

STRATEGIES WORKSHEET

Strategy: Maintain and regularly redesign and refresh the website.

A. Introduction and Background

According to a 2017 survey by Ruffalo Noel Levitz, university websites are the top recruitment tool for new students. In fact, 75% of high school seniors state that the website is the most influential resource when searching for colleges. 28% of people ages 18-29 rely on their smartphone as their only source of Internet (Pew, 2018), making mobile friendly technology critical to meeting students' expectations and needs.

Even though the importance of the website for recruiting students is clear, the ECU website has historically tried to serve all constituents equally, including prospective and current students, ECU employees, community members and alumni. Understanding the importance of the website, the university recently made efforts to improve the existing website and plan for the future.

In Spring 2018, the ECU Foundation provided \$60,000 which the university matched to completely redesign the website to be a recruitment tool. After several months of planning and development with an external contractor, ECU rolled out a new website on July 2018. Although this is an excellent first step, the university's website needs to continue to meet the needs of and be appealing to prospective students. To that end, the university website must be redesigned at least every three years to be proactive in keeping up with changes in technology, student expectations, competitors' websites and university needs.

B. Contribution to Other Goals

This strategy will primarily and significantly contribute to:

- Strategic Goal 2: Maintain Strong Undergraduate and Graduate Enrollments and High Retention, Graduation, and Job Placement Rates.

C. Specific Actions, Elements, Steps, and Timelines

[To be left blank for now per consultants]

D. Potential Models and Useful Information

Henderson State University: <http://hsu.edu/StrategicPlan/P6strategy2.html>

Princeton University: <https://re.princeton.edu/>

Marquette University: <https://www.marquette.edu/omc/styleguides-web-redesigns.php>

Ruffalo Noel Levitz - 2017 E-Expectations Trend Report:

http://learn.ruffalonl.com/rs/395-EOG-977/images/RNL_2017_E_Expectations%20report_1.0.pdf