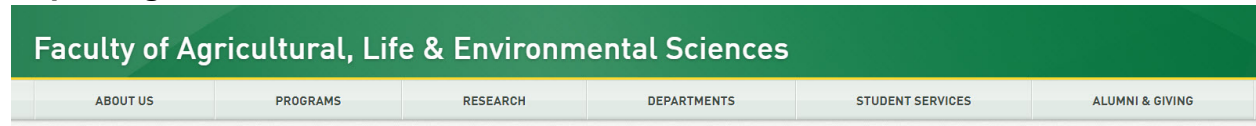
ALES WEBSITE OVERVIEW

The faculty (*and department*) website is hosted on SiteCore 3, the most current template used at the University of Alberta.

Rational: The central digital group determined the top navigation. The first 4 sections are mandatory and the remaining two were determined by discussions with some faculty members in ALES. This navigation is fixed within the current platform.

Total number of pages: 410 approx.

Top navigation of ALES*



WEBSITE PERFORMANCE

2018 overview* ales.ualberta.ca

Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?
1,075,597 % of Total: 1.47% (73,030,032)	756,157 % of Total: 1.37% (55,023,011)	00:01:20 Avg for View: 00:01:37 (-17.95%)	192,258 % of Total: 0.84% (22,836,791)	50.77% Avg for View: 41.54% (22.24%)	20.33% Avg for View: 31.27% (-35.00%)

**detailed reports & environmental analysis are available upon request.*

The average age on the ALES website is approximately 25-34 years old

The average age on the University of Alberta website is approximately 25-34 years old

VISIONS AND GOALS

ALES recognizes that the website is a powerful tool for communications and is capable of reaching local and international audiences, and enhancing ALES reputation with those audiences. Using technologies supplied to us by the University Relations Digital, the ALES web vision includes:

- designing the website for intuitive use by visitors,
- aligning with the central strategic vision,
- aligning with the ALES communication plan
- offering current, relevant information to the end user.

The design and layout of the website will:

- serve a purpose to the end user,
- align with the ALES goals and objectives,
- maintain the ALES reputation.

To achieve this, it is necessary to offer content that;

1. aligns with the strategic vision of ALES,
2. offers value to the end user (target audience),
3. is written for the various target audiences,
4. is current and accurate,
5. reflects the message and branding through communication channels,
6. is SEO rich,
7. offers a “single source of truth” to maintain reputation and accuracy with University standards (RO, FGSR...),
8. is user centric.

CURRENT ISSUES

- | | |
|---|---|
| 1. Define what is worth doing | 11. Structural revisions |
| 2. Define business goals | 12. SEO issues |
| 3. Understand audiences for each key area | 13. Alignment with other communication tools |
| 4. Who “owns” the content? | 14. Training and support |
| 5. Publishing cycle | 15. Consistency of the website (content, branding, flow) |
| 6. Outdated Content | 16. Sharing of information down to the department levels while maintaining a single source of truth |
| 7. Who polices the information? | |
| 8. Process for content revisions | |
| 9. Management of the website | |
| 10. Maintenance of the website | |

STRENGTHS

Content: ALES has an abundance of content. Even though some of it is out of date, the content at the top level is searchable and is being found. The undergraduate and graduate areas content is (for the most part) being found in Google.

Navigation: some of the navigation areas is working. The best example that is working is the undergraduate section. This is mostly found through Google. The programs and majors are all being indexed properly by Google

WEBSITE REQUESTS PROCESS

WEBSITE REQUEST FORM FOR PROJECTS

Web sites or projects of a significant nature will require a web request form. This form is designed to assist with prioritizing the work, assigning resources, and determining feasibility of the project(s) for the digital team.

WEBSITE REQUEST FORM FOR DAILY EDITS

Any content changes which cannot be completed by the designated web author will require a web request form. This form is designed with prioritizing the work, assigning resources, and determining feasibility of the project(s) for the digital team.

DIGITAL TEAM PROCESS

ANALYSIS

1. Needs assessments (project goals, timelines, resources...)
2. Environmental assessments (competition, external factors, technical issues/implications...)
3. Project scope
4. Resources (platform, tools, content, images, people (IT or Designer, Writer)...))
5. Audience assessment (reach, international, internal, general public...)
6. Measurements (Analytics, Surveys, Project provided...)
7. Stakeholders (internal needs, university requirements, URD requirements, granting agency...)
8. Copyright and legal issues (FOIP, branding, research publications, URD, Communications, Unions, HR, central marketing, Governance...)

STRATEGY RECOMMENDATIONS

1. Implementation based on analysis (tactics)
2. Thoughtful collaboration with stakeholders
3. Alignment with ALES strategic goals
4. Alignment with ALES communications goals
5. Alignment with U of A goals
6. The accuracy of data presented
7. Timeliness
8. Technical ability
9. Support internal stakeholders (internal processes, emails...)

PROJECT MEASUREMENTS

1. Success metrics (analytics, engagement...)

2. Iteration (revisions improvement)
3. Stakeholder satisfaction (survey, feedback, anecdotal...)
4. SEO rankings (search performance, google rank, media pickup, general awareness...)
5. Varies by the project (funding requirements, registrations...)

QUALITY PROCEDURES FOR DIGITAL TEAM

INTERNAL WEB TEAM PROCESS

- 1) Web request form filled out for our consultation (if necessary)
- 2) Meeting and determine goals
- 3) Type of project assessment
- 4) Determine appropriate next steps based on project (*steps by digital team*)
 - I. Define scope and primary contact
 - II. Identify support needs (technical and people)
 - III. Find resources (if applicable)
 - IV. Determine timelines
 - V. List steps in project
 - VI. Breakdown further (if needed)
 - VII. Develop draft plan
 - VIII. Research (if applicable)
 - IX. Refine plan (if applicable)
 - X. Build wireframes (sketches circulated on paper) (if applicable)
 - XI. Approve and refine
 - XII. Build UI (generic) (if applicable)
 - XIII. Approve and refine
 - XIV. Build out item in tool (sitecore, wordpress, form...)
 - XV. Present beta and get approval
 - XVI. Refine (if applicable)
 - XVII. Test
 - XVIII. Training
 - XIX. Deploy
 - XX. Support

PROJECT DEFINITION

NEW WORK

- | | |
|------------------------------|-------------------------------|
| 1. new sections, | 8. analytics set up, |
| 2. new website, | 9. new technologies, |
| 3. new pages, | 10. Vanity URL (or subdomain) |
| 4. refine sections, | 11. design, |
| 5. moving sections or pages, | 12. SEO, |
| 6. upgrades | |
| 7. migrations | |

- 13. content structure revisions, content audits stale/old content
- 14. information architecture & hierarchy,
- 15. page layout,

- 16. wireframes,
- 17. campaign strategy,
- 18. e-commerce
- 19. prototypes
- 20. documentation

ONGOING, MAINTENANCE OR SUPPORT WORK

- | | |
|---|--|
| <ul style="list-style-type: none"> 1. content changes on existing pages, 2. buttons, 3. forms, 4. events calendar, 5. questions, 6. training, 7. documentation, 8. tutorials, 9. consultation, 10. uploading videos, 11. image resizing, 12. content revisions, | <ul style="list-style-type: none"> 13. SEO, 14. workflow, 15. page layout, 16. analytics, 17. broken link reports and fix, 18. Content audits stale/old content 19. migrations, 20. patches, 21. testing (URD or internal), 22. responsive compliance, 23. fulfil ad-hoc data requests (CSV generation, form responses) |
|---|--|

WEBSITE PRIORITIES AND OTHER DEPENDENCIES

DEPENDENCIES

The website must align with the ALES communication plan and with the University of Alberta policies and strategy.

The ALES website uses the content management system and templates supplied from the central digital group.

Colours, fonts, tools and templates are designed by the University Relations Digital and provided to the faculty of ALES Digital Team.

The ALES Digital Team must abide by the University of Alberta and Government set standards, policies, guidelines and best practices.

If approval of wireframe is required, sketches on paper closely representing the proposed changes or updates will be circulated and approved by stakeholders prior to the commencement of work in the content management system.*

**when sandbox is not an option*

PRIORITIES FOR THE DIGITAL TEAM

AUDIENCE FOCUSED

PROSPECTIVE STUDENTS

Presenting SEO rich content, which targets both undergraduate and graduate prospective students both local and international.

The content must:

- be easy to read,
- consistent in layout and design,
- the single source of truth,
- grammatically correct,
- appeals to international audiences
- appeals to local audiences,
- align with the social media and publication strategies.

Done in partnership with the ALES Digital Team, undergraduate, graduate, and communications.

CURRENT STUDENTS

Easy access to all the documents needed to enrich their study experience while attending the Faculty of ALES. Completed in partnership with the graduate and undergraduate groups and the ALES Digital Team.

RESEARCH

Highlight our key research areas and professors to attract potential donors, students and raise the engagement and knowledge level in the faculty. This will be in cooperation with communications and the associate dean of research.

PROCESS FOCUSED

SEO AND KEYWORD ENHANCEMENTS

The ALES Digital Team will enhance SEO by choosing the right keywords to strengthen the ALES website.

Completed using:

- keyword research,
- terminology and search criteria research,
- tools provided by University Relations Digital,
- built and adjusted over time by the ALES Digital Team.

ONGOING IMPROVEMENTS AND REFINEMENTS

Develop a content revision schedule for units represented within the faculty website. Activities to improve searchability include:

- website analytics review,
- keyword adjustment,
- content refresh

These activities will:

- Improve search engine optimization,
- align with the University template improvements and vision
- promote our faculty accurately

This will be the responsibility of the digital team in partnership with each business unit.

KEY AUDIENCE TARGETS

Aligns with the unit strategy and priorities and with the overall digital strategy for the faculty of ALES. It will compliment the University of Alberta vision and mandate.

Recruitment focused

- Potential undergraduate north american students
- Potential undergraduate international students
- Potential graduate north american students
- Potential graduate international students
- Parents

Relationship Building

- Potential donors and investors
- Current Alumni
- Government (provincial)
- Government (federal)

- Other universities

CONSIDERATIONS FOR ALL WEB WORK

- Who is the target audience for each area?
- How busy is the ALES website? How is it performing?
- How to monitor broken links and correct broken links?
- How do we prioritize the competing priorities and projects coming in?
- How do we take advantage of the latest tool supplied to us from central?
- How do we balance the needs of the units vs. the resources?

CLASS OF INFORMATION - PROCESS

The website's architecture is organized into the following levels:

- main level pages,
- faculty/administration,
- faculty/programs,
- /department level,
- Professional Faculty Members/Staff/Student/
- Personal Faculty Members/Staff.

Each level allows for various degrees of flexibility and control appropriate to the content and use of the pages.

All information at each level is divided into three types: *official*, *non-official* and *departmental* pages.

Class	Definition	Type	Top Level Domain
Main Level	General administrative and academic pages directly from the main page. These include pages for various administrative offices, official U of A	Official	<ul style="list-style-type: none"> • www.ales.ualberta.ca

	publications, press releases		
Faculty/Administration/ Services level pages	Academic or administrative focused pages containing important/time sensitive information	Official	<ul style="list-style-type: none"> • /about-us • /research • /giving-opportunities
Faculty/Programs	Academic or administrative focused pages containing important/time sensitive information	Official	<ul style="list-style-type: none"> • /student-services • /programs
/Department	Departmental websites	Departmental	<ul style="list-style-type: none"> • /agricultural-food-nutritional-science • /human-ecology • /renewable-resources • /resource-economics-environmental-sociology
Professional Faculty Members/Staff/Student/	Course and project sites, student organizations, project sites	Non-Official	<ul style="list-style-type: none"> • WordPress sites (Research, E-Commerce, UABG, Labs, Internal sites...)
Personal Faculty Members/Staff	Personal web sites hosted in Sitecore but maintained by faculty members or designates (professor pages)	Non-Official	<ul style="list-style-type: none"> • /facultylecturer-directory

Official Pages: An official page is one that communicates official information such as requirements for a program of study, important dates established by the university (add-drop and so on), anything officially presented by the University of Alberta and those units. These pages will go through the unit contact, and workflow to ensure accuracy relevancy. This includes all program information both undergraduate and graduate,

high-level research, Advancement initiatives, larger events at the faculty level and initiatives by the faculty administration teams.

Non-official pages: Non-official pages are not monitored or reviewed.

Examples include:

- professor pages which are the responsibility of each professor in the official content management system for the university
- wordpress research websites

Department page: These pages communicate information relevant and specific to each department and are the responsibility of the web editor at the department level. If no department web editor is assigned, the responsibility is assigned to a digital team member at the ALES faculty level and work requests are submitted by the department unit contact through the web request form.

Web requests will be reviewed through workflow for general HTML or grammatical errors by the digital team. The accuracy of the content will remain the responsibility of the departments. This work will be classified as non-official pages.

Creation of new pages or redesigns will be the responsibility of the digital team and department requests will be evaluated by the digital team. Mandatory upgrades and migrations as indicated by the central digital team will be completed by the ALES Digital Team and applied as necessary.

OFFICIAL PAGES

CONTENT

- All official pages at the first level (immediately following and including the home page) are maintained by the ALES Digital Team, Communications and the respective units.
- For all other levels on the ALES top-level website, a trustee or unit owner is designated for each section of the website.
- Where no owner is known, the Digital Team is appointed to be the default owner of the section.

PUBLISHING

- The digital team publishes the content to the first level official pages and the ALES homepage.
- However, any user with approval from the ALES Digital Team can be designated to publish for the section.
- For all other levels, the unit editor publishes the content for the approved section of the website.
- Where no owner is known, the ALES Digital Team is appointed to be the default owner of the section.

ACCOUNTABILITY

- The person/department listed as the trustee is responsible for maintaining the accuracy of the content of the specified section.
- This trustee may not necessarily be the same person who originally created the content. They are the designated representative to work with the ALES Digital Team.
- The ALES Digital Team will be responsible for publishing, design, SEO, and refinement of the content within the content management system.

TRAINING AND SUPPORT

Currently, the training and technology centre (TTC) at the University of Alberta provides the initial technical CMS training. The TTC does not discuss how to write for the web, SEO or any usability training for the website for this CMS.

ACCESS

The ALES website pages are accessible to the public. However, only the unit designate and or/ ALES Digital Team will have access to edit and make content changes to the sections of the website. All structural and upkeep of the website will be the responsibility of the ALES Digital Team.

DEPARTMENTAL PAGES

CONTENT

All department pages at the lower levels are currently maintained by the ALES Digital Team, unit editor and owned by the departments. At the department level, a trustee or unit owner is designated for each section of the website. Where no owner is known, the Digital Team is appointed to be the default owner of the section.

PUBLISHING

The department unit editor publishes the content for the approved section of the website. Where no owner is known, the ALES Digital Team is appointed to be the default owner of the section.

ACCOUNTABILITY OF CONTENT

The department listed as the unit provider is responsible for maintaining the accuracy of the content of the specified section. This person/department may not necessarily be the same person who originally created the content, but is the designated unit representative to work with the ALES Digital Team. *

**unit editors to be determined*

TRAINING AND SUPPORT

Currently, the training and technology centre (TTC) at the University of Alberta provides the initial technical CMS training. The TTC does not discuss how to write for the web, SEO or any usability training for the website.

ACCESS

The ALES website pages are accessible to the general public. However, only the unit designate and or/ ALES Digital Team will have access to edit and make content changes to the sections of the website. All structural and upkeep of the website will be the responsibility of the ALES Digital Team.

NON-OFFICIAL WEB PAGES

CONTENT

The personal/research web pages (WordPress) and professor pages (Sitecore) are the responsibility of the site owners or designate. The digital team assists with the initial build, structure, and usability and content questions.

PUBLISHING

The academic or designate as assigned by the academic publishes the content for the website. The digital team only assists with technical issues and enhancements.

ACCOUNTABILITY OF CONTENT

The academic is responsible for the accuracy of the content.

TRAINING AND SUPPORT

Training, documentation and ongoing support are provided by the digital team.

ACCESS

The ALES website pages are accessible to the general public. However, only the academic will have access to edit and make content changes to the website. All structural and upkeep of the website will be the responsibility of the ALES Digital Team.

MOVING FORWARD

FACULTY LEVEL

1. Create a standard look and feel for each unit
2. Define a content owner for each section/business unit
3. Create a content refresh schedule
4. Maintain current and accurate content
5. Improve SEO for key focus areas
6. Define target audiences for key areas
7. Define events and high impact content

8. Support key stakeholders
9. Define what can be published and for how long (*time sensitive, conflicting or outdated with RO or FGSR info, confidential*)
10. Define low-interest content and decide on its future (not using the site as an archive)

DEPARTMENT LEVELS

1. Define a content owner for each section/business unit
2. Content refresh schedule
3. Maintain current and accurate content
4. Improve SEO for key focus areas
5. Define target audiences for key areas
6. Promote key events for each department
7. Eliminate redundancies
8. Define low-interest content and decide on its future

IMPROVEMENTS TO THE WEBSITE STRUCTURE

We are moving platforms (*using the current design*) by December 2020.

This section will be determined once we have a clear understanding of what is available in the new system.

University Relations Digital upgrades will not happen until 2021-2222. They will provide the ALES Digital Team new templates and direction.