The Higher Learning Commission Action Project Directory

University of Rio Grande/Rio Grande Community College

### PROJECT SUMMARY

The overarching goal of this project is to harness better the potential of the institution’s public website as a tool for advertising, marketing, communicating, and interacting with current and potential students and the interested public. Specific goals are to: 1) reduce bounce rates and increase dwell time; 2) improve accessibility and navigability—especially on mobile site; 3) enhance functionality—especially on mobile site; 4) improve content accuracy; 5) develop and articulate a process for maintaining accuracy and accountability, and 6) determine content appropriate to meet the overarching goal and move the remaining content to the Intranet.

### PROJECT RATIONALE

Three years ago the University of Rio Grande’s website went through a major upgrade. Since that time the amount of information shared by the institution on its website has steadily increased. Rio recognizes the importance of maintaining and assuring accuracy in all of its publications. As part of the overhaul Rio adopted a website platform that allows users access to make changes in their areas, the goal for which was to maintain information accuracy and currency. Despite this access many website pages are incomplete and/or inaccurate. This Action Project will serve as the next phase of the upgrade.

Because Rio no longer employs a webmaster it relies on School Chairs, Program Directors/Coordinators, and various staff members to maintain, update, and check for accuracy all website content in their areas. While the website platform Rio uses has technical support and some online training, Rio has no articulated process or procedure for maintaining and updating the site. The Action Project team seeks to develop a guide that will include all policies and procedures related to the public website.

Additionally, the institution is transitioning to a different platform for its intranet. The Action Project team members, with input from appropriate constituencies across the institution, will determine what content needs to remain on the current public site and relocate remaining content to the new intranet.

### PROJECT GOALS AND DELIVERABLES

Specific goals of the project include: 1) reduce bounce rates and increase dwell time; 2) improve accessibility and navigability—especially on mobile site; 3) enhance functionality—especially on mobile site; 4) improve content accuracy; 5) develop and articulate a process for maintaining accuracy and accountability, and 6) determine content appropriate to meet the overarching goal and move the remaining content to the Intranet.

**Proposed timeline:**

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<tr>
<th>Period</th>
<th>Tasks</th>
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<tbody>
<tr>
<td>December 2014 – February 2015</td>
<td>Administer survey(s) and use focus groups to identify concerns and obtain input from stakeholders. Identify and analyze bounce rates and dwell-time data as well as determine what other measures Rio should track and how to track them. Identify and develop a plan to make changes to both the main and mobile platforms. Project team will review website for content accuracy.</td>
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<tr>
<td>March 2015 – May 2015</td>
<td>Implement changes to both the main and mobile platforms. Develop and articulate a process for maintaining website accuracy and accountability. Update content based on project team review.</td>
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<tr>
<td>June 2015 – December 2015</td>
<td>Track bounce rates and dwell time as well as other measures as determined.</td>
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4: INSTITUTIONAL INVOLVEMENT

A: All Rio students, faculty, and staff will be invited to participate in the first and last stakeholder satisfaction surveys. Available and willing students, faculty, and staff will be invited to participate in focus groups as follow-up to the initial survey. Members of the Action Project team (faculty, staff, and at least one student) will take the lead on the project including determining what measures Rio should track and how to track them, and developing the written handbook. The AQIP Steering Team (Rio’s President, Provost/CAO, VP for Administration, CFO for RGCC, Director of Management Information Services, VP of Administration for RGCC, Director of HR, Dean of Students, Dean of Arts and Sciences/AQIP Liaison, and faculty from Art, Computer Science, History, and Biology) has oversight of all Action Projects including this one and played a major role in its development.

5: PROJECT CONTROL

A: The Action Project team will determine the success of the project using the following measures:

- Accessibility and navigability will increase as indicated by positive stakeholder satisfaction surveys. November/December 2015
- Rio will have a written handbook including all policies and procedures related to the public website. By December 18, 2015
- Bounce Rates will reduce by 10-25% and dwell-time will increase by 10-25%. Additional specific measures will be determined as the project progresses. November/December 2015
- The website’s accuracy will increase as indicated by a review of content by team members.

6: ANTICIPATED CHALLENGES TO PROJECT SUCCESS

A: The primary challenge Rio faces with this project is the lack of a webmaster. The team will have to develop a thorough and accessible handbook so all responsible persons know how to maintain it as well as clear lines of accountability.

7: ADDITIONAL INFORMATION

A: None at this time.