

Cuyamaca.edu Website Redesign/Replatform Preview

Cuyamaca College Council

April 23, 2019



TODAY'S AGENDA

Phase 1 pilot research

Phase 2 work-in-progress

Timeline



Phase 1 pilot research



STRATEGIC VISION

Become a trusted source for student success by providing value for all audiences through a student-first, digital experience platform.



PROGRAM GOALS

Build a website navigation that meets the overarching student-first approach and specifically targets the primary audience (future and current students) to increase the conversion to apply or enroll.

Consider this website principally a tool to include specific and relevant information for primary audiences (future and current students), and secondarily as an online library of resources to satisfy internal audience needs. A main goal is to reduce redundancies/duplication and aim for in a balance that allows multiple entry points per audience.

Create clear paths based on what is most relevant to each audience, which gets them where they need to go.

Foster consistency and user-friendliness for students.

Construct, implement, and maintain rock-solid guidelines, to include roles and responsibilities, user permissions, workflows, approval processes as well as clear guidelines for brand, content and CMS.



Phase 2 work-in-progress



COMMON STUDENT CHALLENGES

- How do I decide whether this school is right for me?
- Which programs are available?
 - What are the prerequisites?
- How do I, where do I apply? [by student type]
 - Do I apply to the school first or financial aid first?
 - Do I apply to the school first or to the program first?
- Do I qualify for financial aid?
 - How do I apply for FAFSA?
 - Can I get a loan and a scholarship, or do they cancel each other out?
- I've applied, now what?
- How do I register?
- Where is the class schedule?
- How do I find course descriptions?
- What are the deadlines and why do I care?
- What can I expect as a new student? What is the overall process of applying/registering?
- Can I access the site information with a screen reader or other accessibility device?
- How do I get involved/connected with the community?
- How do online courses work?



KEY OBSTACLES TO OVERCOME

- Not aware of special programs [raise awareness of EOPS, CARE, NextUp, Borderless, CalWorks etc]
- Not aware they qualify for financial assistance
- Not aware they are eligible for a free year of college under the Promise program
- Not aware of priority registration and how to get it
- Not aware of tutoring, supplemental instruction
- Need a comprehensive resource/knowledge guide, potentially (new website may become that guide)
- Content may be too dense/complicated for ESL students, short-attention span students, mobile-only students
- Not aware of the opportunity to attend both schools to fit schedule and academic needs

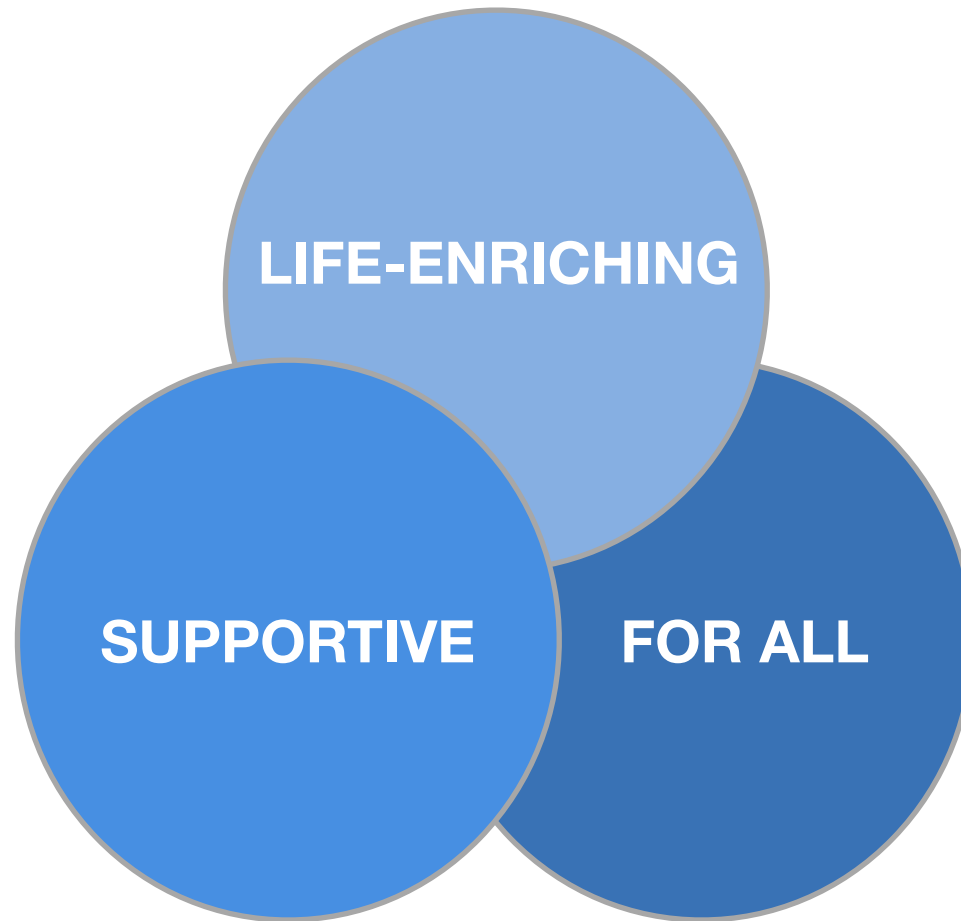


STUDENT BENEFITS TO HIGHLIGHT

- High transfer rates, especially to SDSU; lots of transfer support
- Welcoming, supportive community for a diverse, international population
 - Dedicated support for disabled students, veterans, first-time college students, and others that may have unique needs
- Beautiful campus environment (Grossmont views, Cuyamaca park-like setting)
- First year free, many other support programs (promise)
- Career planning and career-focused programs
 - Offer programs that can lead to a career in two years or less
 - Programs provide the training needed to keep job skills sharp and/or lead to a better job
- Student-focused faculty: primary interest is teaching rather than research
- Huge variety of courses with much flexibility, including online courses
- Strong Community: Opportunities to get involved (e.g., student activities, clubs, athletics, and student government)
- East county pride!



KEY TAKEAWAYS



HIGH-LEVEL NAVIGATION: CALLS TO ACTION

APPLY

WEB ADVISOR

CANVAS

SEARCH



■ HIGH-LEVEL NAVIGATION: UMBRELLA

HOME [feature: apply, deadlines, financial aid, future students, international students, programs, why choose, events]

ACADEMICS [feature: programs and certificates; crosslink to transferring]

ADMISSIONS & AID [feature: applying, transferring in, financial support, different types of students]

STUDENT SUPPORT [task support for current students]

GET INVOLVED [show off non-academic activities]



HIGH-LEVEL NAVIGATION: BY AUDIENCE TYPE

WHY CHOOSE CUYAMACA (for undecided students/parents)

FUTURE STUDENTS (overview of what to expect/onboarding process)

CURRENT STUDENTS (shortcuts to logistics for students who have applied and/or registered)

INTERNATIONAL STUDENTS (shortcuts)

NEWCOMERS (shortcuts)

ONLINE STUDENTS (may be working, transportation issue, parents)

COMMUNITY (shortcuts to foundations, donations, community calendar)

FACULTY & STAFF (shortcuts)



■ HIGH-LEVEL NAVIGATION: FOOTER

About Cuyamaca

Locations

List of top tasks/locations (ie, bookstore, library, course catalog, faculty directory)

Compliance links

Social media



Timeline



