



# USFCA Web Redesign Project Update

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November 18, 2021

## USF WEBSITES

Two distinct USF websites which serve different audiences

- **USFCA.EDU**
  - a marketing-focused, public website primarily for prospective students, alumni, and donors
  - last redesigned in 2015
- **myUSF**
  - a public website focused on providing essential information and resources for current students, faculty, and staff (majority of information is open to the public and does not require a login)
  - last redesigned in 2018

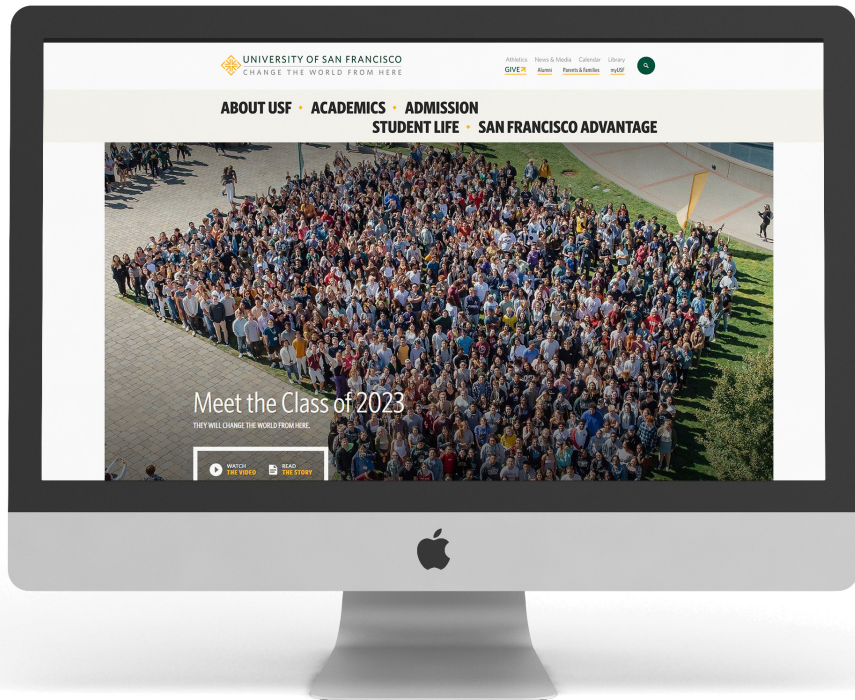
***This project is focused on usfca.edu with plans to redesign myUSF after the usfca redesign is completed***

## WEBSITE REDESIGN GOALS

Create a first-rate, intuitive, modern, and visually compelling website that:

- Engages prospective students, alumni, donors, employees, employers and visitors
- Communicates the university's mission and brand
- Communicates USF's features of distinction within the current higher education landscape
- Continually offers fresh content, giving audiences something new with every visit, inviting them to explore the site, and ultimately driving them to take action

# TRAFFIC



**50K** PAGE VIEWS/DAY  
**1.4M** PAGE VIEWS/MONTH

## WEB REDESIGN OVERSIGHT & COMMITTEE ROLES

- **Web Strategy Committee** will provide oversight and leadership on the project
  - Ellen Ryder (Chair), Opinder Bawa, April Crabtree, Chris Brooks, JP Allen, Marlene Tom
- **Web Redesign Workgroup** are stakeholders from across campus who help inform project decisions, provide essential feedback, and communicate project updates in their division
  - Members from Strategic Enrollment Management, Schools/Colleges, Development, ITS, Institutes and Centers, Library, OMC, Additional Campus Locations, Provost/International Relations, Student Life, Athletics, Student Representative, and Faculty Representative



## TIMELINE

STEPS	TIMELINE 2020-2022
Request university funding	11/20
RFP for vendor selection completed & approved	12/20
Establish Web Redesign Working Group Committee	12/20
Select design firm	2/21
Begin project	4/21
Research, discovery, and design phases	2/22
Website build out (development phase)	11/21-4/22
Test, bug fix, and user testing	5/22
Launch website	6/22



## PROJECT MILESTONES COMPLETED

- Discovery & Strategy Phase
- User Experience Design
- Messaging, Voice & Tone
- Analytics Dashboard Strategy
  - Custom google dashboard to track website Key Performance Indicators for the website
  - Admission key metrics: click out to common app, click out to slate RFI forms, sign ups for tours and events, and clicking on the program finder
- Visual Design (current phase) - global designs approved

## GLOBAL DESIGN PREVIEW

- [Homepage](#)
- [Mobile view](#)
- [Academics landing page](#)



## PROJECT MILESTONES UPCOMING

- Functional Requirements
- Content Plan
- Technical Development (including Slate and Acalog/Curriculog integration)
- Build Website
- Test
- Launch

## CONTENT DISCUSSION

- Help us tell the authentic stories about USF on the new website
  - Connect us to students and faculty for stories and quotes
- New marketing top-level sections:
  - Faculty and Student Research
  - Global USF
- Program finder: search programs by areas of interest, careers, or program name
- New map feature

## CONTENT DISCUSSION

- School website content needs
  - School differentiators
  - New section: Research & Impact
  - Program websites need program differentiators, unique courses, internships, externships, and careers/outcomes

## Q & A

- Questions?