

Redesigning and Managing the College Website

ISBN 1-57440-173-4

© Primary Research Group Inc. 2011

TABLE OF CONTENTS

INTRODUCTION.....	6
About this report.....	7
Summary of Main Findings	9
Website management: Staffing	9
Website management: Content	10
Distributed authorship	11
Target audiences.....	11
Social media integration	12
Traditional marketing integration.....	13
Ball State University	15
Background	15
Website development	15
Multiple-source authoring.....	16
Target audiences.....	16
Audience analysis.....	17
User testing	17
Multimedia/social media integration	18
Marketing strategy.....	18
Black Hawk College.....	20
Background	20
Website development	20
Launch costs.....	21
Staffing	21
Management.....	21
Plans for rolling updates	22
Marketing strategy.....	22
Audience analysis.....	23
Chowan University.....	24
Background	24
Website management: Saving through third-party services	24
Controlled information flow	25
Target audience	25
Personalized experience through microsites	26
Widespread video implementation.....	26
University of Hawai'i - West O'ahu	30
Background	30
Website development and management	30
A joint-platform approach	31
Target users.....	32
Marketing.....	32
Future plans.....	33
The Ohio State University	35
Background	35
Website development	35
Unique function: Word clouds.....	36

Management.....	36
Development plans	37
Marketing strategy.....	37
The University of Texas at Austin	39
Background.....	39
Website management.....	39
A move toward distributed authoring.....	40
Target audience	40
Usability testing.....	41
Social media: 'Longhorn Confidential'	42
New media initiatives	43
Web as a curatorial tool.....	43
Western Kentucky University.....	45
Background.....	45
A commitment to interactivity and multimedia	45
Website development	46
Embracing social media.....	47
Westminster College	50
Background.....	50
Website development and management	50
Decentralized CMS	51
Website analysis.....	51
Social media.....	52
Marketing strategy.....	53