

WHAT WE HEARD FROM YOU

Over the course of several days of on-site meetings and follow-up telephone meetings, the mStoner team met with representatives from Bethel's Web Steering Committee and representatives of each College within the University.

We've also met with students and faculty from across the University as well as members of administrative offices and groups such as Admissions, BARRC, Campus Ministries, Communications & Marketing, Constituent Relations, Development, Financial Aid, Human Resources, Information Commons, the Library, Off-Campus Programs, Student Life and Web Services.

The goals of these meetings were to get a sense of the needs and expectations of the University related to the web, to identify the challenges that the team will face over the course of the project, to assess the internal and external needs the website must address, and to prioritize the features, functionality, content and design elements that the new site must deliver.

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

- ▶ **Organization & Functionality:** how visitors are routed through the website, how the site "works"
- ▶ **On-going Management:** how the new website be maintained, and by whom
- ▶ **Challenges:** the issues that face us as the project moves ahead

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ORGANIZATION & FUNCTIONALITY

- ▶ The main function of the website is to deliver meaningful, timely content to all visitors.
- ▶ The website must facilitate the needs of prospective students without sacrificing the experience of internal audiences.
- ▶ The needs and expectations of prospective students vary widely depending on the course of study explored.
- ▶ By syndicating content across the website it will be much easier to provide valuable and timely content to visitors.

ON-GOING MANAGEMENT

- ▶ **The reinvented Bethel website is the tip of the iceberg.** As the University transitions from the idea that its web presence is a not a one-time project but an ongoing process, there will need to be care taken in planning for how all colleges and programs are given the support necessary to publish content easily and efficiently.
- ▶ **Silva CMS must be adapted to address a number of the editorial and technical issues that staff currently face.** And we'll need to continue the conversation about governance, tools and training, as well as policies and procedures for the website presence.

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CHALLENGES

▶ **On-Campus Lingo**

CAS, CAPS/GS, SEM. As someone unfamiliar with the university, these acronyms are confounding. And to a prospective student, they serve to further complicate an already confusing process. We'll work to eliminate usage of the acronyms from externally facing pages of the website.

▶ **Silva's Internal Reputation**

Silva CMS won't win a popularity contest on campus any time soon. The faculty and staff we've spoken to have not been overly impressed with the system. Some have cited Silva as too difficult, too complicated and too restricting. We'll work with you to find ways to improve and promote Silva CMS.