Website Update: Board of Trustees Nov 2022

State of the Web:
Bridging a 10 year + technology gap

We are framing our approach to the redesign based on the current state of the City Colleges website and the urgency to get off the SharePoint platform.

2010

2022 and Beyond

- ✓ Content Management
- ✓ Usability
- ✓ Search Engine Optimization
- ✓ Mobile Design
- ✓ Accessibility
- ✓ Marketing Efficiencies
- ✓ Artificial Intelligence
- ✓ Search efficiencies
- ✓ Data and Tracking
- ✓ Multi-lingual support
- ✓ Live Chat

Website Redesign Goal :
Alignment with Strategic Plan

In order to support the strategic levers of Exceptional Student Experience, Excellence, and Collaboration, our primary website goals are: **to improve, simplify, support and measure the student journey from prospect to alumni.**

Apply

Enroll

Student

Alumni

Guiding Pillars

The redesign is moving forward with the lens of these guiding pillars:

Content Accuracy & Governance	Amplifying College and Student Voice	Accessibility & Inclusivity	Data and Analytics	Alignment with 3S and CRM

Web Roadmap

High Impact Milestones

Phased approach with high impact milestones

Work can be done before rebrand ←

Discovery

High Impact Milestones

District and College Sites

In July 2022, CCC launched new branding. The branding work and research informs the path forward with our new site.

Need to be informed by Rebrand →
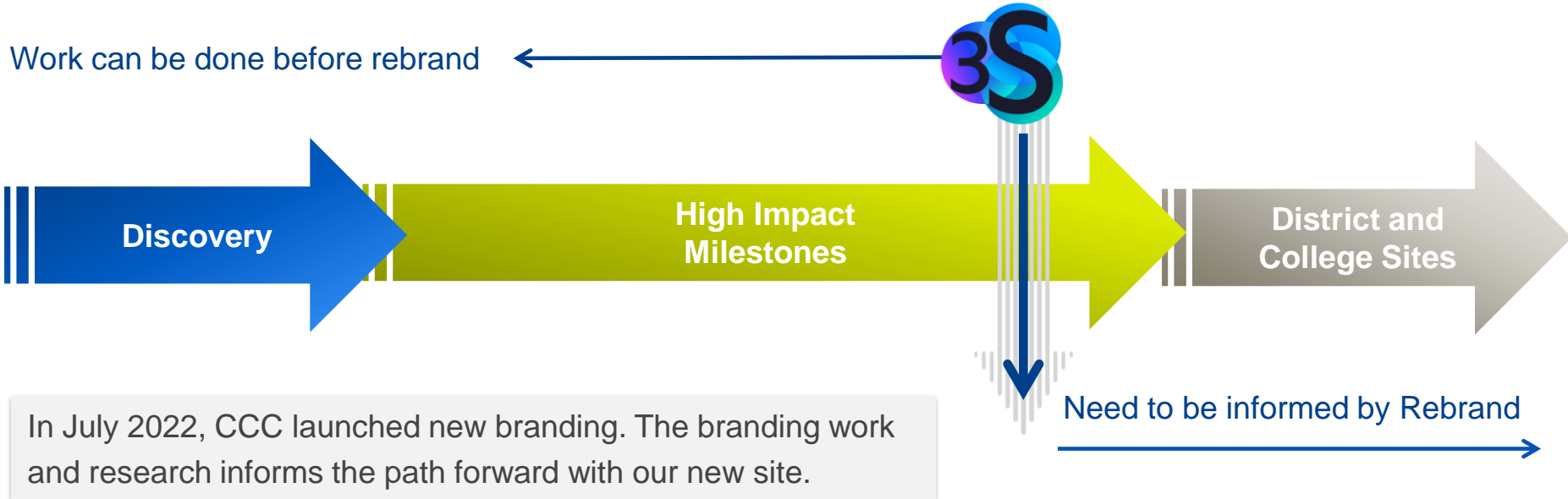
High Impact Milestones

High Impact Milestones → **District and College Homepages** → **Full Site**

✓ Apply Landing Page

✓ Flexible Landing Page Templates

✓ News, Events, and Blogs

✓ Student Success Hub

✓ CCC Foundation

✓ Launch Homepages
  and critical pages before full site

✓ Robust Program Search

✓ Launch remainder of site

✓ Live Chat/Knowledge Base

| 2022 | Mid 2023 | Late 2023 |

Impact of Milestones to Date

- Optimized digital advertising
- Collect and manage student inquiries with efficiency
- Launch campaign-specific landing pages
- Track the Inquiry through enrollment funnel
- Measure and communicate results

Impact of Milestones to Date

Web Traffic Unique Visits to Apply Landing Page	**Inquiries** Inquiries Across Campaigns	**Applications** ADED and CRED Applicants FA22

Web Traffic

↑ **100%**

Increase in traffic to /apply Jun 1-Sept 1 yoy

June
- 29,235
- 31,605
- 57,856

July
- 31,401
- 24,400
- 55,853

Aug
- 51,000
- 56,005
- 110,363

(Legend: 20, 21, 22)
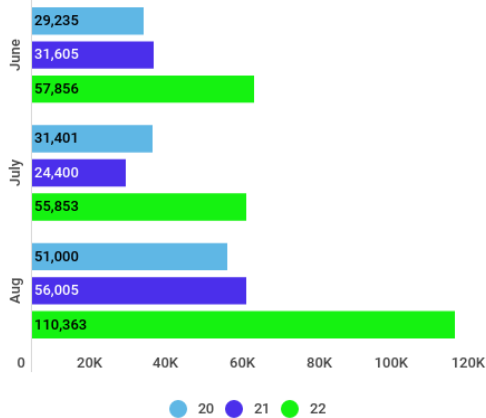
Source: Google Analytics

Inquiries

↑ **133%**

Increase in web inquiries generated Jun 1-Sept 1 yoy

June
- 599
- 1,923

July
- 384
- 1,982

Aug
- 2,162
- 3,454

(Legend: 21, 22)
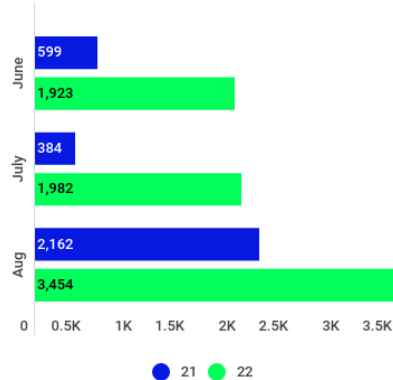
Source: Salesforce Marketing Cloud

Applications

CREDIT

↑ **11%** Increase in yoy CRED applicants (Not suspicious)

↑ **17%** Increase in New CRED Students yoy (as of 9/30 Census)

↑ **3%** Increase in CRED Headcount yoy

ADULT EDUCATION

↑ **47%** Increase in ADED applicants yoy (not suspicious)

↑ **55%** Increase in New ADED Students yoy (as of 9/30)

↑ **19%** Increase in ADED Headcount yoy

Source: Decision Support SEM Dashboards

Impact of Milestones to Date

April-Sept
42,529,148

Digital Impressions

Inquiry to Applicant Funnel

Unique Visitors to Apply	302,476
Web Inquiries	13,591
Applied	5,565
Leads contacted	5,810
Enrolled	1,880

Tracking the inquiry to applicant student funnel is now possible through Web and pre-CRM work.
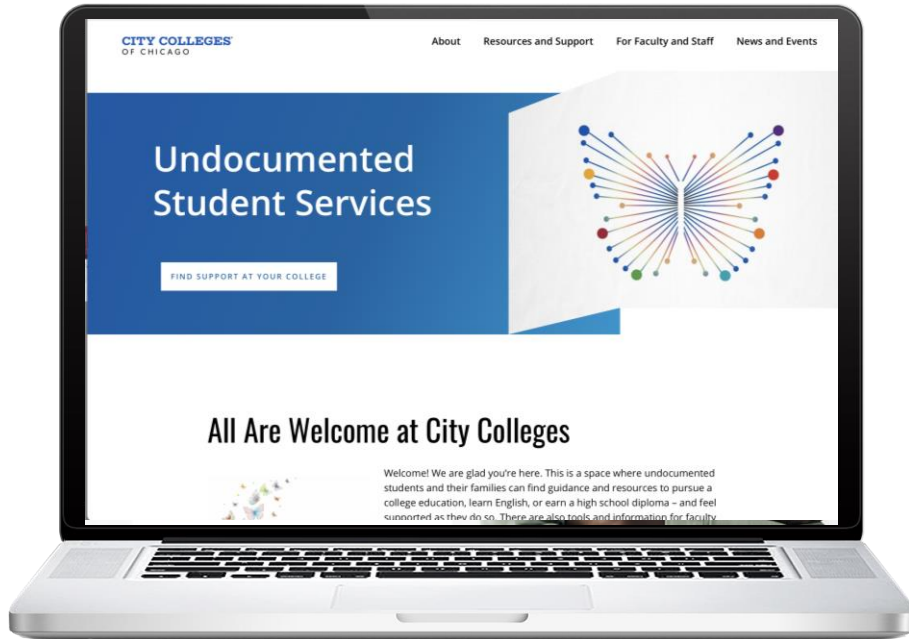
Applicant to Enrolled

Unique Visitors to Apply	302,476
Credit Applications	46,009
Enrolled Students	12,814

Impact of Milestones to Date

- In April CCC launched a new flexible template on our new platform.
- This enables CCC to support key initiatives as we are going through the full site design.
- Examples in action: Undocumented Student Services, Paying for College Financial Aid Site, and the Welcome Center at AVI

Revamp of the CCC Foundation Site

Higher visibility to Foundation, and opportunities to provide funding for students
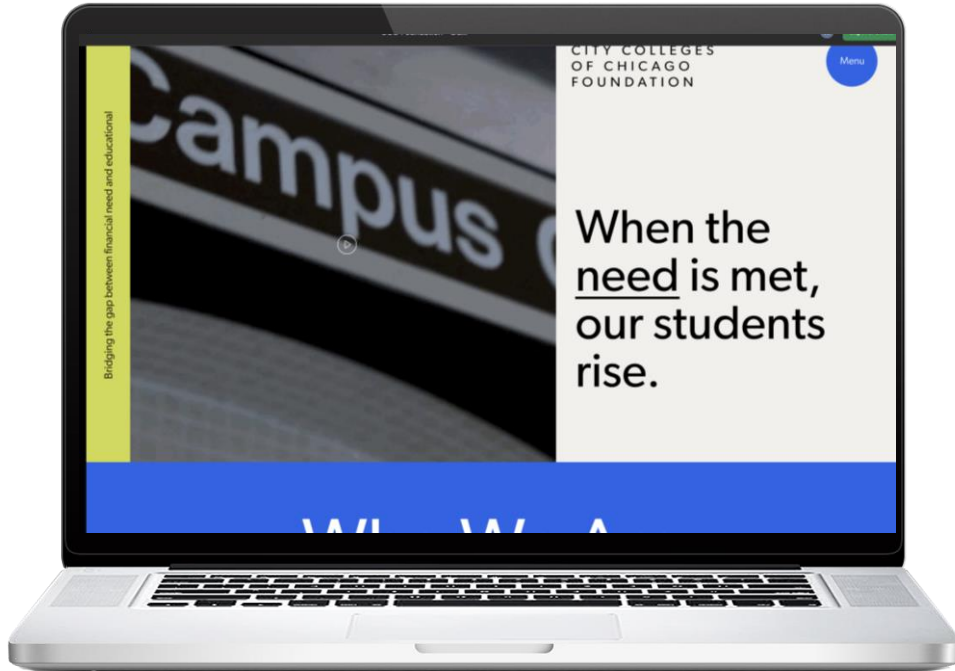
- This Fall, CCC will launch a new City Colleges of Chicago Foundation website
- This site will elevate the stories and impact of the Foundation.

A Focus on Students

Throughout this project student participation is critical.

This Fall we recruited students to represent their colleges at photo and video shoots. **Over 100 students volunteered.**

This work will be used to move our site from transactional to student-focused and emotive.
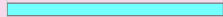
What's Next?

- Continue to engage students in website redesign process: focus groups and web feedback groups

- Focusing on college homepages as we move into 2023.
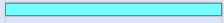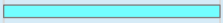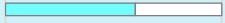
Appendix

High Impact Milestones

Due to our current state - our approach to the redesign is high impact releases vs a flip the switch approach

	Apply Landing Page	Marketing Flex Template	Student Success CCC News Media Room	Foundation / Scholarship	Agnostic Flex Template	Unified Program Search Tool
Impact	Marketing Automation Platform, Prospective Student Lead Generation	College support for critical web content and consolidation of competing deliverables	Elevate success and news content and consolidation of content	Elevate fundraising, partner toolkits and scholarships	Enables CCC to start transitioning web content to new platform.	Search CCC programs across CE and Credit. Search by interest, career. Tie program search to lead generation efforts.
		Level of Effort/Complexity	Level of Effort/Complexity	Level of Effort/Complexity	Level of Effort/Complexity	Level of Effort/Complexity
Project Completion	✓ **Complete**	✓ Complete	2022 Launch	2022 Launch	2022 Launch	**2023**

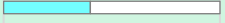# High Impact Milestones

Due to our current state - our approach to the redesign
is high impact releases vs a flip the switch approach

	College Homepages + DO site	College Sites Completion	Admissions Hub / Live Chat	Knowledge Centers	Outliers	Analytics
Impact	New face for College homepages and content	All College content lives in new platform. End users at college have access to manage content.	Syncs help and admissions resources with new CRM application	Help and resources related to CCC content	Hours and Sprint for new initiatives/ priorities	All site pages properly tagged for marketing and data efficiencies
	Level of Effort/Complexity	Level of Effort/Complexity	Level of Effort/Complexity	Level of Effort/Complexity	Level of Effort/Complexity **TBD**	Level of Effort/Complexity
Project Completion	2023	2023	Contingent on CRM	Contingent CRM	Ongoing	Ongoing