At William & Mary, everyone is passionate about academic success.
- STAFF
At William & Mary, everyone is passionate about something.
- STUDENTS
Show us the campus, and make it look beautiful.
- STUDENTS
Better organization & more structure.
- EVERYONE
Show us the campus, even when it's not beautiful.
- STUDENTS
For some, the day they left WM was the greatest day in the world ... and it's all downhill from there.
- ALUMNI RELATIONS STAFF
Easier navigation and a site that makes it clear you're at WM!
- EVERYONE
We want a site that lives up to the College.
- EVERYONE
U.Va. makes governors, but WM makes ambassadors.
-FACULTY MEMBER
The website is tired, and we're not a tired institution.
- PROVOST
Podcasts! Streaming video! Pictures!
- EVERYONE
I didn't know nerds could party. And apparently, we can.
- STUDENT(S)
The college is very personal, but the website isn't.
- ADMISSION
No singular institution is as tied to the American story as William & Mary.
- PRESIDENT
People care here. People want to be here, and they want you to be here. That's how we roll
- STUDENT(S)
We have an incredibly strong spirit of collaboration.
-FACULTY
Our alumni are very smart people who need high touch.
- ALUMNI RELATIONS
Show the opportunities!
-STUDENTS
We have a love-hate relationship with the word fun.
- STAFF
Our students come here wanting to change the world. We want them to leave with the ability to do so.
- PRESIDENT
Go Tribe!
There's a lot more to the web project than just web improvement. It really is the beginning of a broader existential conversation about who we are and how we present ourselves to the world.
- BOARD OF VISITORS MEMBER
In terms of systems right now, we're more DMV than MIT
- ADMISSION
Ritual, ceremony, and tradition are cornerstones of the culture.
- STAFF
Less green...

Redeveloping wm.edu

Implementing a smart, sustainable solution

Presentation | Board of Visitors

Thursday, 6 December 2007

mStoner

Go, Tribe!

The College of William & Mary knows what it needs. In 2006, it issued a Web Assessment report that outlined the following objectives for a reinvention of its web presence:

1. A user-centric focus
2. A clear, persistent navigation scheme
3. A balanced approach to respond to unique characteristics of diverse audiences
4. A robust and effective search feature
5. A well-structured content model for marketing, news, and multimedia
6. A consistent design that coincides with College communication initiatives
7. An intuitive information architecture with a focus on usability and accessibility
8. Integrated and more easily accessible information

The following presentation covers:

1. **WHAT WE HEARD FROM YOU**
2. **WHAT WE LEARNED FROM THE COMPETITION**
3. **WHAT WE RECOMMEND**
4. **HOW WE PLAN TO GET THERE**

mStoner

SUMMARY & KEY FINDINGS

"I'm proud of the College. Give me a site that makes me proud."

"Show me the opportunities that I didn't realize I need to know about."

"Make it easier for me to find information."

"Make it clear who we are, and what we're not."

"Build something that we can sustain . . . and keep in mind what we haven't got."

From everything we've heard and seen, this project must address three main issues:

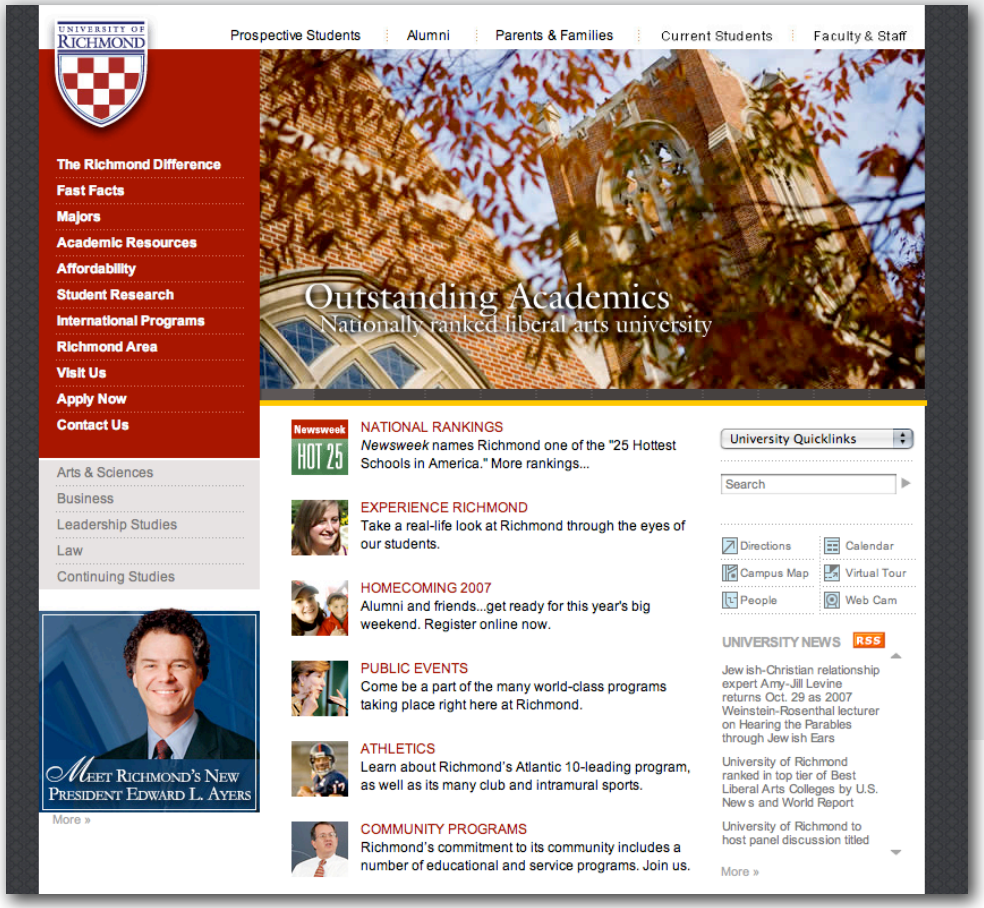
1. **MESSAGING**: how the ethos of the institution is conveyed online.
2. **FUNCTIONALITY:** how information is structured, nested, and re-used throughout the site.
3. **ONGOING MANAGEMENT:** what tools, training, policies and procedure are necessary to maintain and enhance wm.edu over time.

“We don’t have peers. We have competitors.”

- DEAN OF ADMISSION

We reviewed the websites of twelve competitors, including: U.Va., Virginia Tech, Duke, Georgetown, UNC-Chapel Hill, Boston College, University of Richmond, Wake Forest, and Cornell University.

ESTABLISH HIERARCHY CLEARLY



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SIMPLIFY NAVIGATIONAL PATHS

ANTICIPATE AUDIENCE NEEDS

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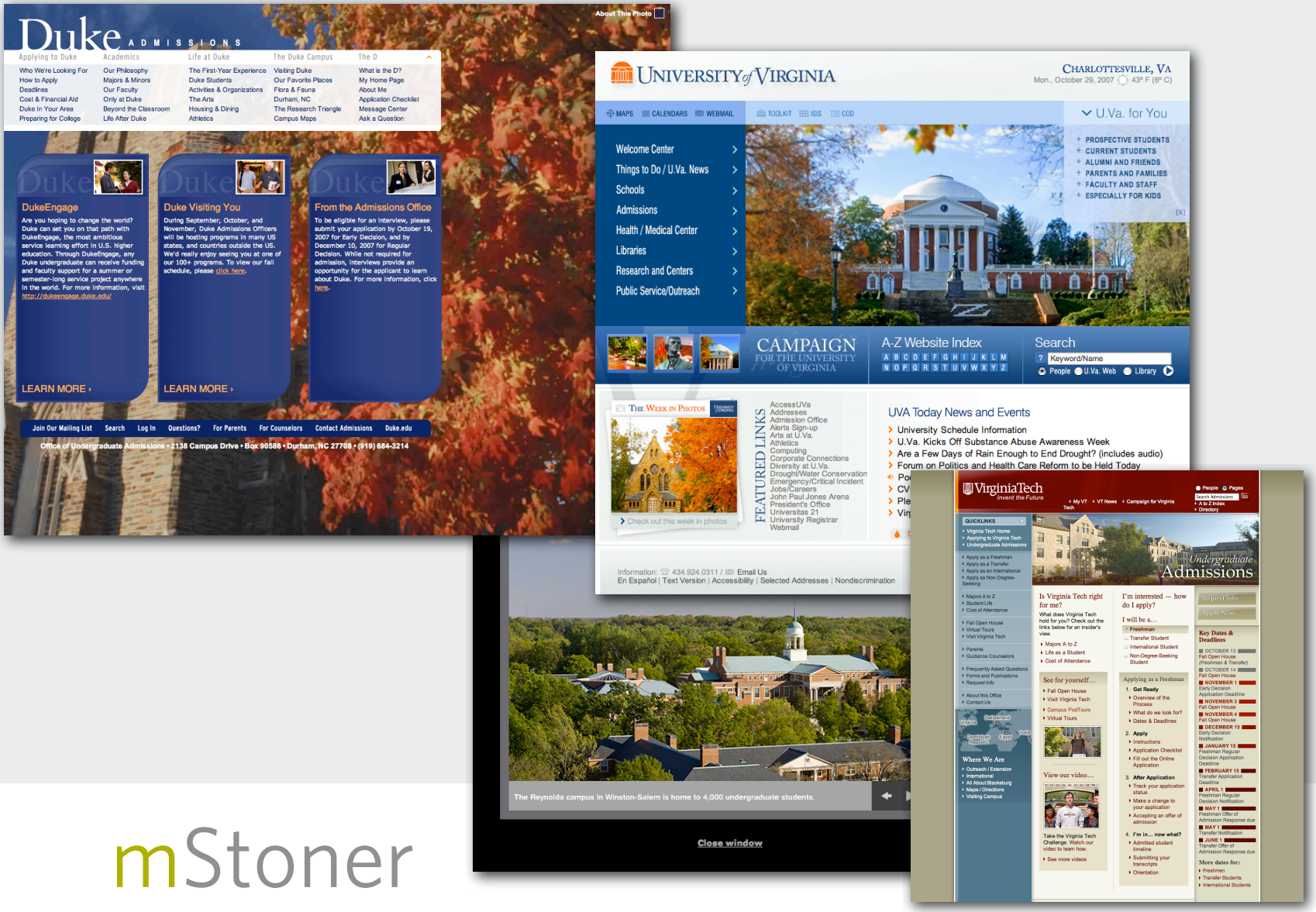
CAPTURE THE BEAUTY OF CAMPUS



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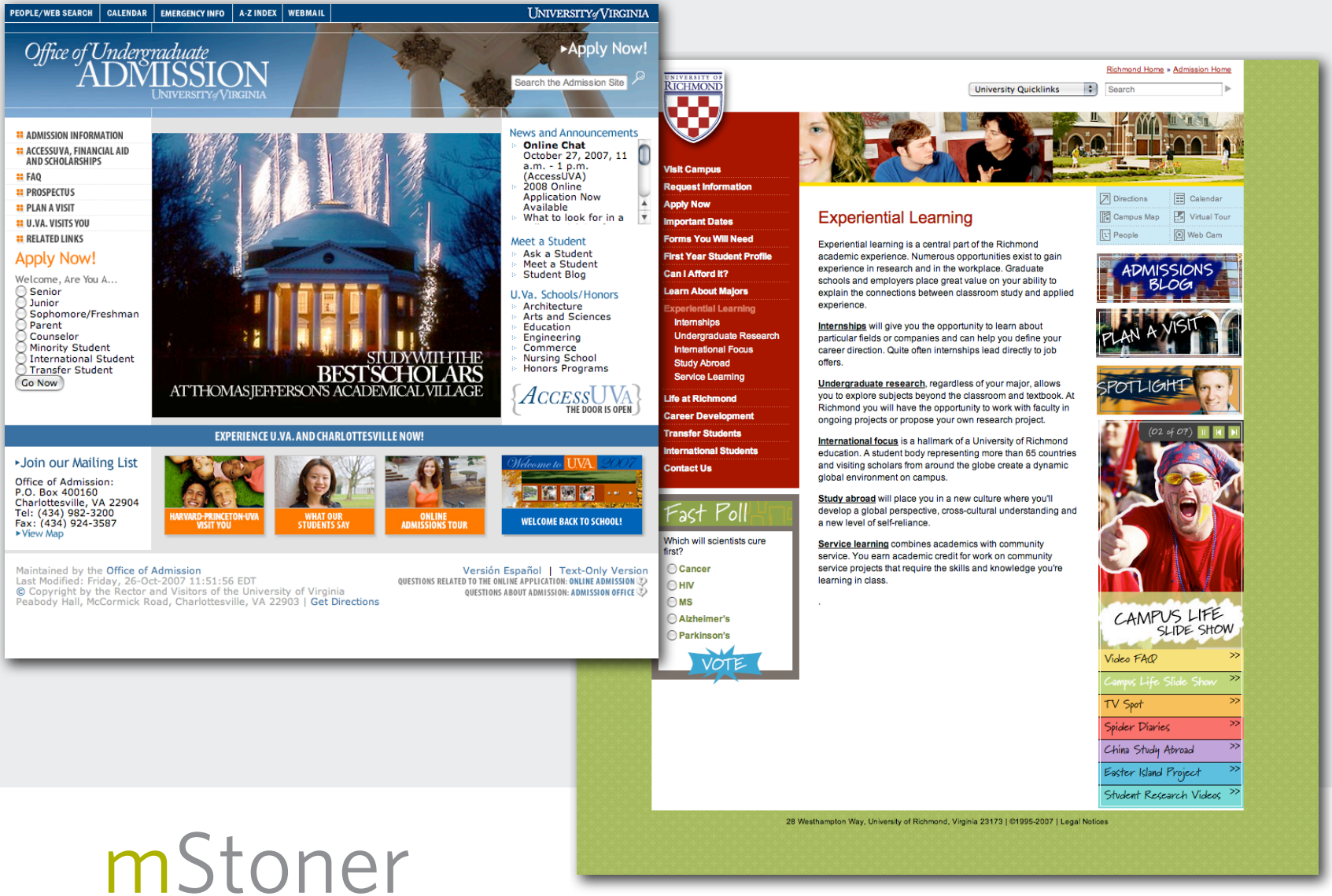
CONVEY THE EXPERIENCE



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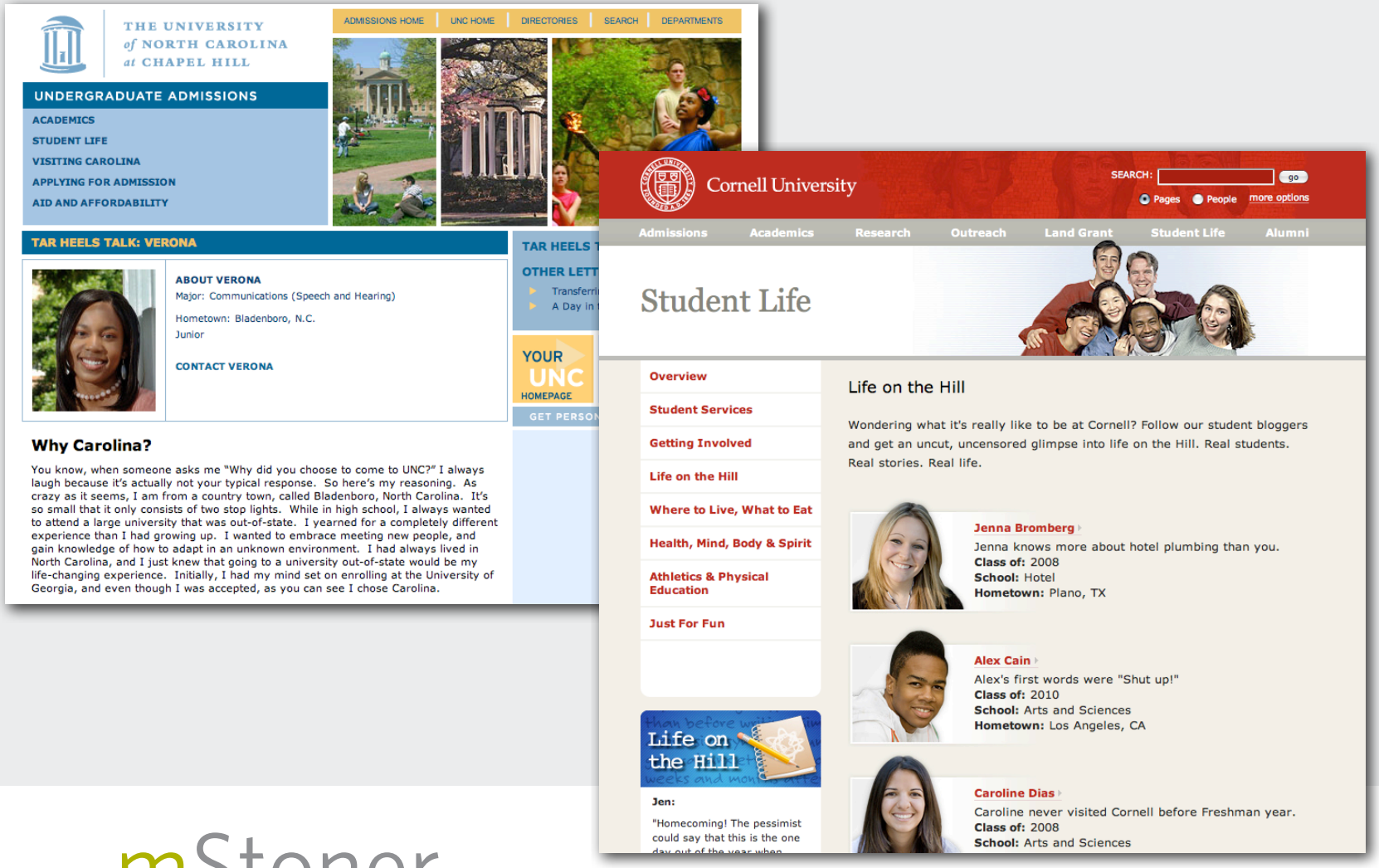
DELIVER COMPELLING STORIES, FIRSTHAND



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KEY MESSAGES

"ACCESS TO ACCESS"

As a public institution with a commitment to serving a diverse student body, W&M is a welcoming and affordable education option for any student who meets the school's stringent academic standards.

"HISTORICALLY INNOVATIVE"

From being one of the country's first institutions of higher learning, to being one of its most "unwired" campuses, to the forward-thinking research done by its professional and graduate schools and its undergraduate students and faculty, innovation is part of William & Mary's DNA.

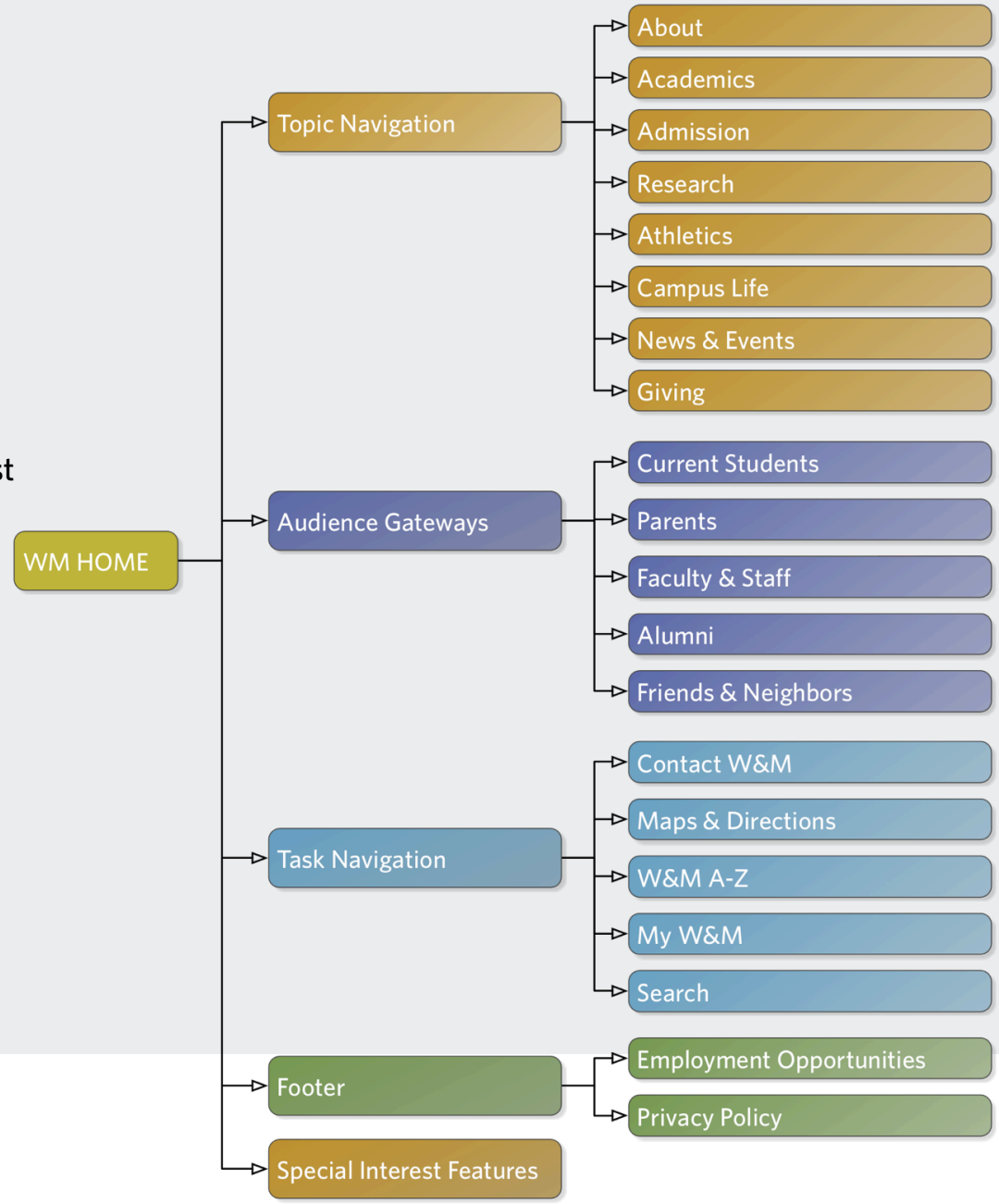
"IT'S FUN TO BE INTENSE"

"I wish we could get a few more kids with green hair." Every student we talked to said William & Mary was a fun campus and that the student body—though bookish as a general rule—was certainly "weird in its own way." And everyone pointed to the extent to which students were engaged in social issues and creative expression, as is manifest in student participation in theater and Peace Corps.

SITE STRUCTURE

The Main Structure

- Three main navigation sets deliver information by topic, audience, and task.
- Task-based navigation focuses largely on main areas of interest to prospective students.



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Timeline

SEP '07	OCT '07	NOV '07	DEC '07	JAN '08	FEB '08	MAR '08	APR '08	MAY '08	JUN '08	JUL '08	AUG '08

STRATEGIC DISCOVERY & PLAN DEVELOPMENT

- Background documentation review
- Intake meetings
- Competitor site review
- Follow-up meetings
- Strategy document development and refinement
- Preliminary information architecture
- Preliminary wireframes
- Detailed timeline

EDITORIAL PRODUCTION & DESIGN DEVELOPMENT

- Refined information architecture
- Writing workshop
- Copy decks
- Wireframes
- Concept design presentation
- Audience testing
- Full design suite development
- Beta-site testing

TECHNICAL SPECIFICATION, SELECTION, & IMPLEMENTATION

- Feature specifications
- CMS recommendations
- End-user testing
- HTML development
- CMS installation & customization
- QA testing
- Training

SITE LAUNCH

- Knowledge transfer
- Next-steps planning
- New governance models implementation

Indicates campus visit.

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