DEVELOPING A COLLABORATIVE WEBSITE FOR DISPLAYING UNIVERSITY DATA AND REPORTS
Presented by

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Background

- Multiple offices providing reports
- Each with website
- Duplicate reports
- Varying report methodologies
- (Fairly) centralized reporting process
- Most users relied on a small number of power users
Background

- Challenges with tools for users
- Antiquated software
- Lack of technical knowledge/confidence
- Even with Argos, usability (navigation) is a challenge
- Inventory of reports – NA or not widely distributed
Opportunity

- Conversion to Banner
- Purchase of Argos
- Recreated reports

- Collaboration between offices
- Consolidate reports
- Logic

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Opportunity

- Existence itself
- “Re”train campus (fresh start)
- Provide one location
- Eliminate multiple websites
- Provide inventory of reports
- Easy to use tool
- No legacy or Argos navigation; just select link
Collaboration

- Offices of Institutional Research, Enrollment Services, the Registrar, and Computer Services
- Redefining relationships (roles, reporting procedures, etc.)
- Defining individual roles on team, beyond the offices
- Cultivate customer service culture
- Workload

“With wireless sleep technology, the people in my dreams can send e-mail and faxes to the people in your dreams!”

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Collaboration

- Ownership
- Transferring past protocols to current environment
- Functional – technical relationships and flow
- Positive relationship and cooperation
- Existence of “funky techs”
Planning

- Assessed our goals for the site.
  - Who is the target audience?
  - What does the target audience want or expect from the site?
  - What are the goals for the website?
  - How will you know if you’re meeting your goals—any success criteria against which the project will be judged?
  - How do you plan to promote the site?
  - How do you plan to maintain and update the site?
  - Do you have examples of other websites you’d like to emulate?
Planning

- Identified individuals with greatest knowledge of available reports.
- Developed parameters
  - Limited to student data
  - Prioritized data inclusion
Planning

- Developed multiple outlines of reports.
  - Reviewed internal websites to determine what used to be provided.
  - Reviewed reports that had been recreated in Argos.
  - Checked for overlap (or missing information).
  - Began organizing reports into categories.
  - Developed a sitemap. (http://writemaps.com/)
Planning

- Be flexible!
  - Take as broad a view as possible in the planning stages.
  - Anticipate that there will be changes along the way.
Design & Layout

- Reviewed websites created by other institutions.
- Utilized available resources.
  - Experts within our institution.
  - Trained staff to utilize existing technologies.
  - Found a bright graduate assistant.
Design & Layout

- Determined the site design aspects of most importance to the project.
  - Consistent left-hand navigation.
  - Clearly defined categories.
  - Clearly defined information available in reports.
  - Visually appealing display highlighting the most important aspects.
Consistent left hand navigation

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Clearly defined categories

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Clearly defined information available in reports.
Visually appealing display highlighting the most important aspects.

Design & Layout

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Design & Layout

- Adding Pizzazz

- Naming the site
  - Originally went by the monikers “Data Website” or “Data Center.”
  - Bear Intelligence – not very descriptive, but offers more in terms of marketing and branding.
  - Resource Center for University Data and Reports – very descriptive, but more difficult to market.
  - Compromised on a balance between descriptive and branded by using the name and a tagline.
Design & Layout

□ Adding Pizzazz
  ▪ Developed a logo and “masthead” for the website.
  ▪ Provides a unique branding element for the website.
  ▪ Simple design, but a great way to add polish.
Protect data reports

- Management reports, n/a to public
- FERPA considerations
- Some control; avoid misuse of information
- Maintained legacy security scheme
Security and Data Access

- Built access through web page
  - Used collaborative web page
  - Built outside of portal
  - Used Argos API for direct report links into Argos
  - Links from portal and other sites provided

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Maintenance

- Requires shared ownership and responsibility for reports placed on Bear Intelligence website.
  - Links must be updated anytime the underlying report changes.
  - New reports developed in Argos must be added to guarantee the quality of the site.
  - Requires continued communication and cooperation among offices.
“The single biggest problem in communication is the illusion that it has taken place.”
– George Bernard Shaw

- Developed flyer to distribute in meetings and by email
- Announced at several academic leadership groups
Marketing

“The single biggest problem in communication is the illusion that it has taken place.” – George Bernard Shaw

- Developed flyer to distribute in meetings and by email
- Announced at several academic leadership groups
- Confusion among core group regarding marketing strategy
  - Soft/hard launch
  - Train
Future Enhancements

- Adding more dynamic content to the homepage.
  - Highlight specific reports.
  - Calendar of events.
- Automating the link update process.
- Following up with users.
Bear Intelligence Demonstration
For more information or a copy of this presentation:
- Drop off your business card with the presenter.
- Email InstitutionalResearch@MissouriState.edu.