

Your presentation will begin shortly!



Are you sure you want to waste your time in here?





# MISTAKES

MAYBE THE PURPOSE OF OUR REDESIGN IS ONLY  
TO SERVE AS A WARNING TO OTHERS

The persons and events in this presentation are fictitious. Any resemblance to real persons, living or dead, is purely coincidental. This presentation is intended for entertainment purposes only. The views and opinions expressed herein are those only of the author and do not represent the views of the California State University or its officers.

# DISCLAIMERS

COVERING YOUR BUTT SINCE 1857

**BACKGROUND**

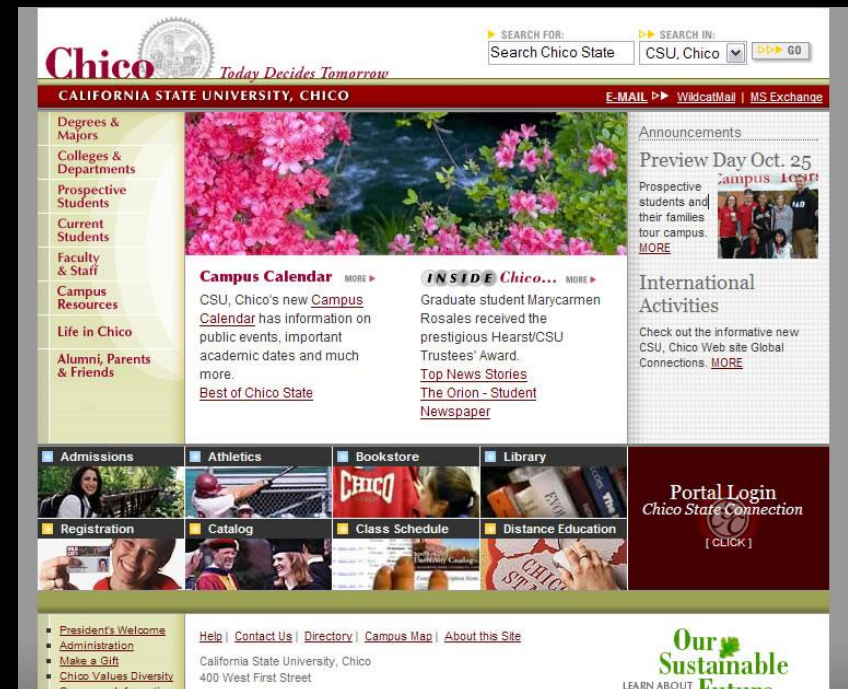
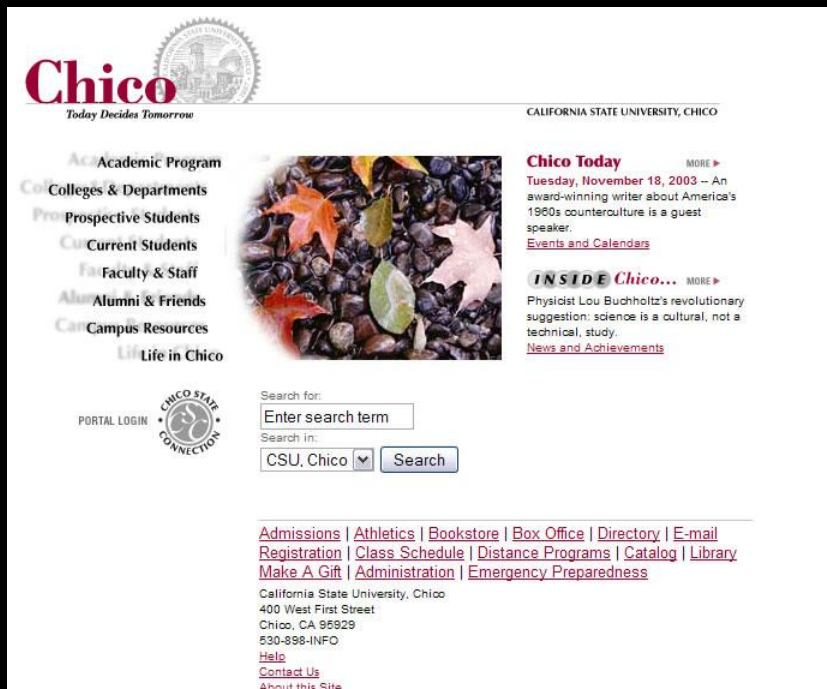


# THE GOOD OLD DAYS

IN THE GOOD OLD DAYS YOU PROBABLY  
WOULD HAVE BEEN SOMEBODY'S LUNCH

# HISTORY

- CURRENT SITE IA: NOVEMBER 1999
- CURRENT DESIGN: APRIL 2004





# THE FUTURE

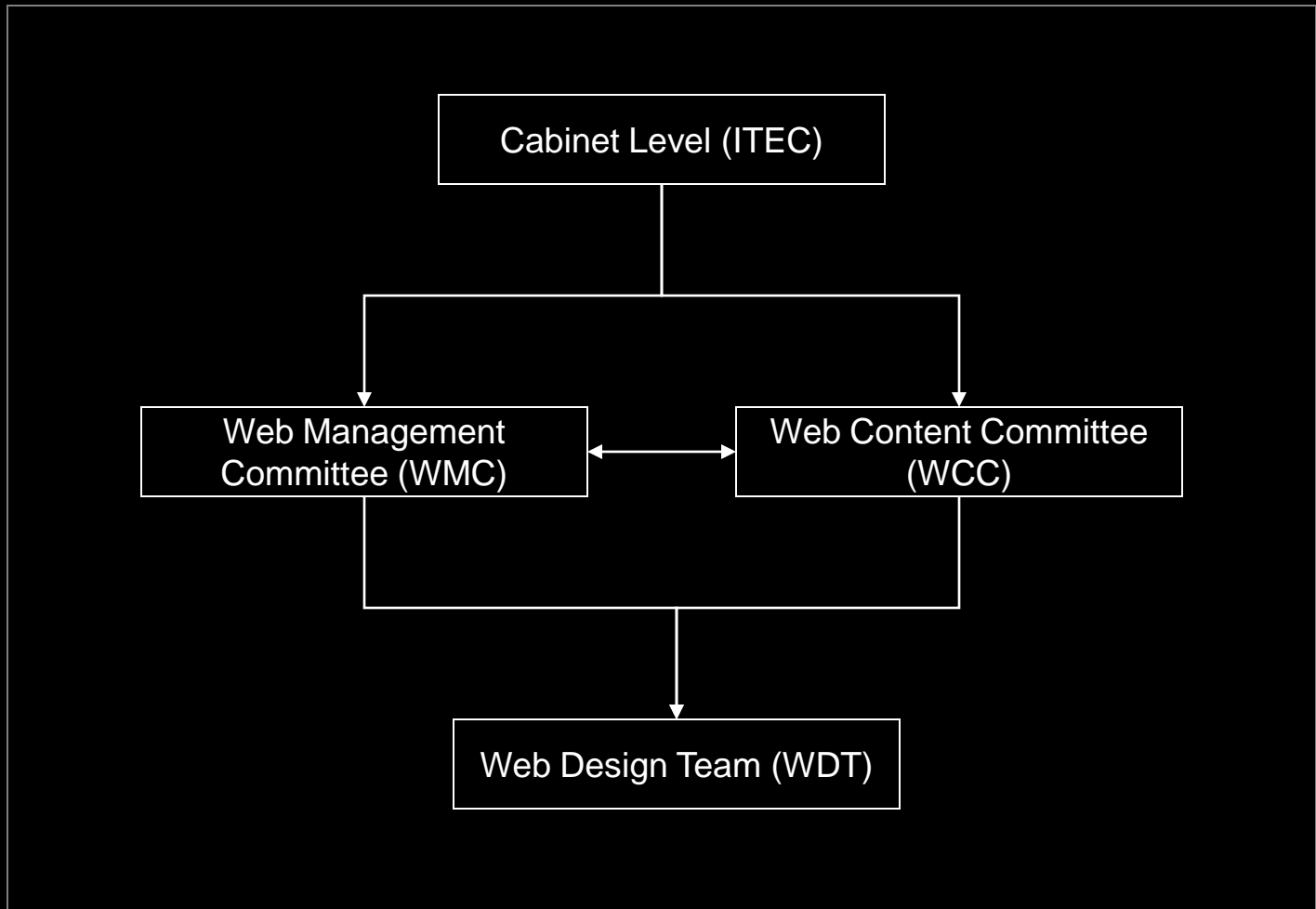
EXACTLY WHERE DO YOU THINK  
YOU'RE GOING FROM HERE?

# **ESTABLISH A WEB GOVERNANCE STRUCTURE**



# THE 21<sup>ST</sup> CENTURY

WE'LL GET THERE — EVENTUALLY



# ORG CHARTS

WAS THIS REALLY NECESSARY?



# ACADEMIC POLITICS

THEIR VICIOUSNESS IS ONLY MATCHED BY THE  
INSIGNIFICANCE OF THE STAKES\*

*\*Sayre's Law*



# ENGAGEMENT

NOT AS INTERESTING AS WATCHING "COPS"

**CREATE A COMPETENT AND  
SUFFICIENT TEAM**



# WEB NERDS

<SIGH />



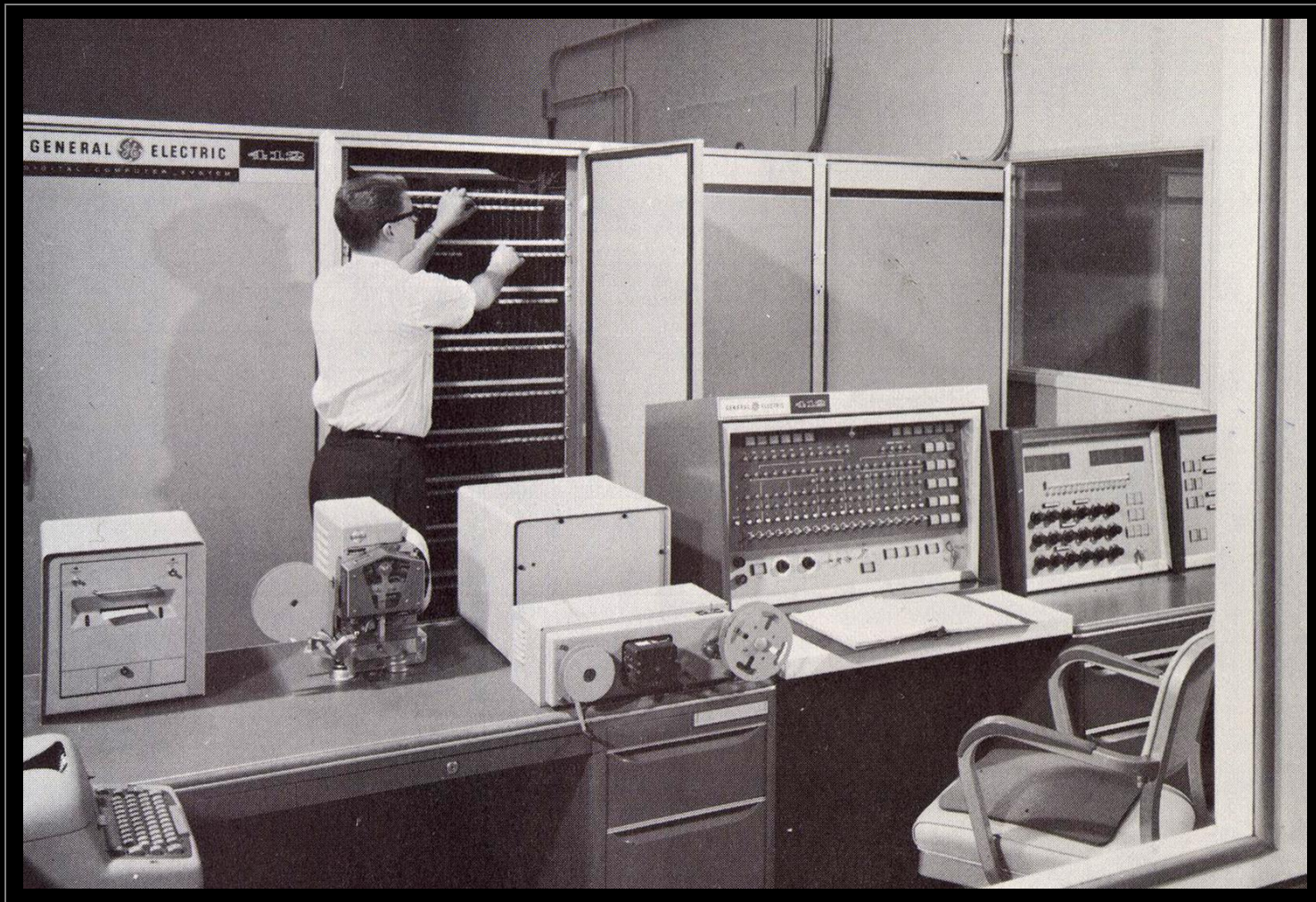
SKILLSET.ORG

By Kristina Halvorson

# WEB TEAM

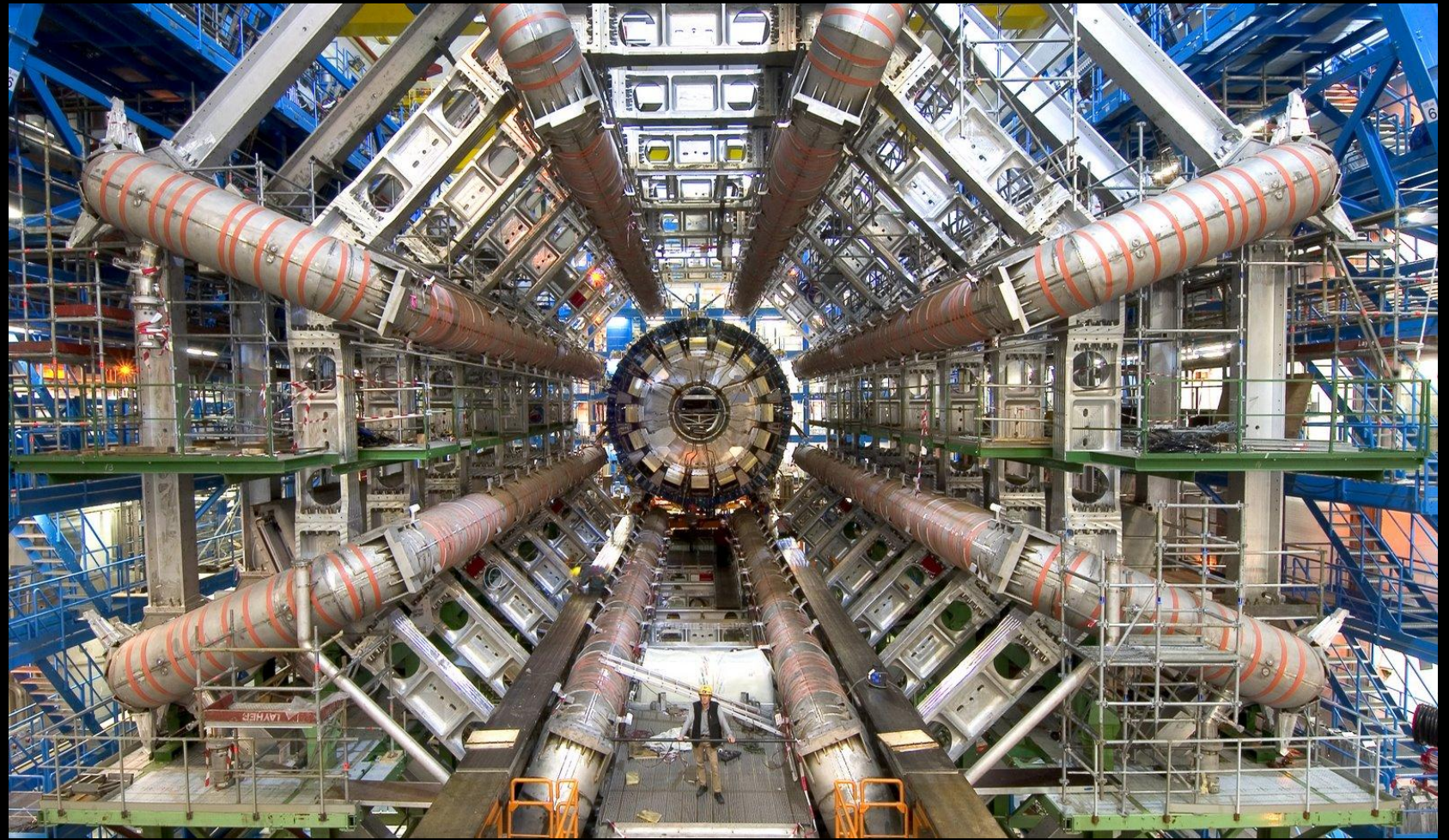
YOU WISH

**DEFINE THE PROJECT**



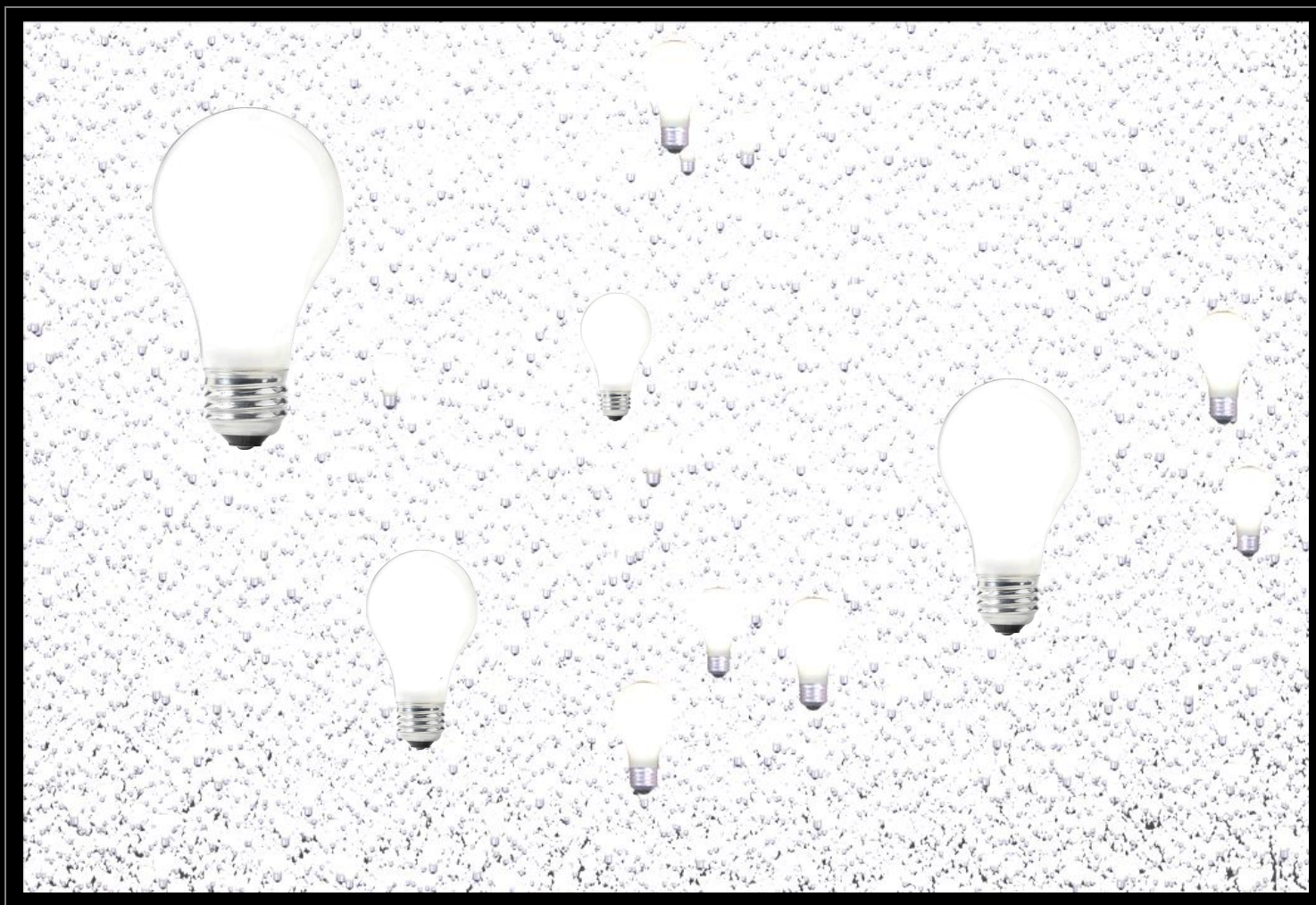
# YOUR PROBLEM

NO, IT'S NOT A BLOWN RT-237 VACUUM TUBE.  
TRUST ME ON THIS.



# SCOPE CREEP

WE STARTED OUT TO REDESIGN OUR HOME PAGE  
AND, WELL...



# BRIGHT IDEAS

TOO MANY OF THEM GIVE ME A HEADACHE



# THE JOURNEY

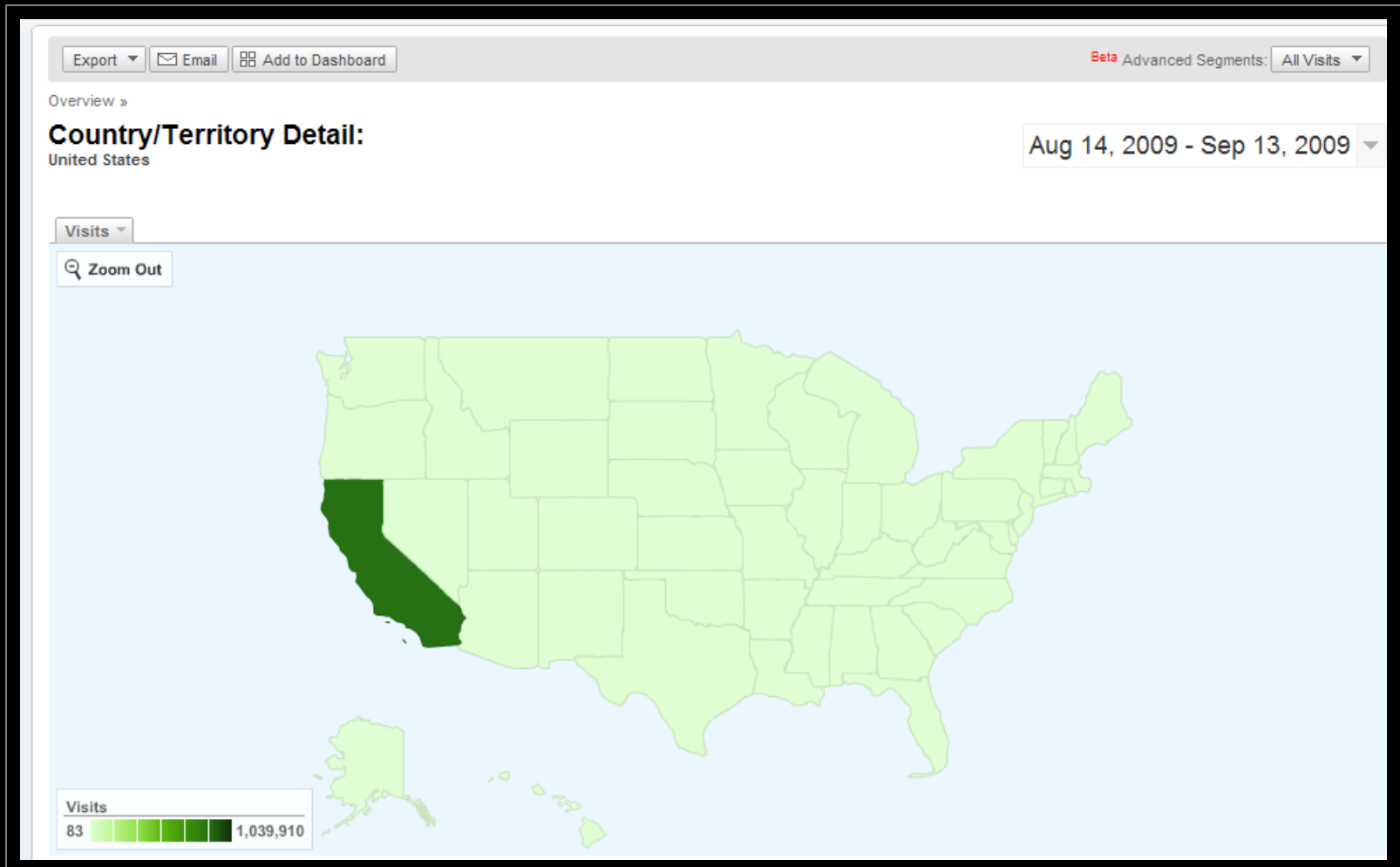
OF A THOUSAND MILES OFTEN ENDS  
IN A MUD HOLE



# OUR BUDGET

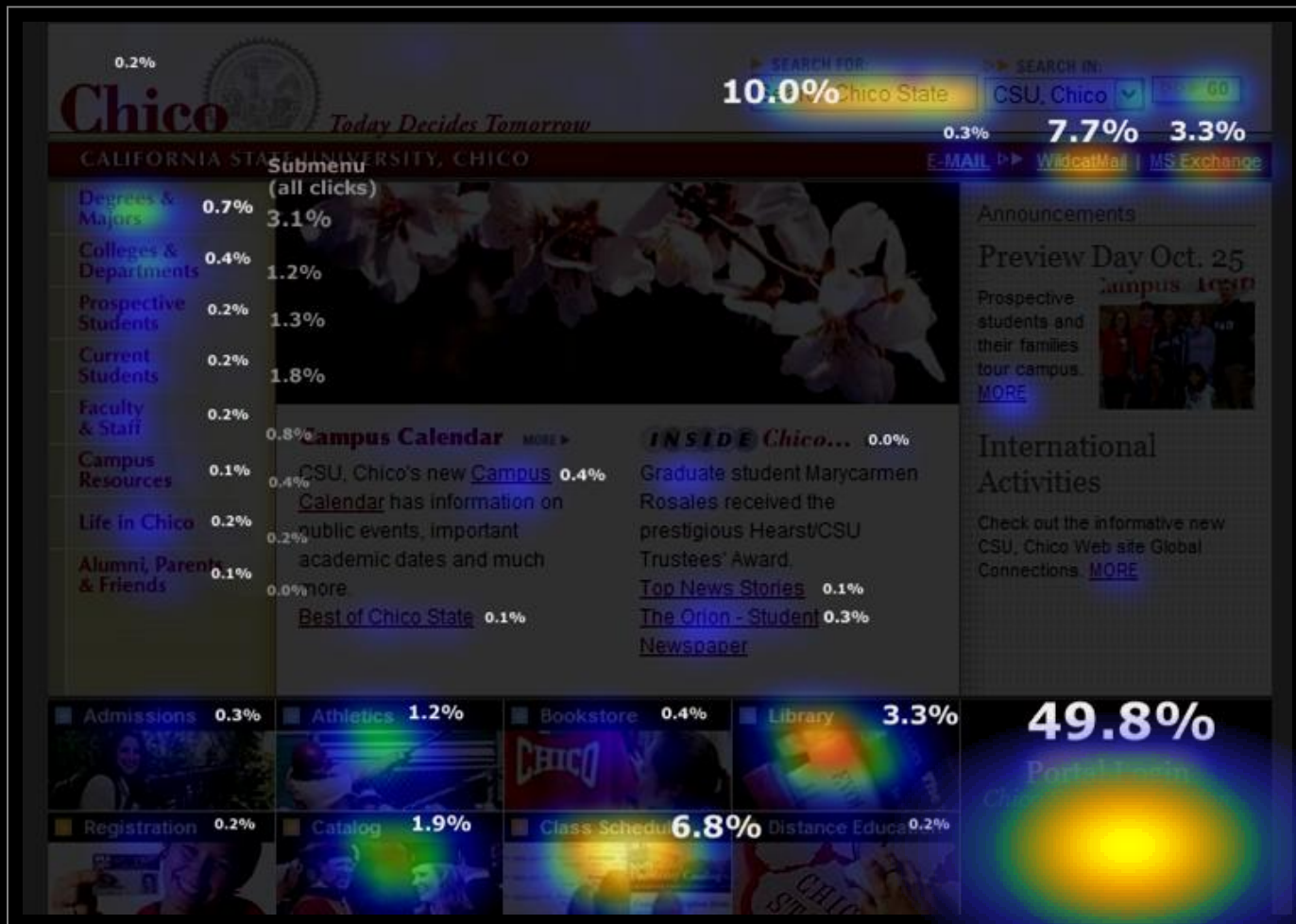
ARNOLD TERMINATED IT

**DO THE RESEARCH**



# GOOGLE ANALYTICS

TELLING YOU WHAT YOU ALREADY KNEW  
SINCE 2005



# DATA VISUALIZATION

BECAUSE SOMETIMES PICTURES ARE ALL  
PEOPLE CAN UNDERSTAND



# USER SURVEYS

IT HELPS WHEN THEY UNDERSTAND THE  
QUESTIONS

College will Provide Quality Cultural, Academic, and Vocational

College  
PORT BERRY  
COMMUNITY COLLEGE

Monday, September 14, 2009

- Home
- About FBCC
  - President's Welcome
  - History
  - Accreditation
  - Board of Directors
  - Mission & Vision
  - Strategic Plan
  - Campus Directory
  - Campus Tour
  - Campus Safety
  - Scheduling Events & Rooms
  - Employment
- Departments
  - President
  - Business
  - Academics
  - Student Services
  - Technology
  - Agriculture
  - Facilities
- Academics
  - Catalog
  - Academic Calendar



Google

Google Search

www



Student Recreation Room

New Alternative energy system for the Main Campus is Expected to be completed By September 30, 2010.

Internet Lounge open daily 8-5pm.

Returning Students: [Click To Apply Online!](#)

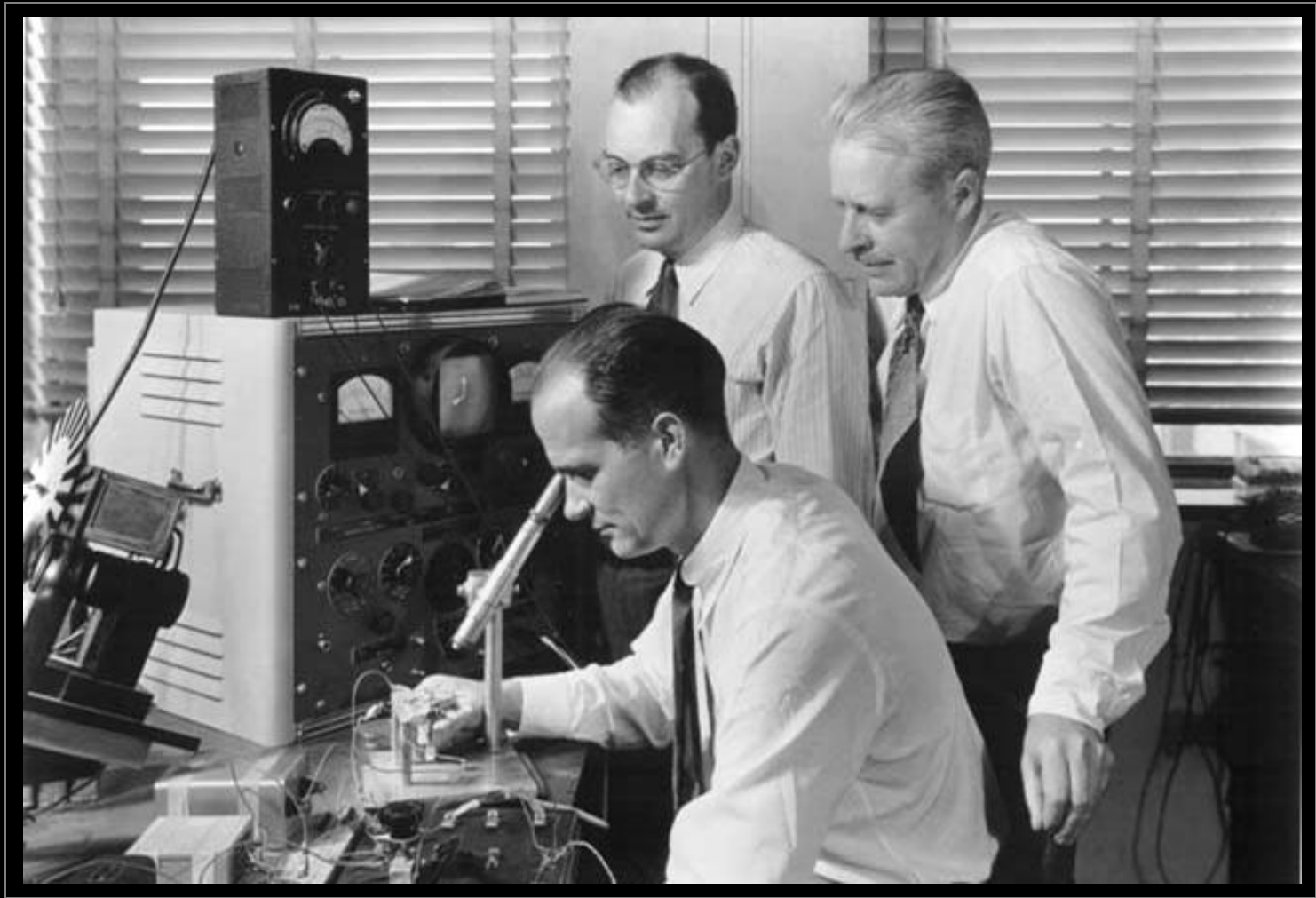
# BEST PRACTICES

UR DOIN' IT RONG



# LEARNING FROM OTHER PEOPLE'S MISTAKES

ACTUALLY, WE KNEW THIS WAS A BAD IDEA  
BEFORE YOU DID IT



# RESEARCH

PEOPLE WILL BELIEVE ANYTHING YOU SAY IF  
THEY THINK YOU'VE DONE THE RESEARCH



# OUR BUDGET

NOW HE'S HACKING AWAY AT IT WITH A SWORD!

**GET INPUT**



# FOCUS GROUPS

SOMETIMES THEIR BODY LANGUAGE TELLS YOU  
ALL YOU NEED TO KNOW



# STAKEHOLDERS

THERE'S A LOT OF THEM AND THEY'RE MOSTLY ANGRY.  
BUT, HEY, AT LEAST THEY'RE WEARING OUR CAMPUS COLORS



# OUR BUDGET

AW GEEZ! NOW HE'S GOT A BIG GUN!!

**PLAN YOUR CONTENT**

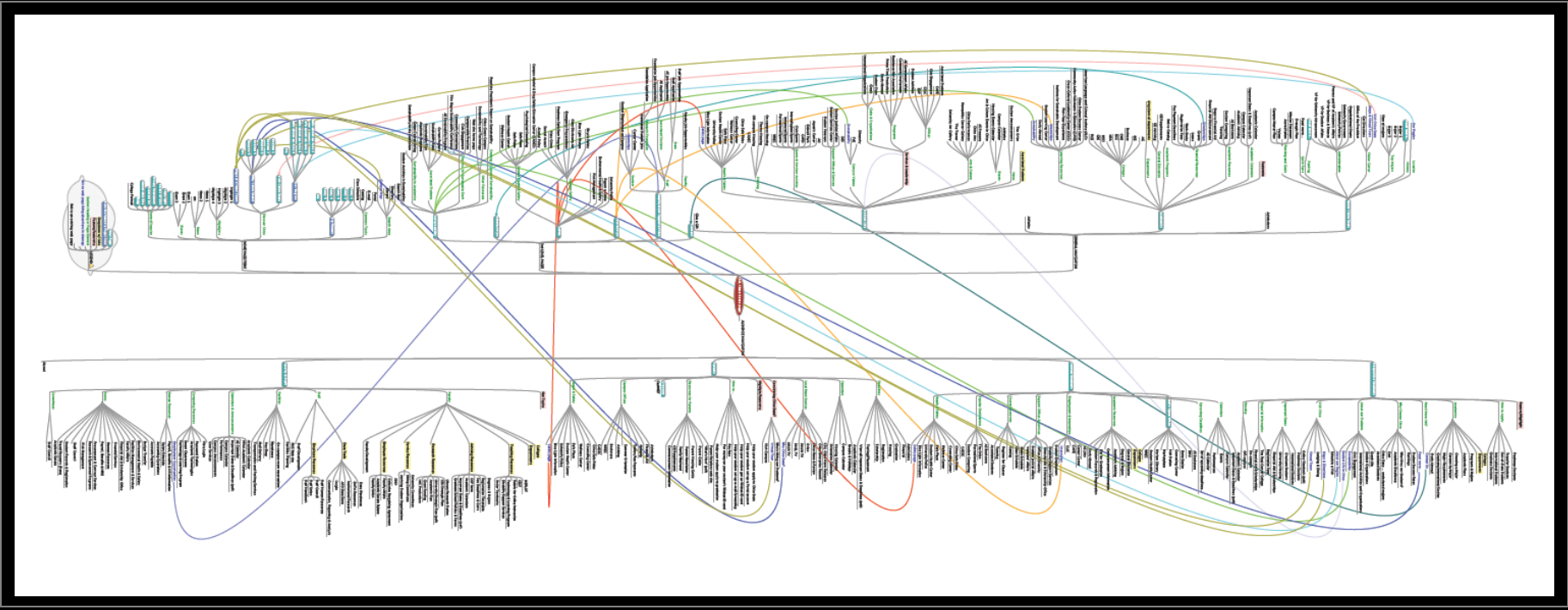


UNDER CONSTRUCTION

Please check back later!

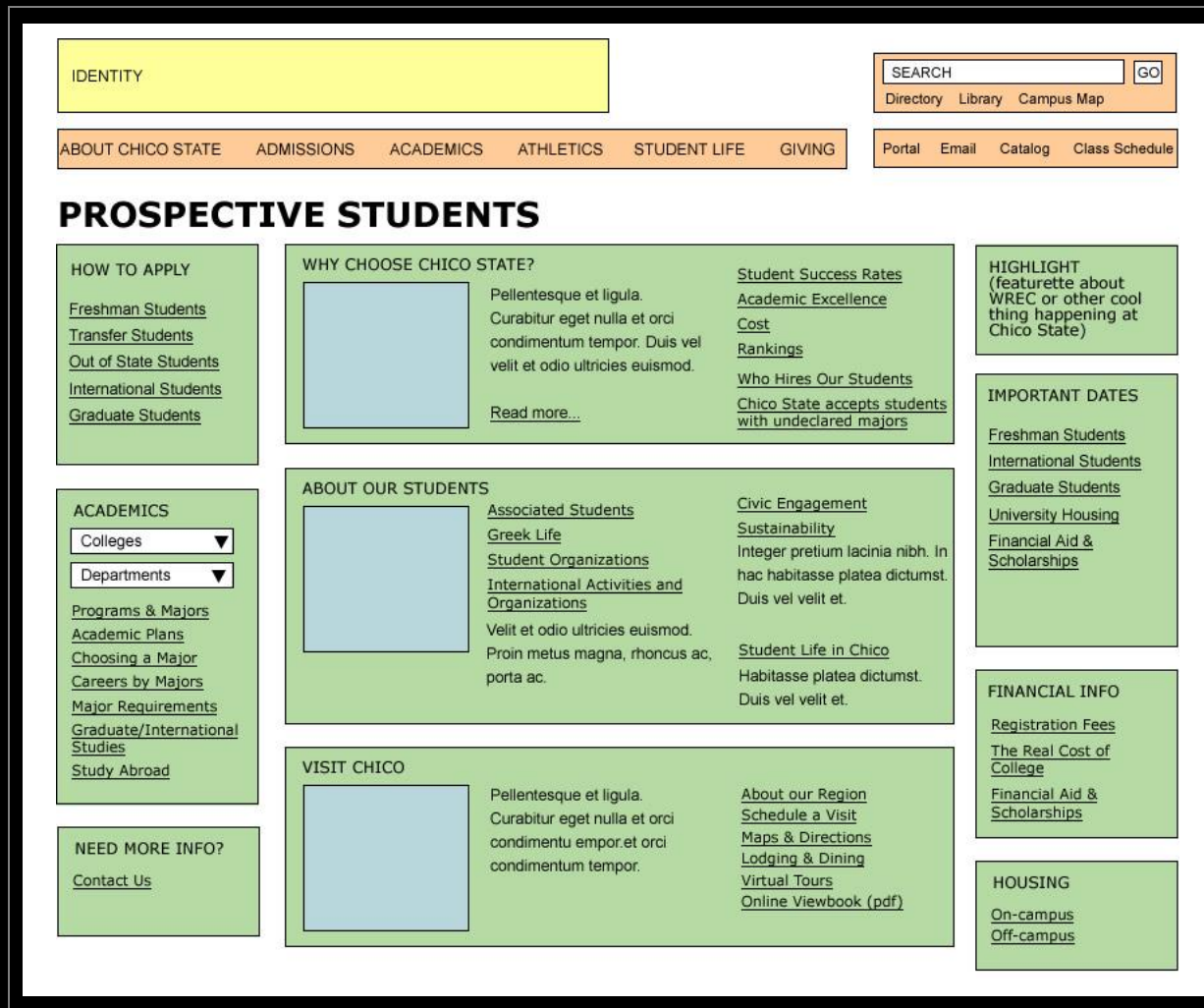
CONTENT

UR DOIN' IT RONG



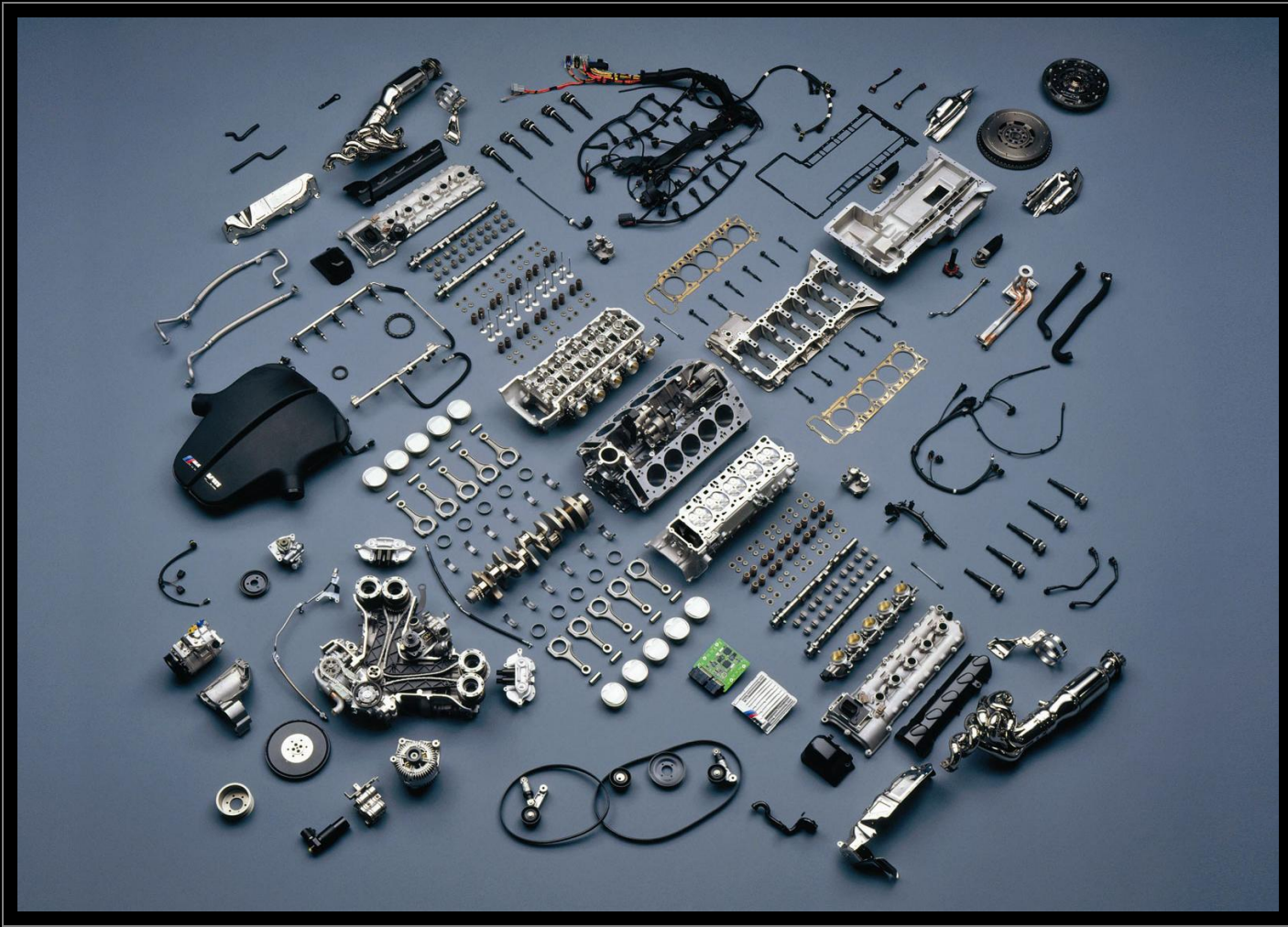
# INFORMATION ARCHITECTURE

YEAH, ANYBODY CAN DO THIS



# WIREFRAMES

IF I HAVE TO LOOK AT ANOTHER ONE OF THESE,  
I'M GOING ON A KILLING SPREE



# YOUR CONTENT

SOME ASSEMBLY REQUIRED



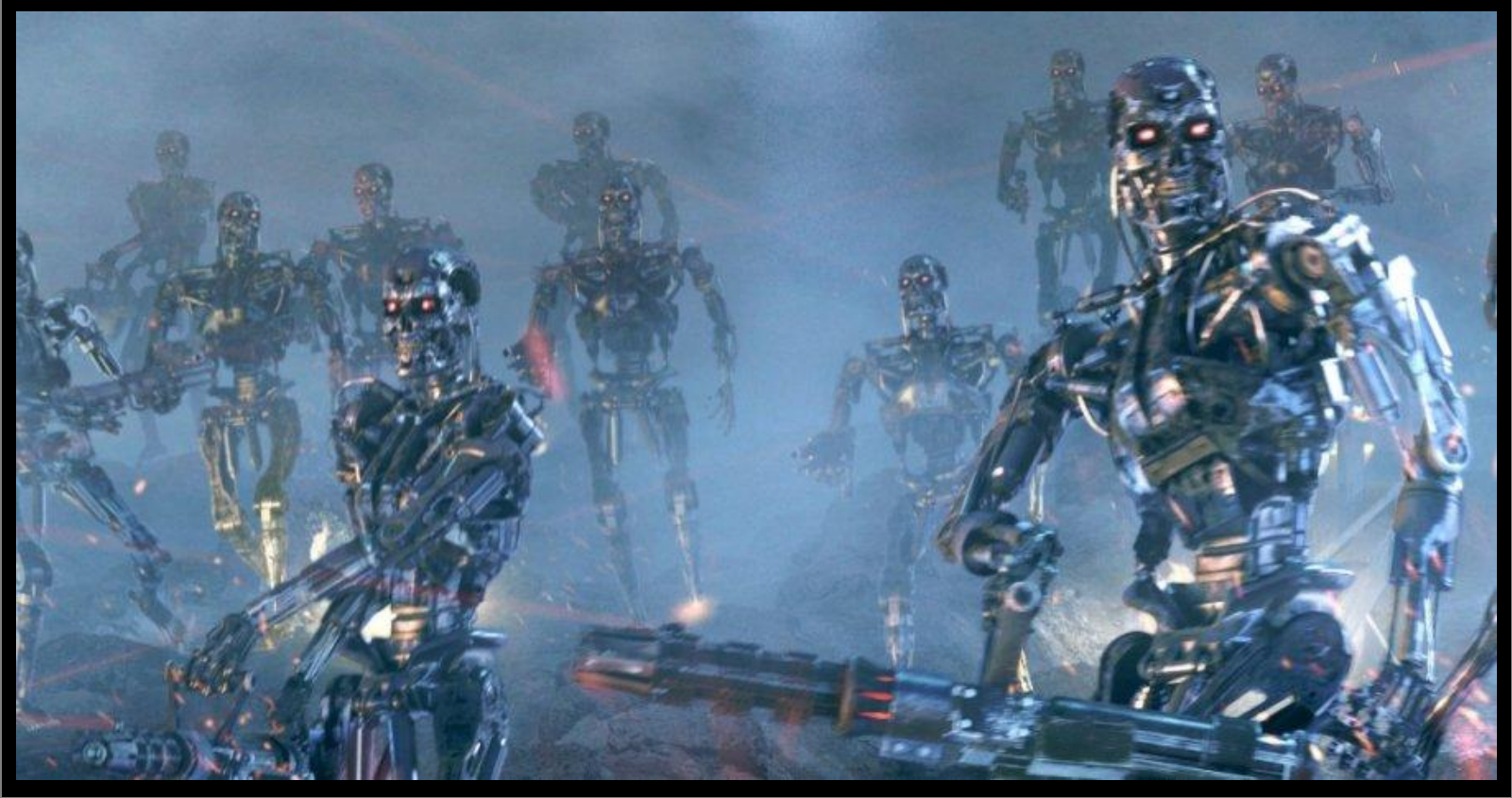
# OUR CONTENT

IT'S BEING DRIVEN BY THE PR DEPARTMENT



# YOUR WCMS

IT WON'T DO YOUR JOB FOR YOU  
*SO WAKE UP AND GET BACK TO WORK!*



# OUR BUDGET

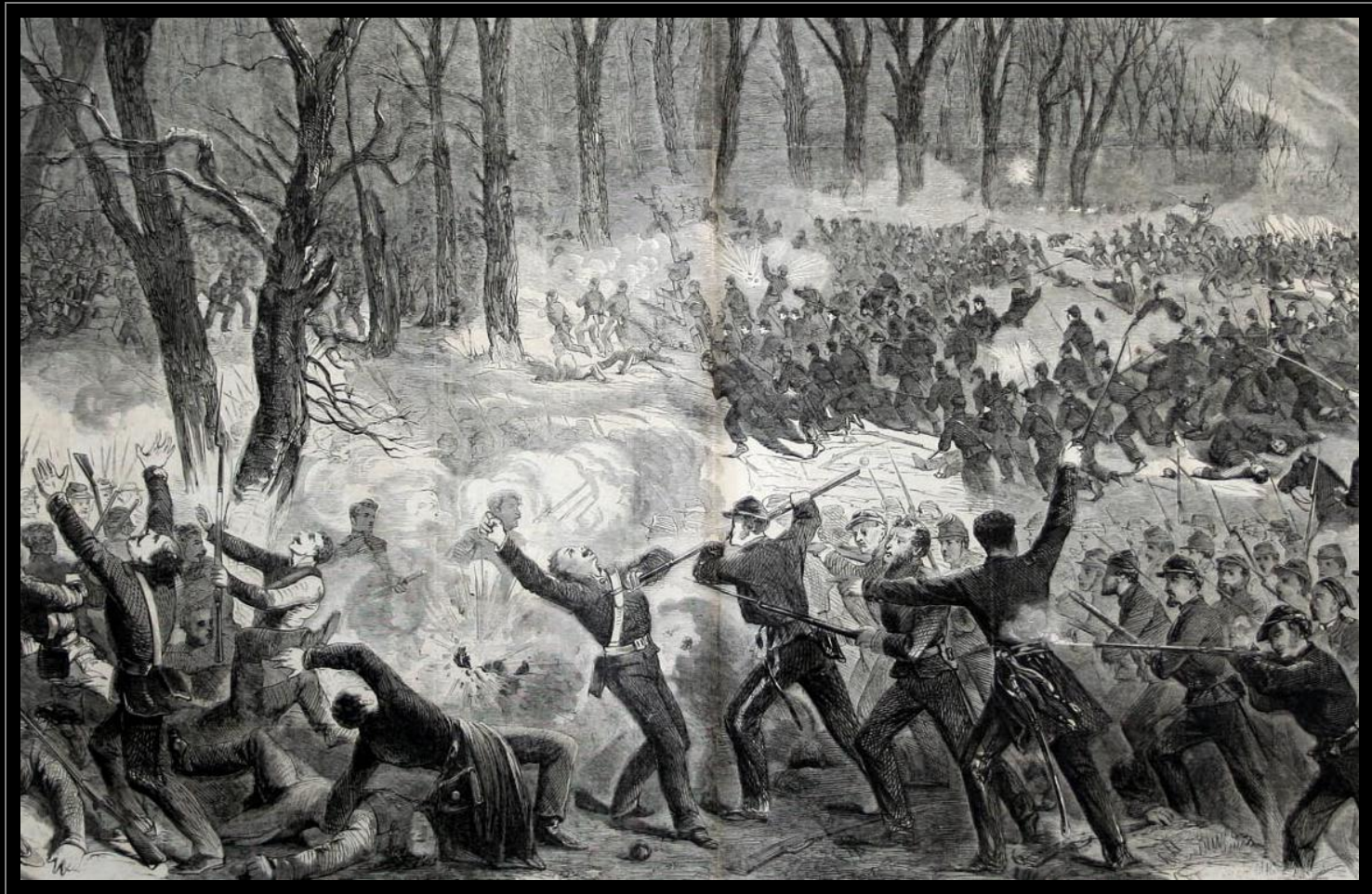
NOW HE'S INVITED ALL HIS FRIENDS!!!

**PLAN YOUR DESIGN**



# WEB DESIGN

JUST BECAUSE YOU WEAR A SUIT DOESN'T MEAN  
YOU'RE QUALIFIED TO CRITIQUE IT



# FRAMEWORKS

OOPS!  
I THINK WE SHOULD HAVE DONE THIS FIRST



# OUR BUDGET

TIRED OF HEARING ABOUT IT YET?  
YEAH, US TOO

# TAKE AWAYS

---

- GET BUY-IN AND HIGH-LEVEL OWNERSHIP
- MAKE SURE YOU HAVE THE RIGHT PEOPLE ON YOUR TEAM
- CLEARLY DEFINE THE PROJECT AND IT'S SCOPE
- DO THE RESEARCH
- GET INPUT AND FEEDBACK
- HAVE A CONTENT STRATEGY AND PLAN

# QUESTIONS?

---

- TONY DUNN
  - [ADUNN@CSUCHICO.EDU](mailto:ADUNN@CSUCHICO.EDU)
  - @TONYDUNN
  - REDESIGNLAND.BLOGSPOT.COM



# WANTED

FOR ATTEMPTED THEFT OF RED STAPLER  
IF YOU SEE THIS MAN, REPORT HIM IMMEDIATELY