University Advancement website redesign

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Redesign objective: Provide our users timely and relevant content in a way that's easy to navigate.

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Why are we doing this?

1. There's lots of old content that needs to be pruned
   - This will happen during the content audit section
   - Will work with the content owners to determine what stays vs goes
2. Our current two site setup is confusing
   - Users don't understand the difference between Alumni Association and University Advancement
3. The campaign is rapidly approaching and need to have a place for it
   - Need to have a strategy for how to bring that content to life in a meaningful way
4. It's time for a refresh
   - Overall look and feel of the site seems old and stale
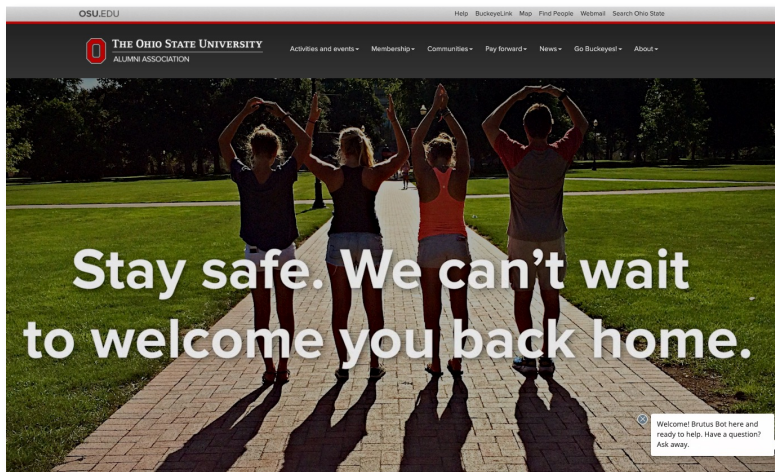   - It hasn't kept up with current design standards

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Website strategy

Strategy - Have two distinct websites (MUAA vs giving site) that have specific and thought-out content strategies for each.
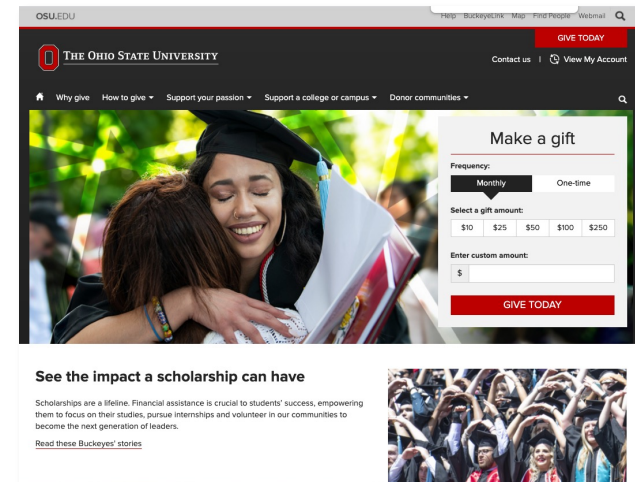
Many other local universities handle their web properties this way.
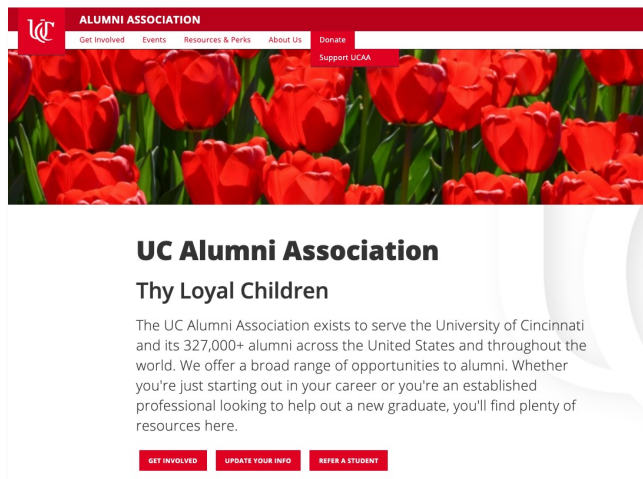
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Why is this our strategy?

Ohio State University
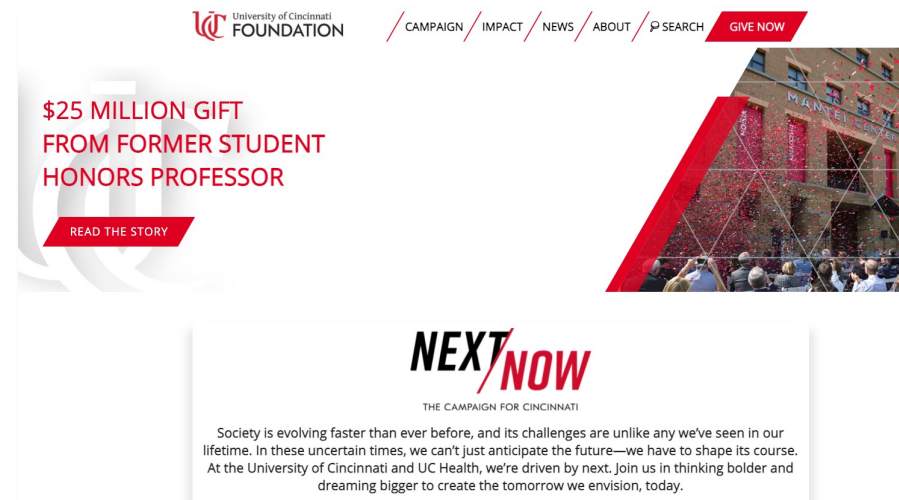

OSU Alumni site

OSU giving site

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Why is this our strategy?

University of Cincinnati
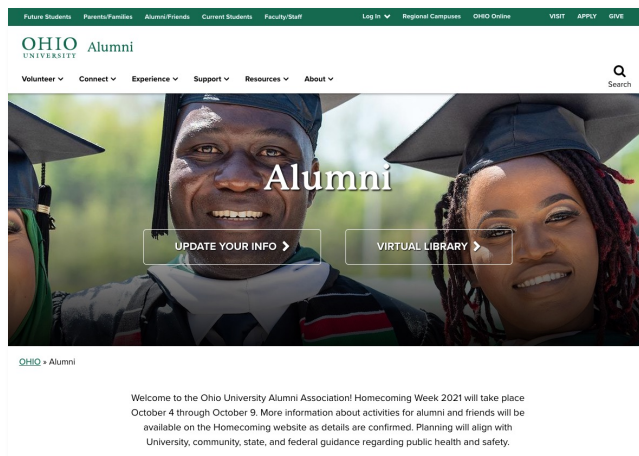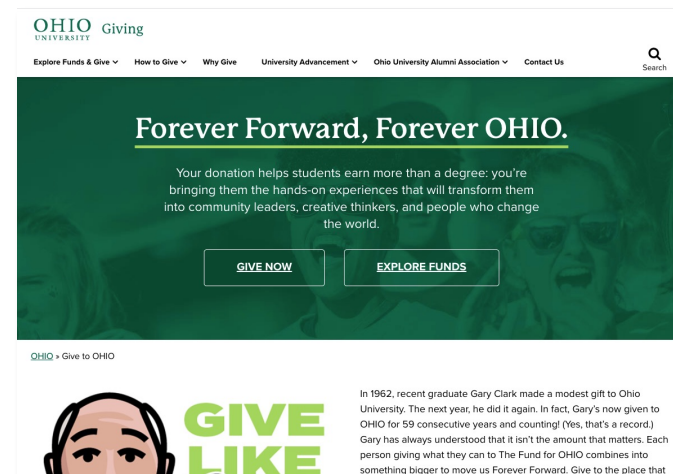

UC Alumni site

UC giving site

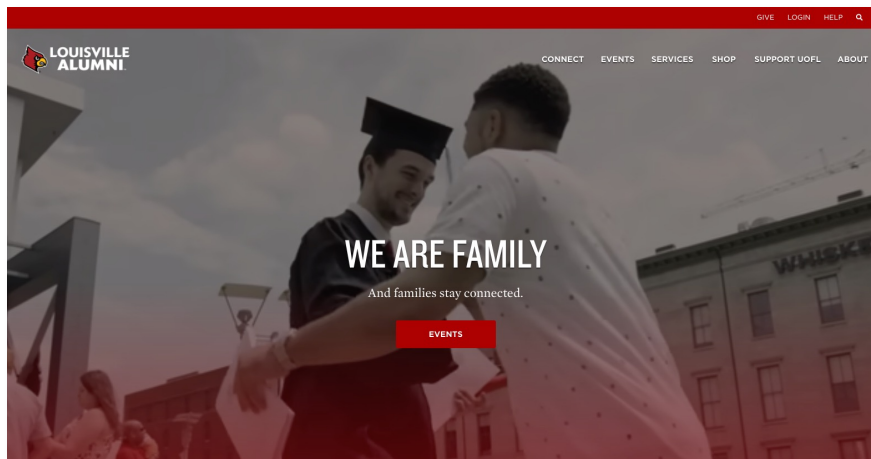# Why is this our strategy?

Ohio University
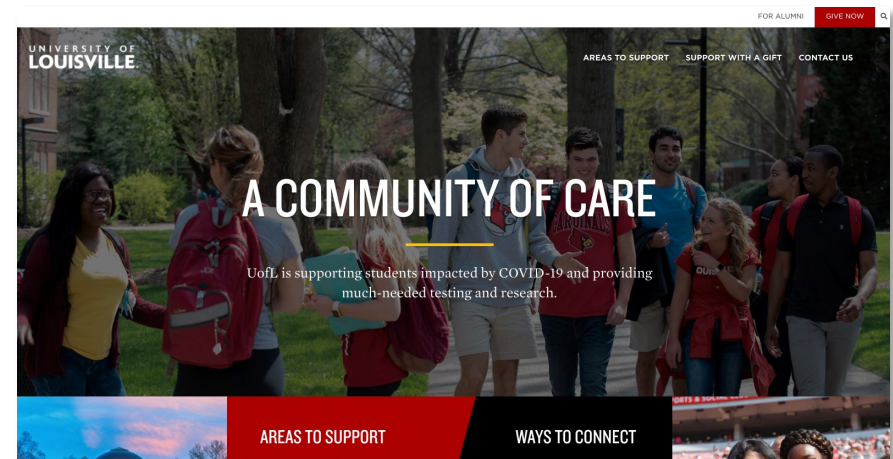

OU Alumni site

OU giving site

Why is this our strategy?
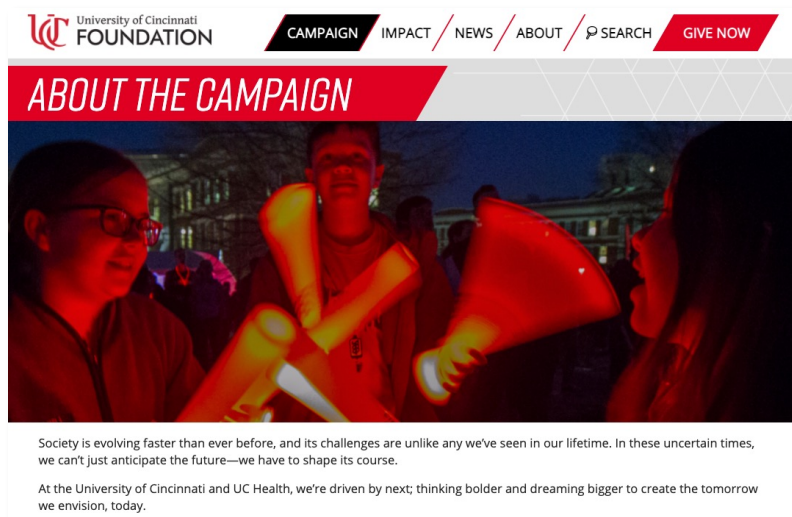
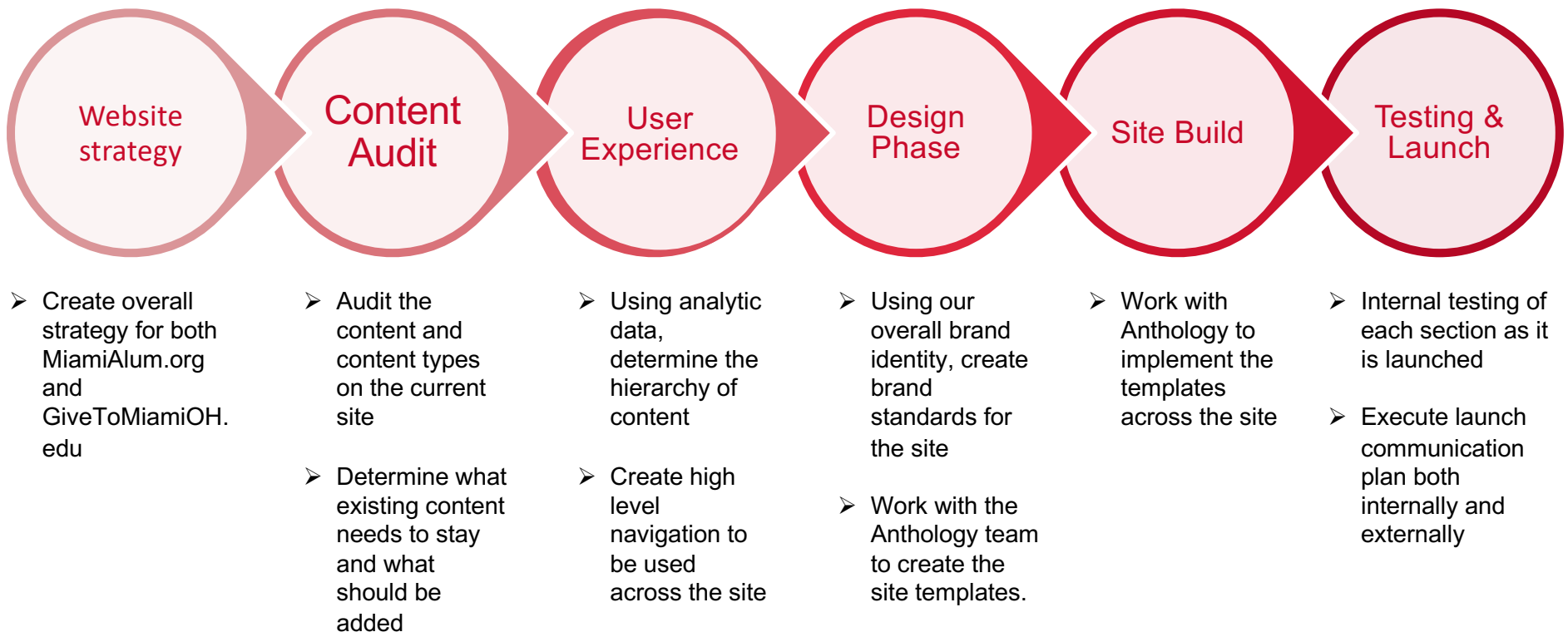## University of Louisville

UofL Alumni site

UofL giving site

What about the campaign site?

» We would build a campaign sub-site that would live on the giving site. UC has taken a similar approach with their current campaign.

Website Redesign

Process broken down to key phases

Website strategy → **Content Audit** → **User Experience** → **Design Phase** → **Site Build** → **Testing & Launch**

Website strategy
- Create overall strategy for both MiamiAlum.org and GiveToMiamiOH.edu

Content Audit
- Audit the content and content types on the current site
- Determine what existing content needs to stay and what should be added

User Experience
- Using analytic data, determine the hierarchy of content
- Create high level navigation to be used across the site

Design Phase
- Using our overall brand identity, create brand standards for the site
- Work with the Anthology team to create the site templates.

Site Build
- Work with Anthology to implement the templates across the site

Testing & Launch
- Internal testing of each section as it is launched
- Execute launch communication plan both internally and externally

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Foundation website

» Channel strategy
  » Our Foundation website is focused on why constituents should give, ways they can give, where they can give and additional information relating to gifts. As such, we should be sharing stories of how those gifts are impacting our students and the University as a whole. Since we trying to inspire gift-giving, we will need to make sure we are pulling at the readers emotions to make them feel good as they are giving.

» Content Focus
  » Show the impact of gifts through stories, educate the audience on how and where they can give, and give them easy ways to give.

» Executional Mandatories – home page
  » Highly prominent area for story telling/impact stories
  » Easy and multiple ways to make a gift
  » Simple page layouts and navigation

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Alumni Association website

» Channel strategy

  » Our Alumni site specifically targets alumni of Miami University. Here, alumni can find ways to engage with the University, events going on, resources available to MU alumni, and learn more about the Alumni Association. This site also features news stories that highlight alumni, signature events, and promote upcoming opportunities for alumni to get involved and stay connected to their alma mater by fostering their passion through high energy and informative info.

» Content Focus

  » All alumni events are hosted on this site, along with news, ways to get involved, and current happenings in the Alumni Association. Focus on the connection alumni have with their alma mater- through groups, chapters, and personal profiles/class years. Also provided resources to keep alumni connected to MU (such as Alumni Career Services).

» Executional Mandatories – home page

  » Highly prominent area for story telling/impact stories

  » Easy and multiple ways to make a gift

  » Simple page layouts and navigation

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Timing

» Channel strategy

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