

Loyola University of New Orleans

# Strategic Alignment Summary and Approach

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# Business Goals

Creating a top-tier informational/marketing site centrally focused on the virtues of Loyola, focused on:

## **Overall Approach**

Creating a top-tier informational/marketing site centrally focused on the virtues of Loyola and its related offerings, such as:

- Loyola's History and Rankings
- Admissions
- Academics and Programs
- Alumni
- Faculty and Staff
- Student/Campus Life
- Relevant News and Events
- Social Media
- Visitor Information

Redesign

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Process

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# Partner

More than 75 full-time professionals with expertise in:

insight and analysis

brand and marketing strategy

account management and administration

creative execution



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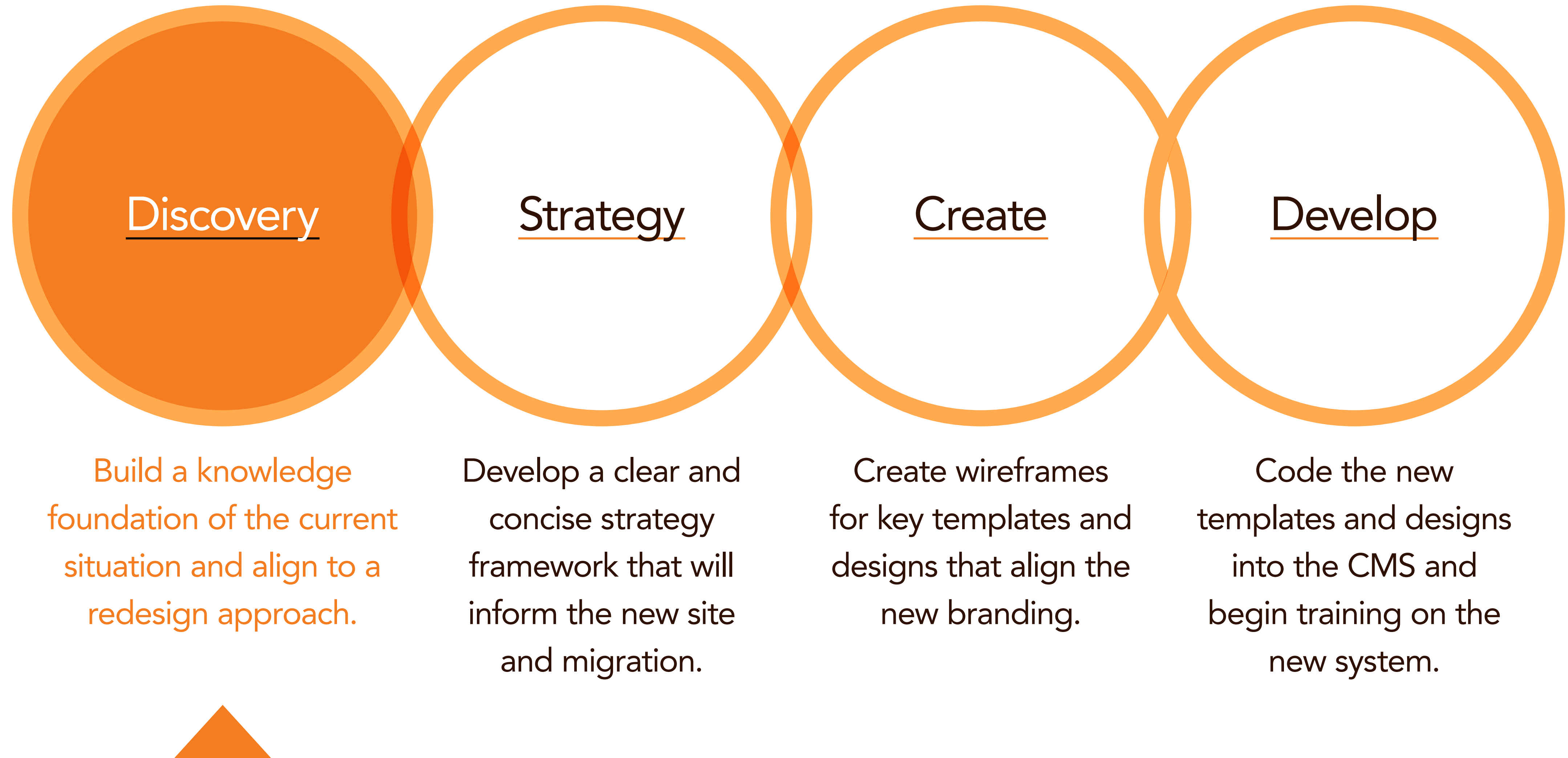
Founded in 1987.



Headquartered in Columbus, Ohio.



# Redesign Process



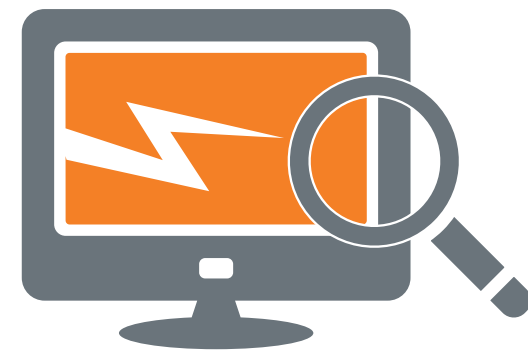
# Completed Discovery Activities



Analytics Analysis  
(250 pages)



Design Audit



Tech Audit



Heuristic Review



Peer Audit



On-site Interviews/Workshop

Discovery

Insights



### GETTING A LAY OF THE LAND

The current loyno.edu presents several challenges that are felt by all stakeholder groups we met: complex, multi-nested navigation; a varied and disjointed voice and experience; outdated content; and, most notable, a digital presence that doesn't give full credit to the differentiated elements of Loyola's authentic story and student experience. Recent steps have been made to address these issues, but we must sync up workstreams to avoid duplicate efforts and potential refresh fatigue.

### BOTTOM LINE

We must maintain momentum around the wins that have happened recently - they are building confidence throughout the university and setting the stage for a stronger, evolved site.

### OWNING IT

Everyone agrees that Loyola is an inviting, fun and active community for living and learning, however, this authentic story is not coming through on the site. There is a clear appetite to bring the campus to life—both visually and interactively—to better reflect the Loyola (or department) they know and love. But again, since the site serves multiple audience segments, this differentiated story must be balanced with the right mix of table stakes, or utilitarian, content for current students and faculty.

### BOTTOM LINE

We need to clearly define how we tell different types of stories and then provide our content creators guidelines and tools to consistently deliver against that vision.

### **KNOWING YOUR AUDIENCES (BETTER)**

All stakeholders universally agree that the evolved site should serve prospective students first and foremost. However, there is some misalignment around how this group uses the site throughout their admissions journey. Fostering a better understanding of the best-fit Loyola students can help to focus our content for prospectives, while allowing for room to also connect with secondary audiences (e.g., parents, current students, faculty, alumni, donors).

### **BOTTOM LINE**

We must map priority needs and actions for all audiences to then be able to: 1) whittle it down to the most critical content; and 2) identify areas of overlap, to ensure that our site efficiently serves all constituencies.

### REVISITING THE MIX

To realize our objective of telling the authentic and differentiated Loyola story, and to connect audiences with the content that matters most to them, requires a shift in the content mix of our site. This means changing our approach to the subject-matter of the content as well as achieving a balanced blend of packaging. Our discovery activities, together with a robust content strategy, can define what that mix looks like, but there are signals now that indicate where we should be heading.

### BOTTOM LINE

We need to carve out spaces for differentiating content and stories to sit along side the tablestakes "5C" content (curriculum, cost, campus, community and careers).



### **BUILDING FOR SUSTAINABILITY**

The discovery conversations have surfaced strategic considerations that we should begin addressing now. Some will have immediate implications for our work (e.g., the need to balance template and design consistency with the desire for flexibility) and others represent larger systemic issues that we are surfacing now (e.g., pain points in the application process, or an appetite for A/B testing). Ultimately, these more significant opportunities underscore our need to build a site that is sustainable—for Marketing as well as the rest of the university's constituencies, whose resources are all quite lean.

### **BOTTOM LINE**

We should begin defining the functionality and related elements that are in scope versus items that can be tabled for a Phase 2 enhancement of the site post-launch.

# Audience Definition

# Audience Definition

Based on our discovery activities, we've prioritized the audiences for your website as follows:



## Primary audiences

- Prospective students
- Current students



## Secondary audiences

- Alumni



## Internal audiences

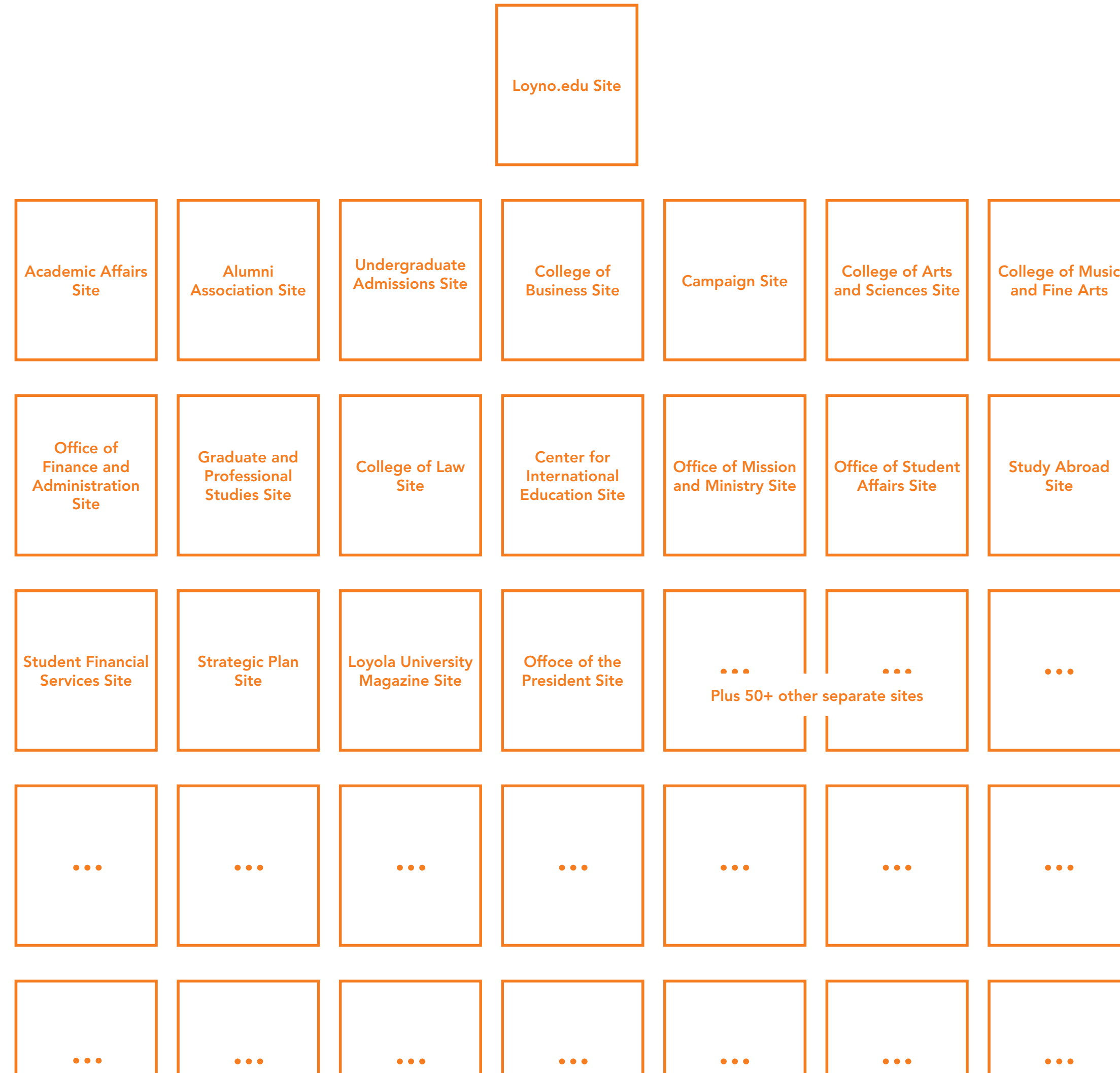
- Faculty & Staff

# Approach

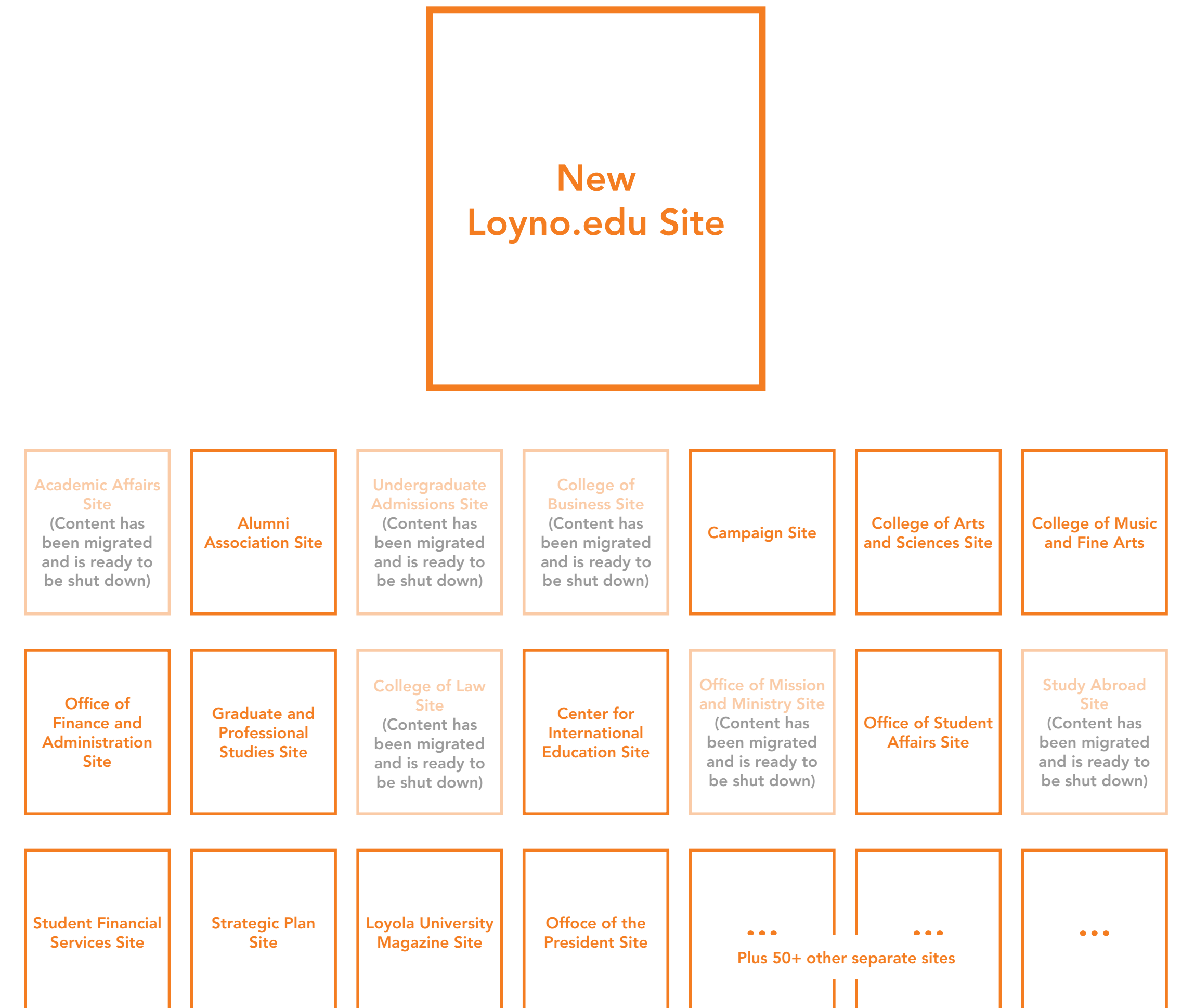


# Current vs. Future State

The current Loyola site is comprised of 50+ separate websites, creating an extremely complex and disjointed experience.



The redesigned Loyola will begin to house key content under a single website. Overtime, more content will be added and the smaller separate sites can be shut down as deemed appropriate.



# Technology

**Drupal 8:** Upgraded open source Content Management System

**User Roles:** Content access controls to help distribute content responsibilities

- **Administrator:** Full access to everything.
- **Editor:** Access to all pages and can publish.
- **Contributor:** Access to limited pages and can publish.
- **Faculty:** Will permit faculty members to edit their bios and publish faculty research/articles.

**Industry Standards:** Utilize latest web standards and coding practices and upgrade to responsive

**Training:** Phase 1: Ologie train Marketing and Communications  
Phase 2: Marketing and Communications train Loyola editors

# Content Objectives

- **Provide select opportunities** for focused interactivity that enhance the experience and support target audience activities.
- **Package information** in a complementary fashion.
- **Align to a more decentralized process** for creating, curating, publishing and packaging content throughout the loyno.edu ecosystem.
- **Design a template system** that is brand-consistent, but also employs flexibility to meet the varying levels of content sophistication across departments and schools.
- **Restructure the site** to encourage visitors to desired information and tasks.
- **Develop a measurement plan** to better understand where visitors are coming from, what they are doing on the site, and how to improve their experience.
- **Provide faculty members the ability to edit bios and publish articles**, ensuring the inclusion of mandatory content while allowing the option to add other content areas.

# Content

## *At Launch...*

### **Content Migration and Consolidation**

Ologie will migrate key content from loyno.edu as 14 sub-domains including:

- academicaffairs.loyno.edu
- alumni.loyno.edu
- apply.loyno.edu
- business.loyno.edu
- campaign.loyno.edu
- cas.loyno.edu
- cmfa.loyno.edu
- finance.loyno.edu
- gps.loyno.edu
- law.loyno.edu
- loyno.edu/cie
- mm.loyno.edu
- studentaffairs.loyno.edu
- studyabroad.loyno.edu



# Content

## *At Launch...*

### Faculty will be given new tools for content publishing:

#### **Faculty Bios**

Faculty will have access to editing their bios, including the following mandatory content (based on discovery conversations):

- Photo
- Name
- Title
- Email
- Phone
- Office location
- CV
- Social media/website links
- Biography paragraph

Faculty will also be able to add optional content areas to their bios:

- Education overview
- Publications
- Grant funding
- Presentations
- Activities
- Affiliations
- Honors
- Specialization and interests
- Projects
- “Research/Articles” component (will pull in content from the “Research/Articles” section based on a faculty tag)

#### **Faculty Research/Articles**

This section of the site will provide faculty a venue for article publishing. A “research/articles” component will then access this post type and pull article content for use on faculty bio and department pages.

## Content

### *Over time...*

More content will be pulled over to the new system and old sites will potentially be shut down as deemed appropriate.

A full migration plan will be delivered by Ologie in the strategy phase.

# Alignment with the Brand Work

We will utilize the branding direction provided by Zehno to begin the web design process, continuing to refine the look, voice, and tone as the guidelines are solidified.

## Next Steps

Once this alignment summary is approved, Ologie will move into the Strategy phase, which includes developing:

- Content analysis and planning
- Site structure and page layout



Thank you.



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