SPSCC WEB STRATEGY & GUIDELINES

Following Established Web Standards and Guidelines

The main focus of the SPSCC website continues to be primarily a marketing tool to support the recruitment and retention of students. Top-level pages focus on the needs of future students. The primary audience is prospective students, followed by current students, faculty and staff, alumni, and the community. All content on the SPSCC website should support:

- The mission and core themes of the college.
- Clear, consistent, coherent content that promotes a positive image of the college.
- Accurate and current information.
- Accepted web standards, including accessibility standards mandated by law.

Website Strategic Priorities

Our main strategic priority will be to facilitate a user experience that will develop a lasting digital relationship with all visitors—in particular prospective and current students—providing them with the information they need quickly and easily.

As the college's primary marketing tool, the SPSCC website will continue to reveal the college to its target audiences in a friendly, efficient manner. The site will attract new students, provide open, relevant, and current information to potential and current students, maintain an attractive and professional appearance with efficient navigation, provide concise, easy to understand information that enhances student recruitment, speaks to students in a consistent voice, and provides a useful experience for visitors which is task-oriented.

Following an Established Web Strategy – 'The Funnel'

Recommendations from past website review and analysis set the path for a web strategy where the primary focus is to get students enrolled in SPSCC, accomplished through a funneling process involving three main areas:

1. Build Interest in the College: Videos, testimonials – engaging visitors and prospective students in programs offered at the college.
2. Focus on Academic Pathways: Degree seeking programs with required path and end award – helping students establish a pathway at the college.
3. Streamline Apply and Enroll Process: User onboarding process with easy steps, streamlined to complete the process for enrolling.

Content and functionality reflect this funneling action, where site visitors move smoothly from general interest into more specific degree seeking areas, and into transactional mode where the application and enrollment processes are completed.

Framework and Applications to Support Web Strategies

The ongoing development of the college website supports our main web strategies by:

- Supporting a simplified, direct workflow for prospective students to apply and enroll quickly.
- Developing all mobile-friendly content: Less words, more images, videos, and buttons.
- Streamlining text, keeping information short and simple to accommodate mobile users who scan info on a mobile device.
- Moving content to an Info Center. Using collapsible/accordion style formats.
- Keeping content and structure user-centric, not internal or organizational focused.
- Converting PDFs to html when possible, and print based forms to online forms with backend processing.
- Developing a student portal. Redirecting students to the mySPSCC student portal will improve student access to important information, with positive effects on student retention.
- Developing database driven degree/PPG information. Pulling content directly from databases (new or existing) wherever possible ensures data is consistent, current, and accurate.

Drupal CMS

The website's Drupal content management system contains content types that will be consistent throughout the college website. Content types are implemented within a mobile friendly, responsive design, responding to various device screen sizes.

New Strategies Moving Forward

- Best practice will be followed in keeping content in one place and pointing to it, rather than duplicating information throughout the site which results in multiple locations to update the same information. Content such as directory information, maps and locations, will have a single location that can be linked to.
- Best practice will be followed in referring to the 'authoritative source' for updating content, rather than developing one's own version of duplicated content.
- Requests to re-publish old content may require web traffic analysis or usability studies. Web traffic analytics can show what information is being viewed, how frequently, and for how long, and is useful in determining the value of specific web content.
- Based on a web strategy to build strong relationships with the college and its brand, it makes sense to veer away from rogue or externally developed sites (e.g. weebly sites) that don't support the college brand and are difficult to track, monitor usage, and update links to changing content or breaks in technology changes. In light of this, faculty and student organization web pages may be developed within the CMS.