MANCHESTER 1824
The University of Manchester

working **together**

Communications and Marketing Conference 2016

A New Website for a New Faculty – Establishing a 21st Century Digital Presence for FBMH

Stewart Aitken
Kate Cassidy

The University of Manchester

MANCHESTER 1824
The University of Manchester

a new faculty web presence

stewart aitken

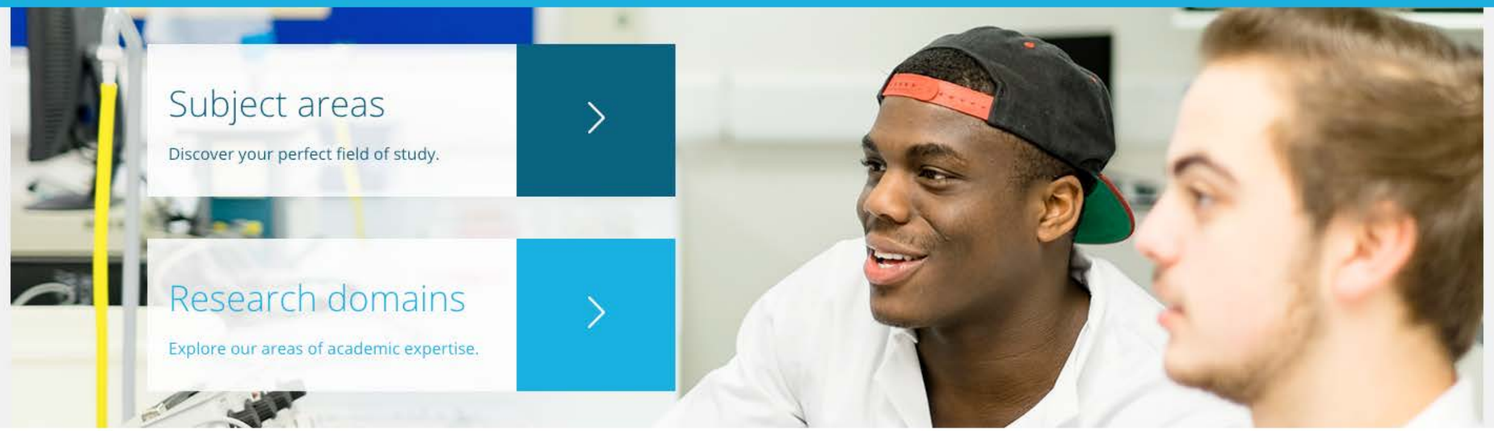
MyManchester / Faculty StaffNet

MANCHESTER 1824
The University of Manchester

Faculty of Biology, Medicine and Health

Search

Study Research Connect About



Faculty course finder

- Undergraduate
- Taught master's
- Postgraduate research
- Continuing professional development

Undergraduate | Enter course keywords | Search

Research

Research impact

See the positive impact our research has on people

Research A-Z

See a list of our areas of research within biology,

Support for researchers

Learn about the support we offer to our researchers,

University of Manchester site / Intranet

MANCHESTER 1824
The University of Manchester

Faculty of Medical and Human Sciences

Study Research Business About us

President's Doctoral Scholar Awards

Find out if you could benefit from one of our scholarships available for PhD training opportunities from September 2016.

Read more ›

Faculty course finder

- Undergraduate courses
- Taught master's courses
- Postgraduate research programmes
- Continuing professional development (CPD)

Undergraduate

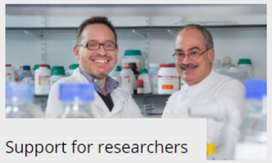
Enter course keywords

Search

Research

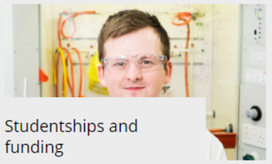
Research impact

See the positive impact our research has on people and businesses around the world.



Support for researchers

Find out how our integrated support service gives full support to our researchers.



Studentships and funding

Learn about our various PhD funding routes, from studentships to Centres for Doctoral Training.

News

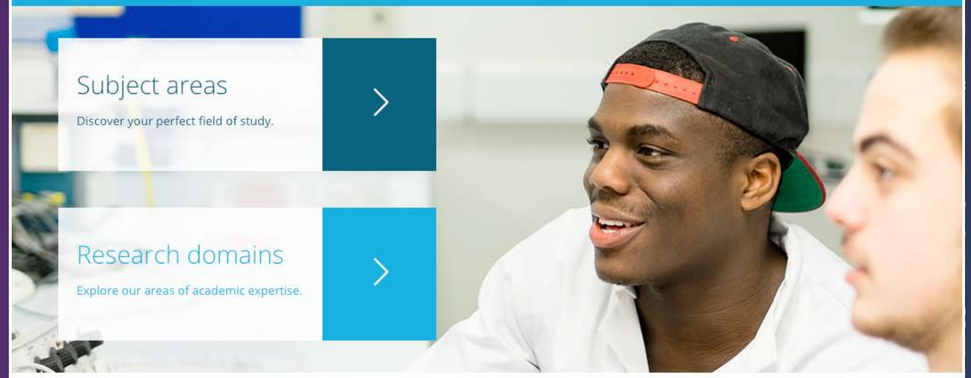
see all news

MyManchester / Faculty StaffNet

MANCHESTER 1824
The University of Manchester

Faculty of Biology, Medicine and Health

Study Research Connect About



Subject areas

Discover your perfect field of study.

Research domains

Explore our areas of academic expertise.

Faculty course finder

- Undergraduate
- Taught master's
- Postgraduate research
- Continuing professional development

Undergraduate

Enter course keywords

Search

Research

Research impact

See the positive impact our research has on people and businesses around the world.

Research A-Z

See a list of our areas of research within biology, medicine and health.

Support for researchers

Learn about the support we offer to our researchers, including help with funding and governance.

restructure

\+

reduce

projects had to bring it together and simplify

the team – new structure for BMH

content
- lucy meakin
- dipika mummery
- matt spencer

digital marketing
- justin wilson
- kory stout
- emma owens
- sarah dick

architecture/build
- helen robinson
- dave ellard
- robin staniford

design, image, print
- nick ogden

intranet (comms)
- peter trimbel

the team – project managers

lucy
external

pete
intranet

the team – lots of wider support

andy

milena

kate

mike

emmett

kay

7.4 e

...remove superfluous
or obsolete content...

size

+

complexity

size + complexity – old external sites

10,000	pages in total
2100	pages in scope
7	websites

size + complexity — new external site

700

pages left

1

core site

external sites – content

66%

leaner website

size + complexity — old intranet sites

10

intranet sites

2 faculty-level
5 school-level
3 centre-level
19k-line sitemap

1

faulty intranet

task-based or
topic-based
structure

stats

+

hand gestures

user focused | task first | non structural

[eg 22,000 hits]

intranet – pages

75%

pages
cut

7.3 c

…establish a single digital community for staff…

MANCHESTER 1824
The University of Manchester

new staffnet

kate cassidy

MANCHESTER 1824
The University of Manchester

Background

- User feedback suggested that:

  we are failing in providing our employees with satisfactory access to information, services, and the collaborative tools that they require to do their jobs effectively.

- Approximately 50+ staff-facing websites, each on different University sub-domains.
- 15 different styles applied, ranging back to styles created in 2008.
- No training or support for StaffNet content owners.

MANCHESTER 1824
The University of Manchester

Objective

Communications and Marketing Plan 2015-2018

- *7.3 (c) Adopt as a key University goal, and a key feature of our evolving IT strategy, the establishment of a single digital community for staff and students to replace existing intranets and platforms and to deliver relevant, targeted information and foster two-way engaging and collaborative communication.*

Division of Communications and Marketing Operational Priority 2015/2016

- *Redesign StaffNet to deliver a responsive, fresh, and intuitive interface by June 2016.*

MANCHESTER 1824
The University of Manchester

Vision

The University intranet will provide a responsive, highly intuitive, user-centric interface and will be the first and only place that employees go to, to find timely, relevant content and access processes, tasks and systems.

MANCHESTER 1824
The University of Manchester

What we did

- Designed and developed a new set of assets for StaffNet in line with the University and Employer brands.
- Created intuitive global information architecture.
- Worked with Faculty and PSS colleagues to redevelop StaffNet.
- Defined and developed governance to manage the intranet and developed training guides.

MANCHESTER 1824
The University of Manchester

StaffNet

Search

Working here | News | Departments | Resources | Community | A-Z

Search staff

Email | Jobs | Training | Blackboard | IT Support | Documents

Expenses
Claim your University expenses online

Estates helpdesk
Report faults or make enquiries to Estates

PSS guide
Find out about Professional Support Services

Staff benefits
Benefits to support your work-life balance

Car parks
Information about car parking and permits

Security
Report a security or emergency issue

Room booking
Book a University teaching or meeting room

Intranets
Access to all Faculty and School intranets

AskHR
Your first port of call for day-to-day HR enquiries

Supporting students
Guidance for academic and support staff

Payslip
Access your payslip and P60 via MyView

Library
Find out about services and support

Staff systems

- Blackboard
- Campus Solutions
- Contracts (HEContracts)
- Datawarehouse Discoverer

Top forms

- Fees and expenses (PR7)
- Health and safety induction
- Incident/near-miss

Top policies

- Conduct and discipline of students
- Flexible working
- Maternity leave

President's weekly update

Nancy talks about reviewing the University's accounts for 2015/16

Read the update

News

Government invests further £12.5m in Manchester's devolved health system

Funding for cutting-edge research space, highly trained staff and specialist equipment

- Manchester Ways to Wellbeing: Be Healthy (18 Nov 2016)
- Manchester Ways to Wellbeing: Give (18 Nov 2016)
- Volcrowe project releases videos on crowdsourcing motivation (17 Nov 2016)
- Innovative partnership honours its star projects (17 Nov 2016)
- A dose of antibiotics awareness with University school visit project (17 Nov 2016)

Read more

MANCHESTER 1824
The University of Manchester

StaffNet

Search

Faculty of Biology, Medicine and Health

About FBMH | Research | Teaching | Activities and initiatives | Intranet applications

Welcome to the FBMH StaffNet

Find out more about our Faculty intranet.

FBMH news

Catch up with the latest news from around the Faculty

Our vision

Read the vision booklet for our new Faculty

Restructure blog

Previous announcements and published information about the new Faculty

Contact lists

Key contacts across all schools and

Organisation charts

- Senior management teams

Health and safety

Key health and safety information

MANCHESTER 1824
The University of Manchester

Measuring success

- 3.1 million visits this year so far– an 18% year-on-year increase.
- Reduced the number of staff-facing sub-domains by 13.

MANCHESTER 1824
The University of Manchester

The future

- Migrate new areas over to StaffNet.
- Initiate project to deliver one single online community.

MANCHESTER 1824
The University of Manchester

7 deadly sins of HE websites

stewart aitken

repent

+

reform

accept we're sinning + deal with the issues

wrath

seven deadly sins of HE websites

wrath

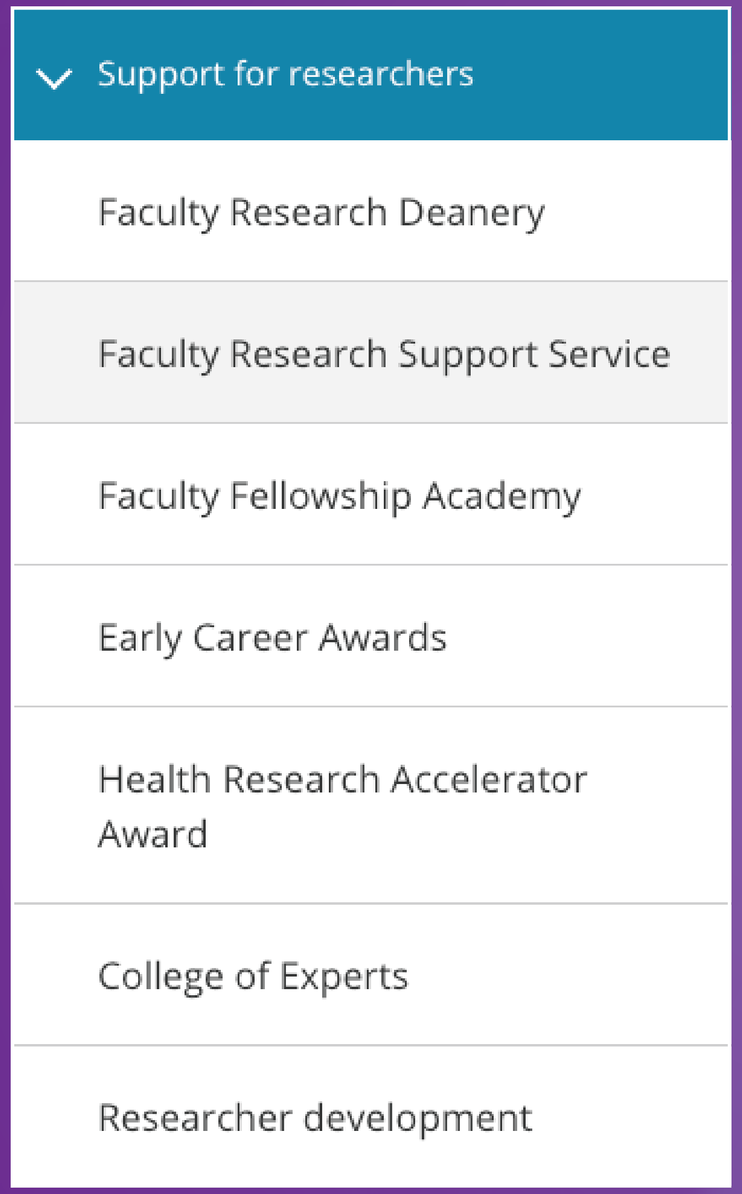
thou shalt not
just accept things the
way they are...

pride

pride

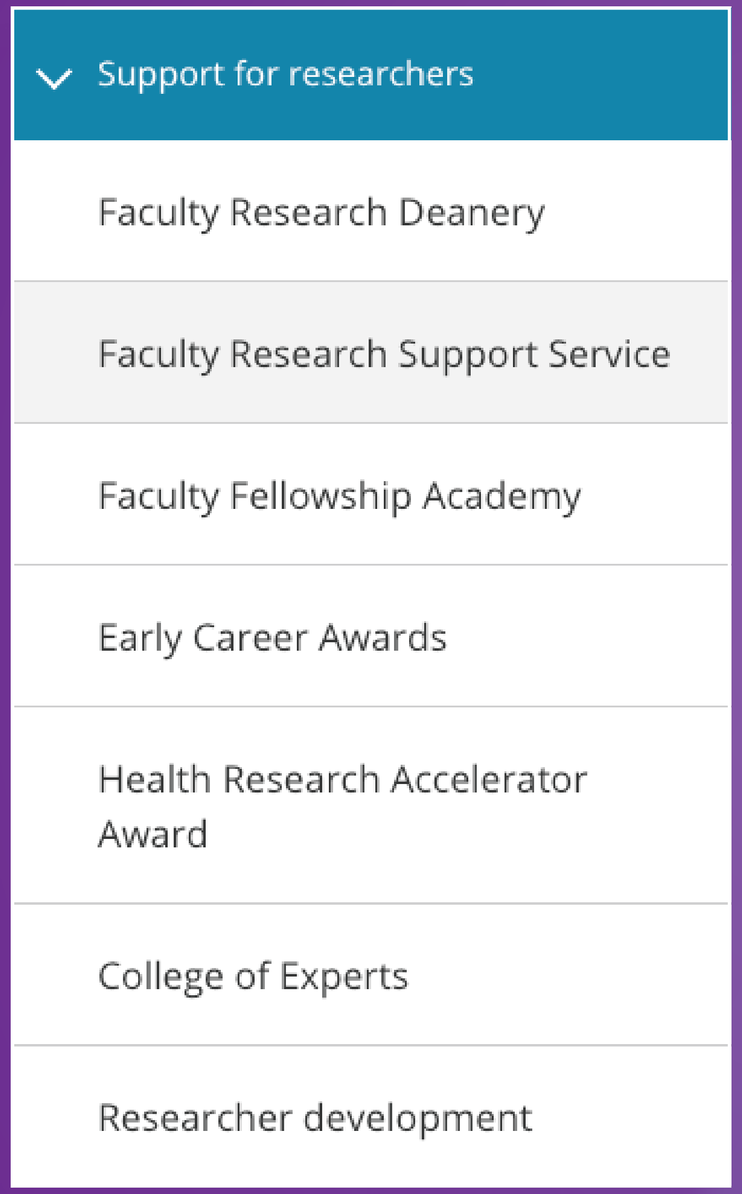
thou shalt not
focus on thyself instead
of thine user

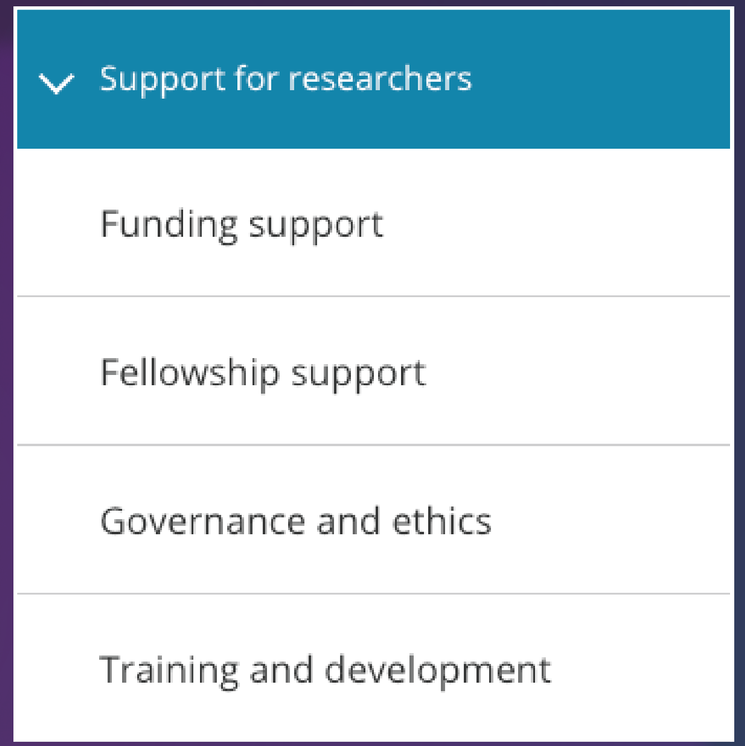
seven deadly sins of HE websites



reflected our (confusing) internal structure

seven deadly sins of HE websites



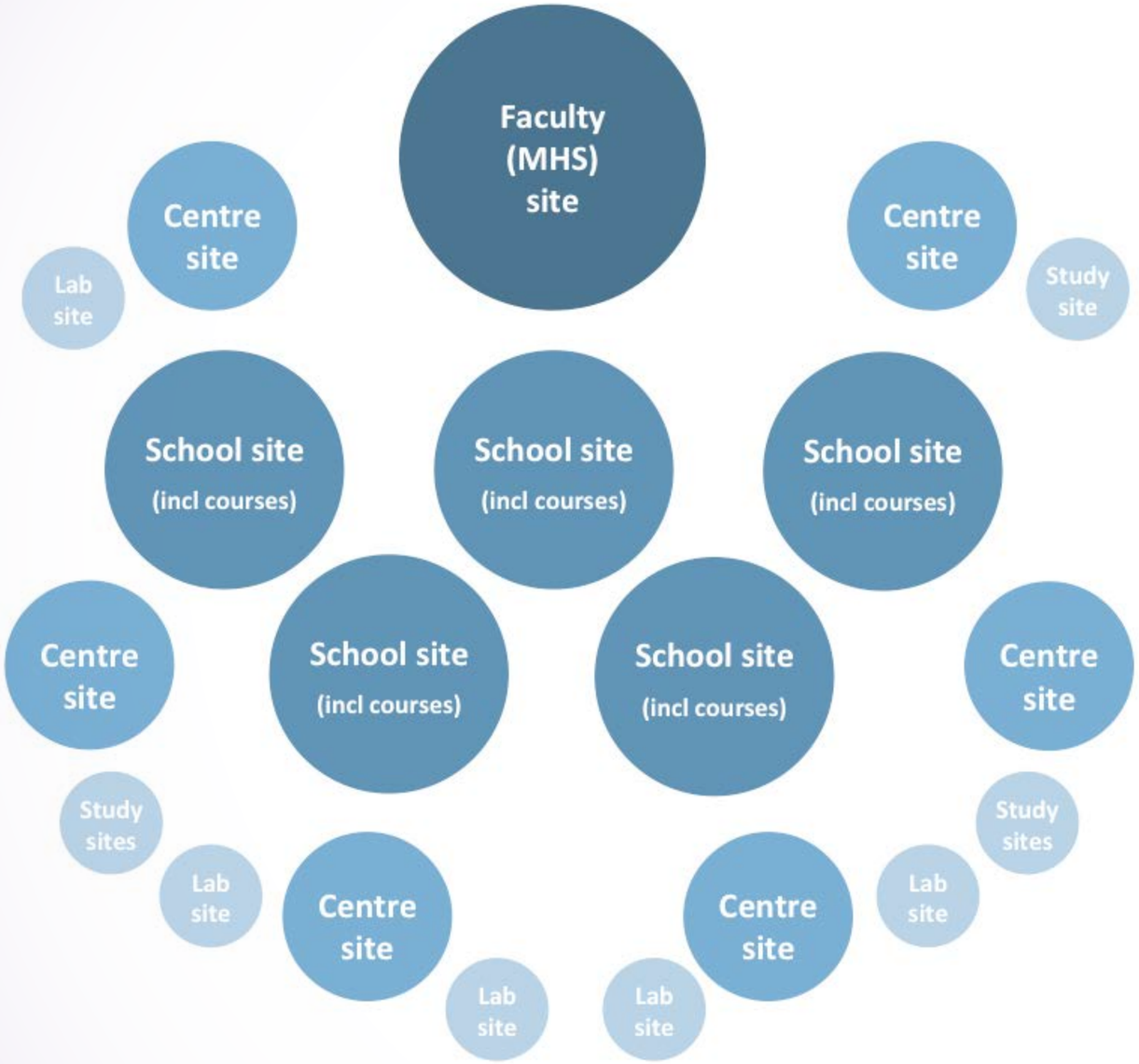


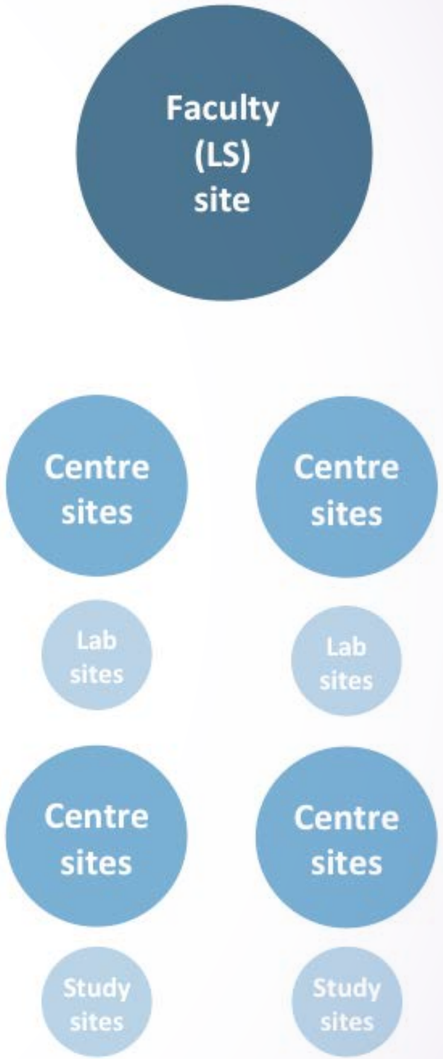
reflects users' understanding and goals

structure

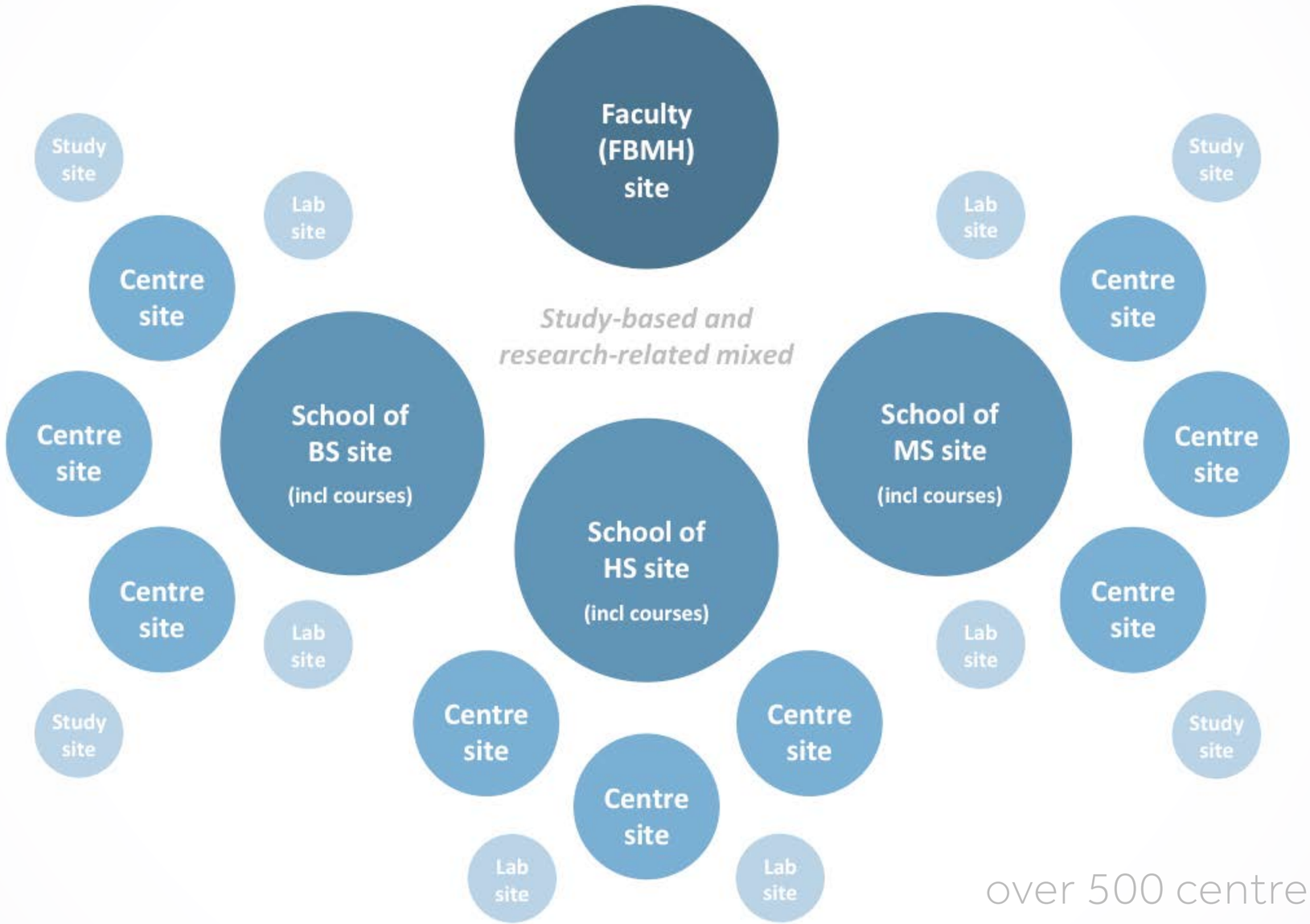
without using the organistational structure...

structure – previous ecosystem design



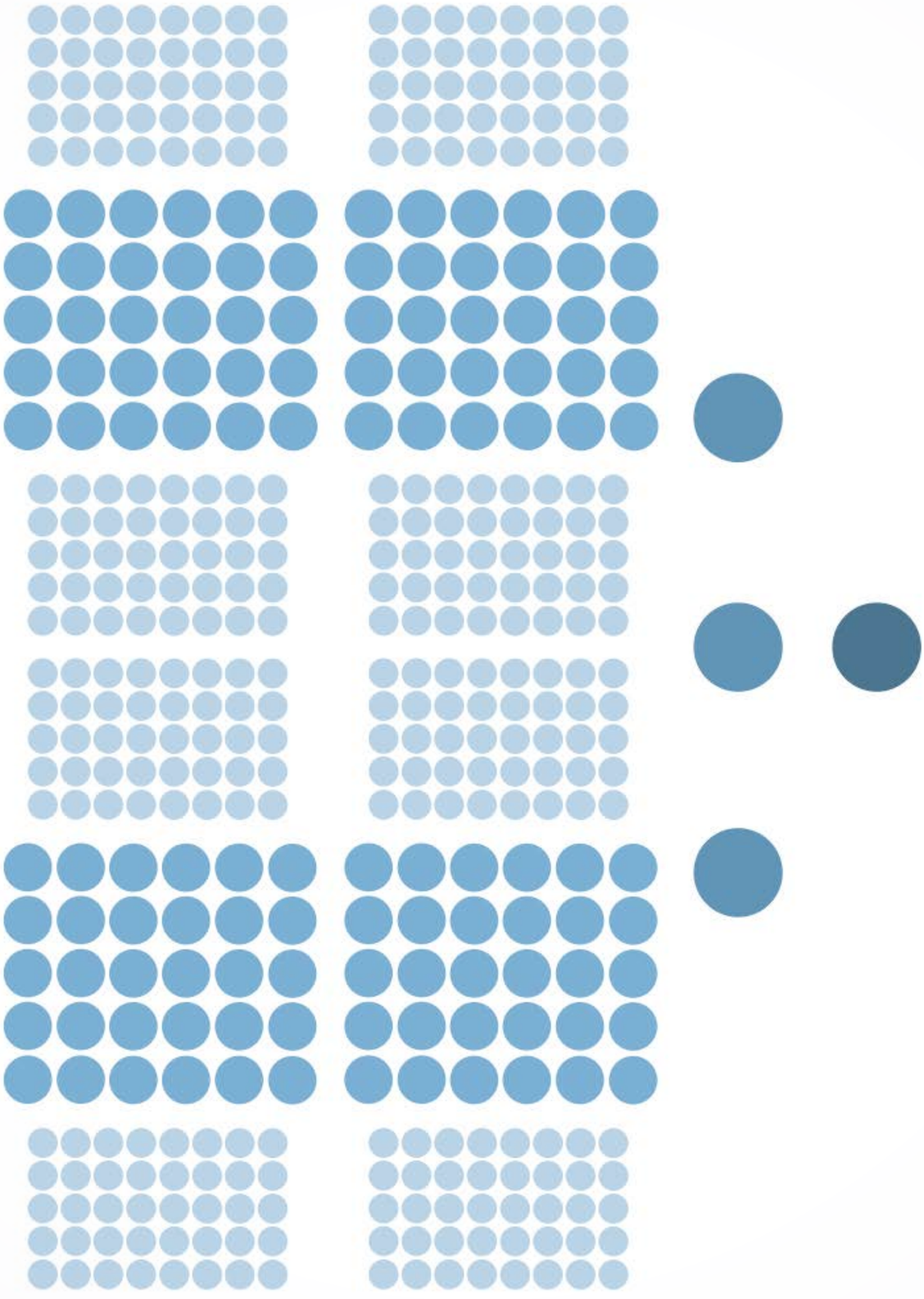


structure – previous ecosystem design

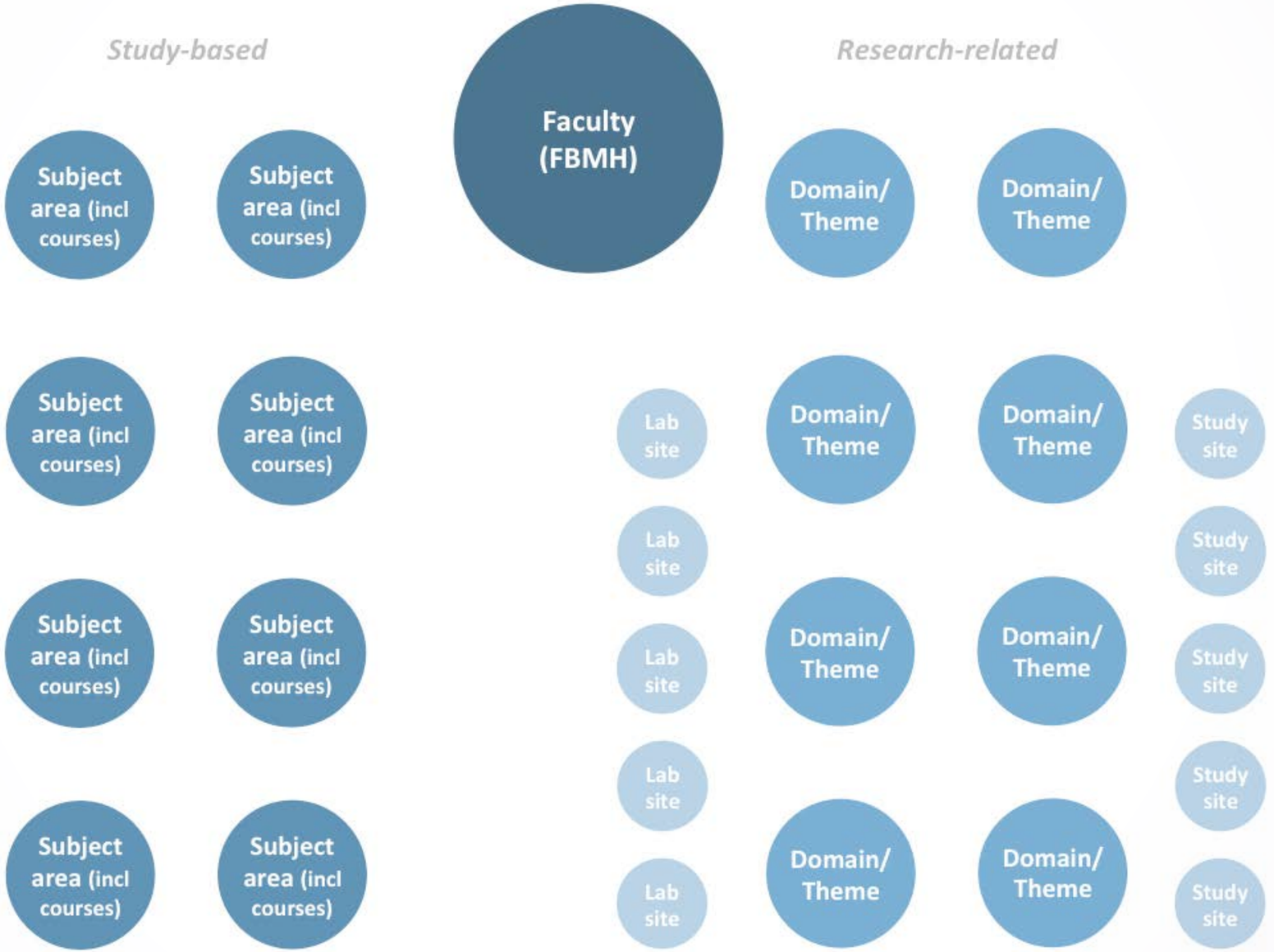


over 500 centre, lab, other 'groupings' and study sites

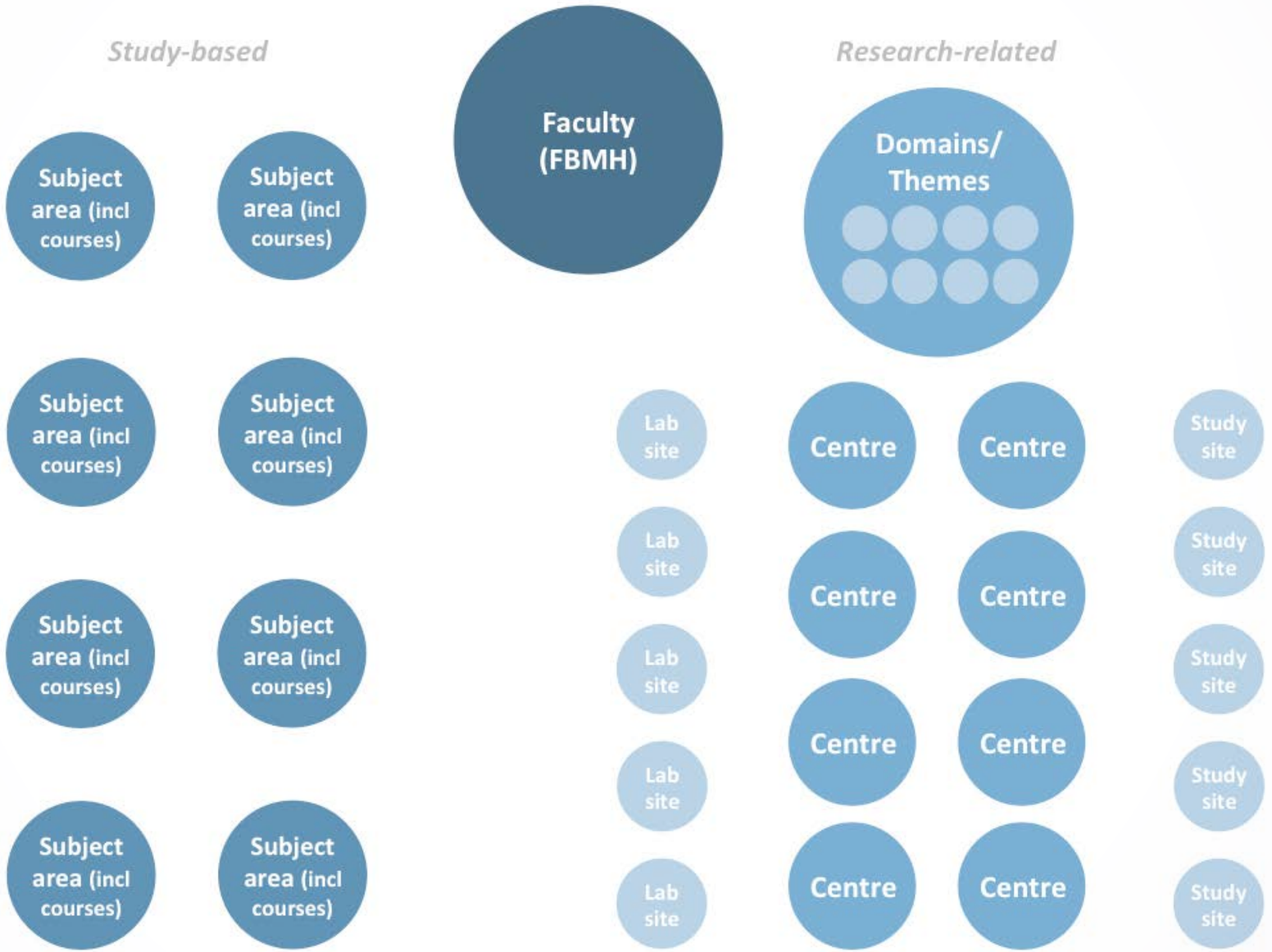
structure – previous ecosystem design



structure – new ecosystem design



structure – new ecosystem design (short term)



content marketing – campaign hubs

8

research **domains**

9

subject areas

4.1

…a greater emphasis on content strategy…

—

4.1

...upgrade our communications from the factual to the emotional and engaging...

—

—

7.1 a

…enhance research communications… to demonstrate… our interdisciplinarity and our collaborations…

—

envy

envy

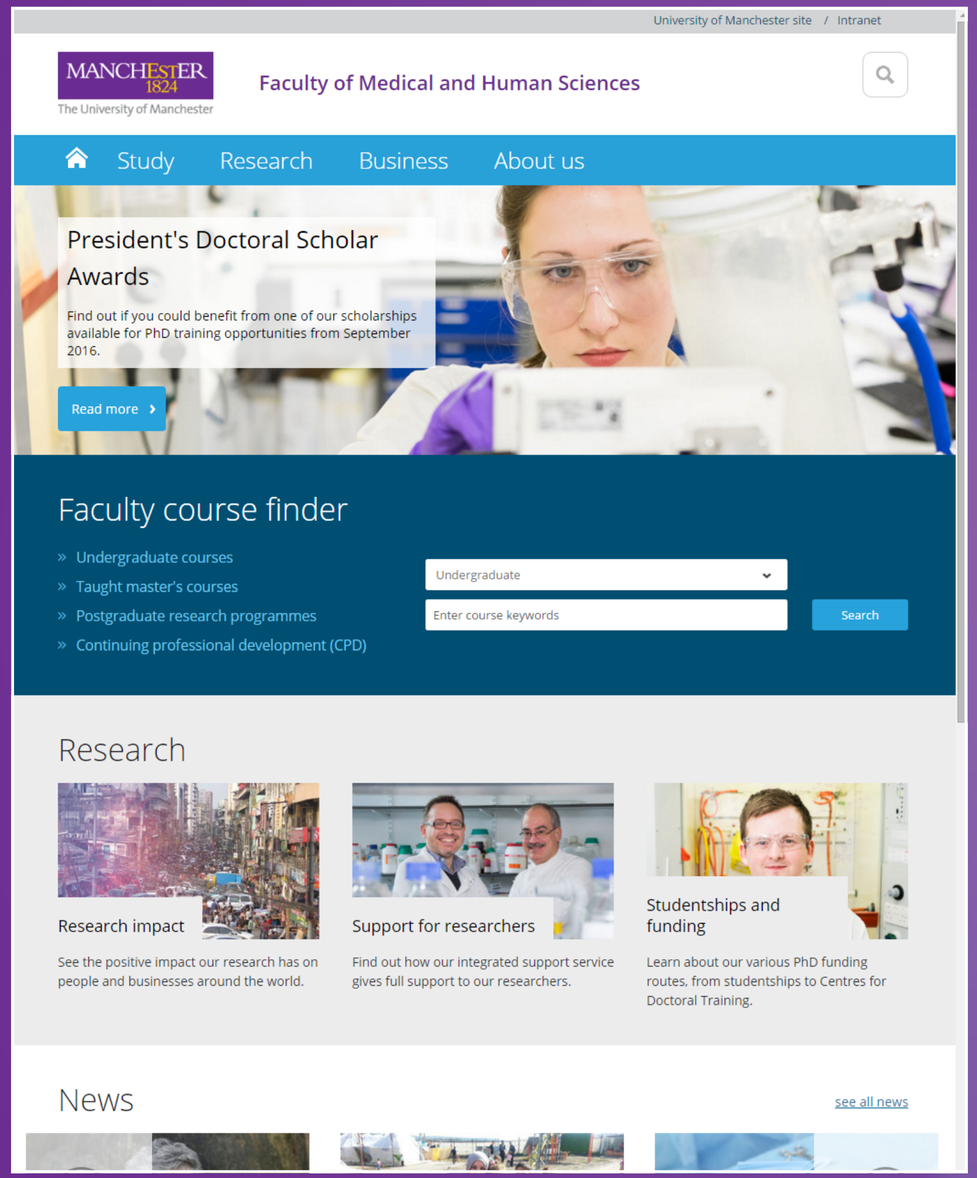
thou shalt not
covet thy competitor's website...

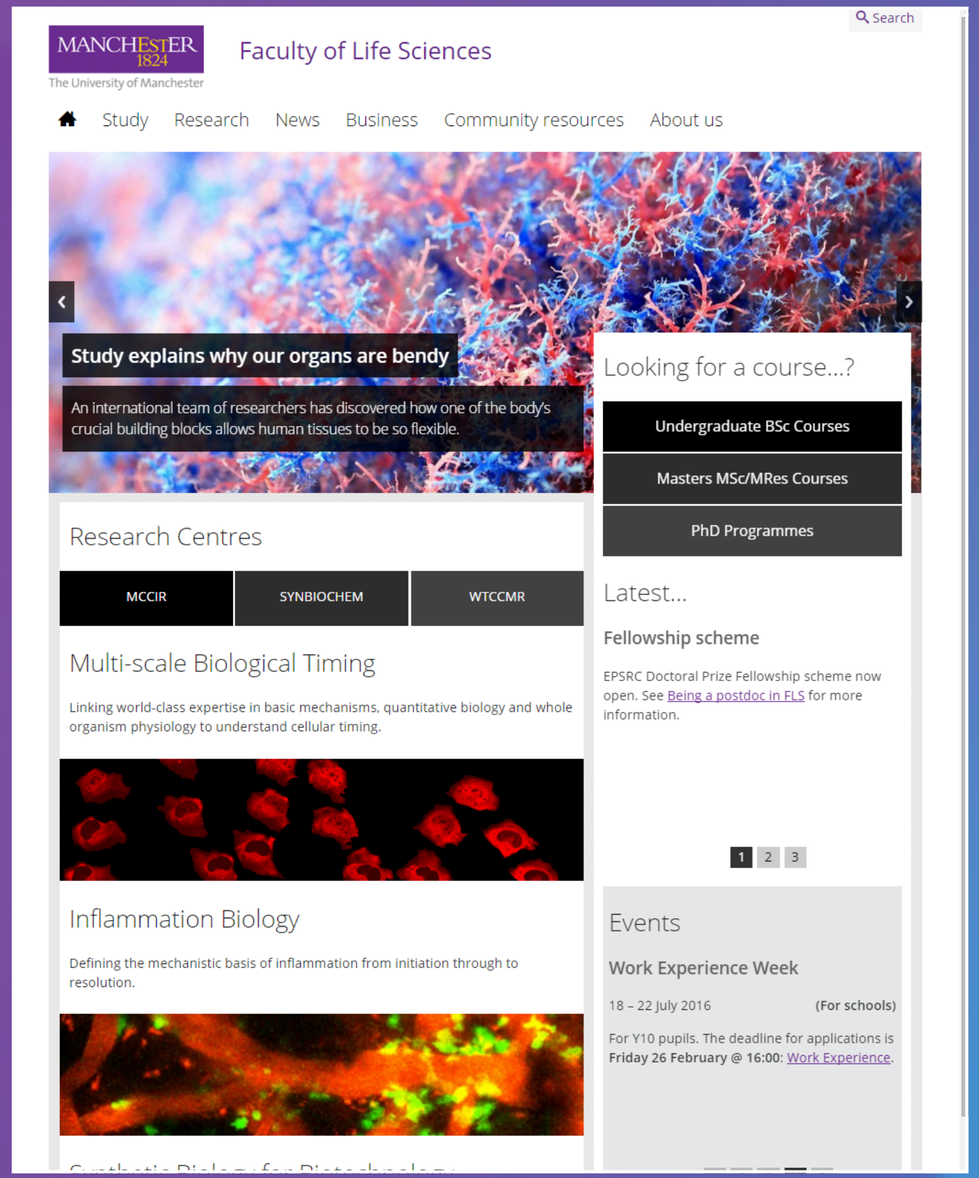
focusing on those we admire/want to be like,

rather than on who we are and what we offer...

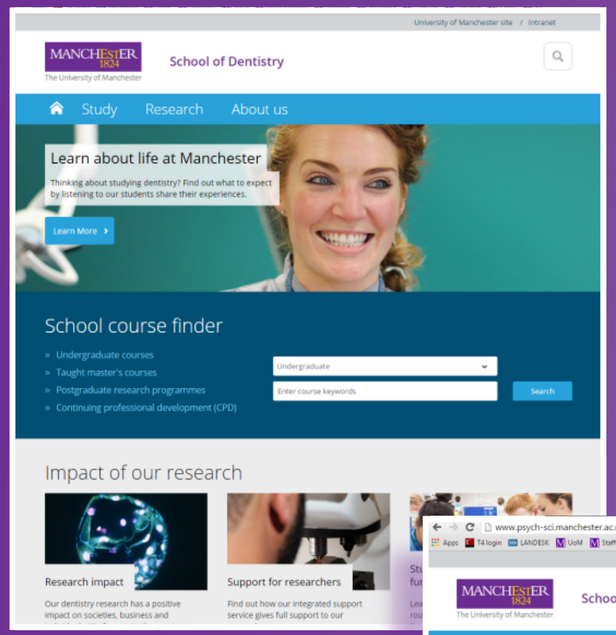
faculties want to replicate the university and so do schools...

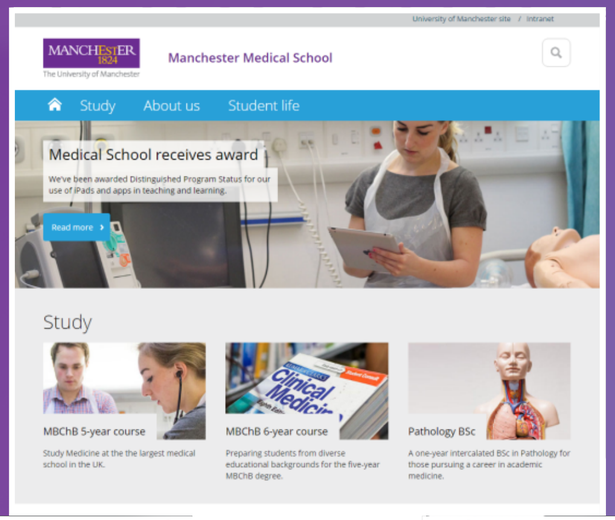
external sites – faculties: mini-uni sites

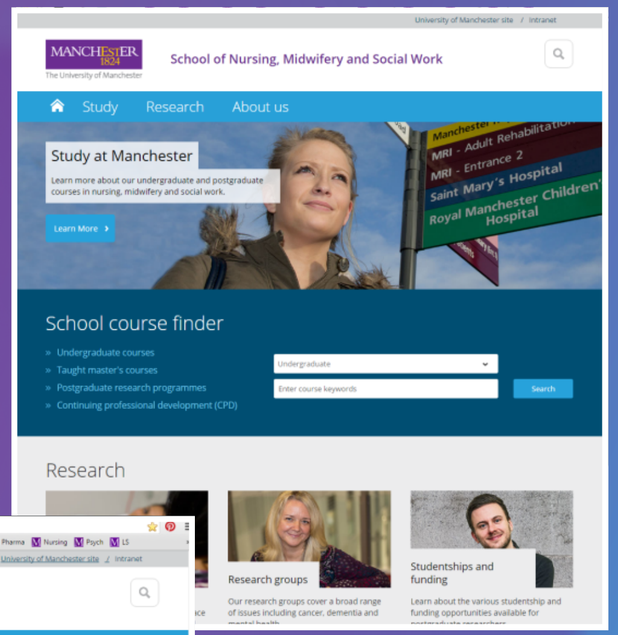


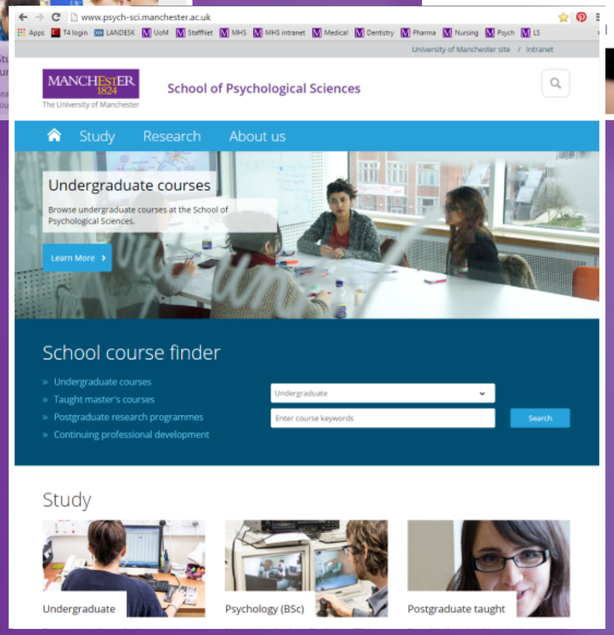


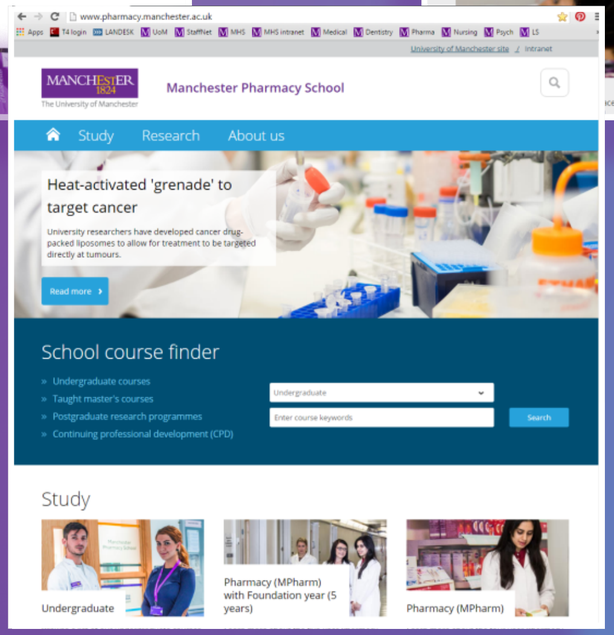
external sites – schools: mini-mini-uni sites











what's the purpose
of a faculty website?

are we doing things for
the right reasons?

it's a russian doll approach to
website and content design

traffic – where do our users go?

study	73%
staff	14%
about	7%
research	7%

traffic – where do our users go?

83%

don't begin on our homepage

62%

come via **search**

lust

lust

thou shalt not
have it simply because
you want it...

seven deadly sins of HE websites

everyone
wants their
own site

everyone
thinks they're
special

faqs for 12

stats and standardisation

[eg £6k IA]

gluttony

seven deadly sins of HE websites

gluttony

thou shalt not
overindulge thyself with
thine own content

content – removing the 'bloat'

45

pages across
seven sites

athena swan =
more than all our
ug course pages!

content – removing the 'bloat'

45

pages across
seven sites

2

pages in total
in new site

traffic – where do our users go?

50%	5.5%
60%	10%
70%	20%
of traffic	of pages

users visit
lots of pages for a
very **short time**

old sites

users visit
fewer pages but for
a **longer time**

new site

traffic – stats from new site

ROI

efficiency and
effectiveness

greed

greed

thou shalt not
keep everything just
for thyself...

content – removing the 'bloat'

2200

pages and
documents

teaching and learning

agendas, papers and minutes for last 11 years...

intranet

content – removing the 'bloat'

2200

pages and
documents

25

pages and
documents

new intranet

value

maintenance is a cost
+ an opportunity cost

sloth

sloth

thou shalt not
avoid the big and
difficult stuff...

seven deadly sins of HE websites

strategy

governance

culture change

work together
to drive the
agenda

MANCHESTER 1824
The University of Manchester

do it for the user

there must be a purpose

standardise: we're all special

simplify: it's rude not to

spend time on the worthwhile

work to a bigger ideal

never be satisfied

sell the better way

any questions

connect – where to find me

stewart

@stewartaitken

/stewartaitken

The University of Manchester