INSTITUTIONAL RESEARCH AND ASSESSMENT

DESIGNING A WEBSITE FOR YOUR STAKEHOLDERS
WHY DO WE REPORT INSTITUTIONAL DATA?

YOU MUST VISIT MY WEBSITE SOMETIME

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WHY DO WE REPORT INSTITUTIONAL DATA?

• Faculty, staff, and students all have a stake in the current and future success of the institution
• Accreditation agencies such as SACSCOC
• Institutional leaders rely on data to make strategic decisions and plan for the future of the institution
HOW SHOULD WE REPORT INSTITUTIONAL DATA?
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- Users should be able to find the information they need quickly and easily
- Data should be current and customizable
- Website needs to be readable and usable across multiple platforms (computer, mobile, etc.)
DEVELOPING A WEB DESIGN PLAN

• BACKGROUND INFORMATION
• PAGE LAYOUT
• BROWSER COMPATIBILITY
• INTERACTIVITY
• COLOR AND GRAPHICS
• USBILITY
• CONTENT
• MOBILE
5 MISTAKES THAT DOOM A WEBSITE

• STALE CONTENT
• TOO MUCH CONTENT
• NO PHOTOS
• LOOKING ILLEGITIMATE
• BEING BLAND
RESPONSIVE WEB DESIGN

- WEBSITE DESIGN APPROACH THAT APPLIES STANDARDS-BASED TECHNOLOGIES TO CREATE WEBSITES THAT TRANSFORM TO FIT THE USER’S NEEDS AND CAPABILITIES
3 CORE CONCEPTS OF RESPONSIVE DESIGN

• A FLUID GRID WITH THE LAYOUT DEFINED PROPORTIONALLY RATHER THAN WITH FIXED DIMENSIONS

• FLEXIBLE IMAGES AND VIDEO THAT SCALE TO FIT WITHIN THE GRID

• CSS RULES DESIGNING LAYOUT AND TYPOGRAPHY FOR DEVICES BASED ON THEIR SIZE
KEEP YOUR WEBSITE ORGANIZED AND USABLE

• CONTENT INVENTORY
• NAVIGATION
• MAINTENANCE

“Our web site got 150 hits today!”
“F” PATTERN DESIGN

We Like to Read from Left to Right

AND FROM TOP TO BOTTOM
Institutional Research, Assessment, and Analytics

Enrollment Data

2018 Enrollment Data

2017 Enrollment Data

Enrollment Data Archives by Year

Official Data Freeze Dates by Year

Historical Enrollment Data

Go

Go

Go
REVIEW PEER WEBSITES
November 16, 2017 - Virginia Lazoefield Presents at EDUCAUSE

On November 3rd, IRAA team member Virginia Lazoefield presented to over 80 attendees at EDUCAUSE.

Titled "Evaluating the Impact of Technology-Enhanced Active Learning Classrooms on Students and Instructors: Lessons from Our First Full Year," Lazoefield’s presentation covered the 17 new technology-enhanced active learning (TEAL) spaces which were opened at the University of Kentucky between 2014 and 2016, as well as the student learning outcomes and retention during this time.

October 26, 2017 - Institutional Research & Advanced Analytics Wins Awards

The University of Kentucky’s Institutional Research and Advanced Analytics (IRAA) team won two awards for their revamped website at the Southern Association for Institutional Research (SAIR) annual conference in Fort Worth, TX on October 16, 2017. The University was the first place winner for "Best Institutional Research Electronic Fact Book," and placed third in the "Best Institutional Research Website" category.

The re-design of the IRAA website and interactive Fact Book has been a major project lasting several years and involving the entire IR-IAA team, so we are extremely excited to receive this recognition and grateful to the SAIR awards committee.
MODERN WEB DESIGN

• DISTINCT PAGE COMPOSITION
• PHOTO SLIDESHOWS & CAROUSELS
• CLEAR TYPOGRAPHIC STRUCTURE
• HIGH CONTENT DENSITY
DISTINCT PAGE COMPOSITION
PHOTO SLIDESHOWS & CAROUSEL
CLEAR TYPOGRAPHIC STRUCTURE
HIGH CONTENT DENSITY
WEBSITE CRITICAL SUCCESS FACTORS

- Look and Feel
- Usability
- Performance
SOURCES

• WETZEL, KAREN. (2015). UNDERSTANDING RESPONSIVE WEB DESIGN IN HIGHER EDUCATION. ECAR
• MORRIS, TERRY. (2017). WEB DEVELOPMENT AND DESIGN FOUNDATIONS
• (2012). KEY ELEMENTS TO A GOOD WEBSITE. DIGITAL, SMALL BUSINESS MARKETING, WEBINARS.