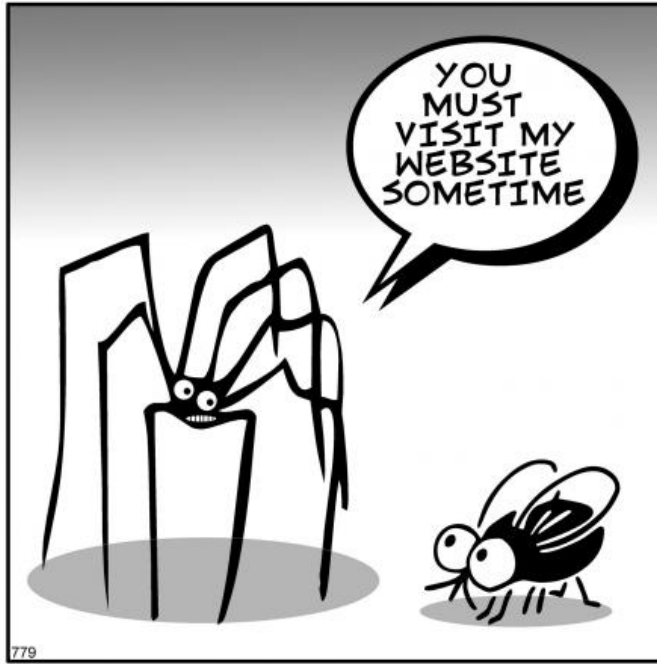


# **INSTITUTIONAL RESEARCH AND ASSESSMENT**

**DESIGNING A WEBSITE FOR YOUR STAKEHOLDERS**



# WHY DO WE REPORT INSTITUTIONAL DATA?



# WHY DO WE REPORT INSTITUTIONAL DATA?

- FACULTY, STAFF, AND STUDENTS ALL HAVE A STAKE IN THE CURRENT AND FUTURE SUCCESS OF THE INSTITUTION
- ACCREDITATION AGENCIES SUCH AS SACSCOC
- INSTITUTIONAL LEADERS RELY ON DATA TO MAKE STRATEGIC DECISIONS AND PLAN FOR THE FUTURE OF THE INSTITUTION

# HOW SHOULD WE REPORT INSTITUTIONAL DATA?

# HOW SHOULD WE REPORT INSTITUTIONAL DATA?

- USERS SHOULD BE ABLE TO FIND THE INFORMATION THEY NEED QUICKLY AND EASILY
- DATA SHOULD BE CURRENT AND CUSTOMIZABLE
- WEBSITE NEEDS TO BE READABLE AND USABLE ACROSS MULTIPLE PLATFORMS (COMPUTER, MOBILE, ETC.)

# DEVELOPING A WEB DESIGN PLAN

- BACKGROUND INFORMATION
- PAGE LAYOUT
- BROWSER COMPATIBILITY
- INTERACTIVITY
- COLOR AND GRAPHICS
- USABILITY
- CONTENT
- MOBILE

# 5 MISTAKES THAT DOOM A WEBSITE

- STALE CONTENT
- TOO MUCH CONTENT
- NO PHOTOS
- LOOKING ILLEGITIMATE
- BEING BLAND



# RESPONSIVE WEB DESIGN

- WEBSITE DESIGN APPROACH THAT APPLIES STANDARDS-BASED TECHNOLOGIES TO CREATE WEBSITES THAT TRANSFORM TO FIT THE USER'S NEEDS AND CAPABILITIES



# 3 CORE CONCEPTS OF RESPONSIVE DESIGN

- A FLUID GRID WITH THE LAYOUT DEFINED PROPORTIONALLY RATHER THAN WITH FIXED DIMENSIONS
- FLEXIBLE IMAGES AND VIDEO THAT SCALE TO FIT WITHIN THE GRID
- CSS RULES DESIGNING LAYOUT AND TYPOGRAPHY FOR DEVICES BASED ON THEIR SIZE

# KEEP YOUR WEBSITE ORGANIZED AND USABLE

- CONTENT INVENTORY
- NAVIGATION
- MAINTENANCE



# "F" PATTERN DESIGN



## Office of Institutional Research, Assessment, and Analytics

SC.edu » About » Office » Acad » Institutional Research, Assessment, and Analytics » Enrollment Data

Institutional Research, Assessment, and Analytics

Common Data Set

OIRAA Data Warehouse

Fact Books

**Enrollment Data**

Faculty Data

Retention & Graduation

Student Credit Hours/FTE

Institutional Effectiveness

SACSCOC Continuous Compliance

Institutional Planning

Data Request Form

Mission Statements

OIRAA Staff



### Enrollment Data

**2018 Enrollment Data**

**2017 Enrollment Data**

Enrollment Data Archives by Year:

2016

Go

Official Data Freeze Dates by Year:

2018

Go

Historical Enrollment Data:

1805 - 1919

Go

# REVIEW PEER WEBSITES



The Institutional Research and Advanced Analytics team is a collaborative effort between the Office of the Provost's Institutional Research Services and Information Technology Services' Advanced Analytics team. Together, we support strategic decisions and initiatives at the University of Kentucky. We do this by studying past trends, completing detailed analyses, delivering interactive data visualizations and dashboards, and providing official institutional data to external stakeholders.

- Interactive Fact Book +
- Common Data Set +
- Benchmark Institutions
- Archives & Research Briefs +
- Resources & Support +
- Meet Our Team +
- Contact Us

## Open Labs

Ask questions, get help, and learn more about your data

[LEARN MORE](#)

### News & Updates

#### November 16, 2017 - Virginia Lacefield Presents at EDUCAUSE



On November 3rd, IRAA team member Virginia Lacefield presented to over 80 attendees at **EDUCAUSE**.

Titled "Evaluating the Impact of Technology-Enhanced Active Learning Classrooms on Students and Instructors: Lessons from Our First Full Year," Lacefield's presentation covered the 17 new **technology-enhanced active learning (TEAL)** spaces which were opened at the University of Kentucky between 2014 and 2016, as well as the student learning outcomes and retention during this time.

#### October 26, 2017 - Institutional Research & Advanced Analytics Wins Awards



The University of Kentucky's Institutional Research and Advanced Analytics (IRAA) team won two awards for their revamped website at the **Southern Association for Institutional Research (SAIR)** annual conference in Fort Worth, TX on October 10, 2017. The University won the first place award for "Best Institutional Research Electronic Fact Book", and placed third in the "Best Institutional Research Website" category.

The re-design of the IRAA website and **Interactive Fact Book** has been a major project lasting several years and involving the entire IRAA team, so we are extremely excited to receive this recognition and grateful to the SAIR awards committee.

# MODERN WEB DESIGN

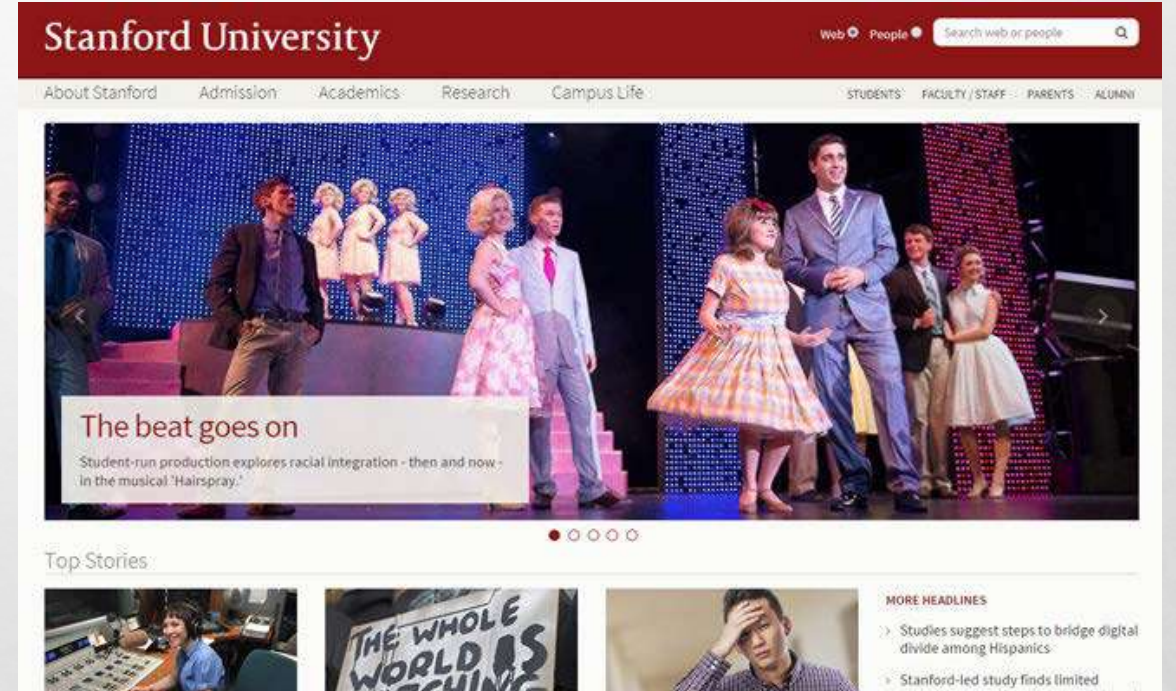
- DISTINCT PAGE COMPOSITION
- PHOTO SLIDESHOWS & CAROUSELS
- CLEAR TYPOGRAPHIC STRUCTURE
- HIGH CONTENT DENSITY

# DISTINCT PAGE COMPOSITION

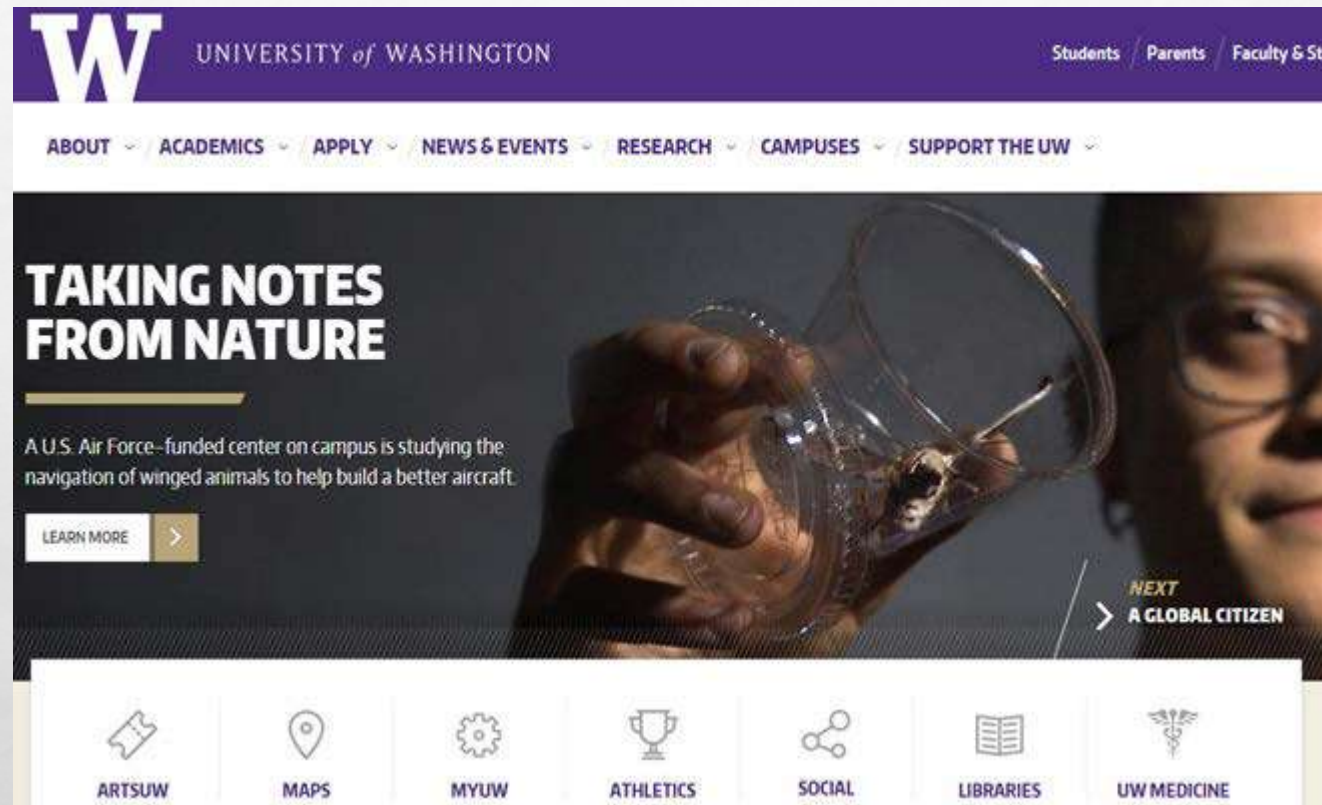




# PHOTO SLIDESHOWS & CAROUSELS



# CLEAR TYPOGRAPHIC STRUCTURE



# HIGH CONTENT DENSITY

The screenshot displays the homepage of The University of Tennessee Knoxville, characterized by high content density. At the top, a navigation bar includes links for CALENDARS, MAP, A-Z, PEOPLE FINDER, E-MAIL, LOGINS, and LIBRARIES. Below this is the university's logo and a search bar. A secondary navigation bar lists key areas: ADMISSIONS, ACADEMICS, RESEARCH, LIFE@UT, GLOBAL, OUTREACH, DIVERSITY, and ATHLETICS. A third bar provides information for various groups: Prospective Students, Current Students, Faculty and Staff, Alumni and Friends, Parents, and Community. The main content area features a large banner for "BE AN ACTIVE" with a group photo of students. Below the banner is a section for "Sexual Assault Awareness Month" with a brief description. The lower portion of the page is divided into six promotional tiles: "ECONOMIC IMPACT" (UT Knoxville adds \$1.6 billion to state economy annually), "Quest Scholar of the Week" (Derek Alderman, professor of geography), "CHANCELLOR'S HONORS BANQUET" (Celebrating the achievements of exceptional Volunteers), "Quest" (Love the Earth. Participate in our events.), "Quest" (Bioluminescent zebrafish speed drag development), and "CHANCELLOR'S 2016 ANNUAL REPORT" (It truly is a great time to be on Rocky Top). The footer contains three sections: News, Featured Events, and Quick Links.

THE UNIVERSITY OF TENNESSEE KNOXVILLE

CALENDARS MAP A-Z PEOPLE FINDER E-MAIL LOGINS LIBRARIES

Search utk.edu Search

ADMISSIONS ACADEMICS RESEARCH LIFE@UT GLOBAL OUTREACH DIVERSITY ATHLETICS

Information for: Prospective Students Current Students Faculty and Staff Alumni and Friends Parents Community

**BE AN ACTIVE**

**Sexual Assault Awareness Month**  
UT asks all Volunteers to reach out and speak up about this important issue. Hike the Hill in Heels kicked off the month's activities.

**ECONOMIC IMPACT**  
UT Knoxville adds \$1.6 billion to state economy annually

**Quest**  
Scholar of the Week  
Derek Alderman, professor of geography

**CHANCELLOR'S HONORS BANQUET**  
Celebrating the achievements of exceptional Volunteers

**Quest**  
Love the Earth. Participate in our events.

**Quest**  
Bioluminescent zebrafish speed drag development

**CHANCELLOR'S 2016 ANNUAL REPORT**  
It truly is a great time to be on Rocky Top.

News Featured Events Quick Links

# WEBSITE CRITICAL SUCCESS FACTORS

- LOOK AND FEEL
- USABILITY
- PERFORMANCE



# SOURCES

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- MORRIS, TERRY. (2017). WEB DEVELOPMENT AND DESIGN FOUNDATIONS
- (2012). KEY ELEMENTS TO A GOOD WEBSITE. DIGITAL, SMALL BUSINESS MARKETING, WEBINARS.

# QUESTIONS?

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UNIVERSITY OF  
**SOUTH CAROLINA**