WEB Strategy Marketing and Communications Working Group: Recommendations

Identified key parts of website where the marketing and communications message should be the strongest:
  Administrative pages, including:
    The Hub, business services, student affairs, admissions, alumni relations, development
  Academic, including:
    Colleges, executive education for corporations and government, departments, centers, and course pages
  People, including:
    Faculty official pages
To a lesser degree: student and faculty personal pages and student organizations

Priority Audience for the message:
  External:
    Alumni
    Donors
    Prospective Students
    Corporate Partners
    Government
    Media
    Researchers/other academics
    Friends/Community
  Internal:
    Current Students
    Faculty/staff
Our recommendations:
1. The university must first create a marketing plan:
   a. Overall marketing plan would define the message the university’s message; the website must be considered a part of the marketing plan
      i. Take into consideration all the key parts of website identified above
   b. Communicate the marketing message to the campus community
      i. Total Quality Management (TQM) – type classes to a select group on campus
         1. The group could be all marketing people, public relations, webmasters, and university advancement staff
            a. This group takes the message back to their home department and communicates the message to appropriate people in house
         2. TQM classes run by Kyle Fisher Morabito
         3. TQM classes meet twice a year
   c. Afterwards, evaluate ways to strengthen the message on the website
   d. Allocate the appropriate resources to implement marketing message on website
      i. People
      ii. Money
      iii. Strategy
   e. Integrate campus marketing initiatives into overall university plan
   f. Brand identity should be a part of marketing plan
      i. Word mark
      ii. What makes Carnegie Mellon special

2. Implementing the marketing message on the website
   a. Communicate marketing and brand strategies to campus community
      i. To people in charge of websites
      ii. To marketing folks throughout campus
   b. Make incentives for adhering or implementing marketing plan
      i. Make it easy for people to use word mark by making available many different sizes and colors
      ii. Create a print “Web Style Guide” like the “Writer’s Style Guide” and distribute to campus
         1. Include technical guidelines, such as databases, for future compatibility
      iii. Identify a contact person or create a support line to handle questions
      iv. Show how complying is beneficial to both parties
      v. Share the results of the marketing success with campus community
         1. How behavior was affected
            a. Money donated by alumni and corporations
            b. Admissions – number of applications, acceptance ratio
         2. Share university-conducted surveys and studies
         3. Information gathered in 3.IV. below
   c. Measure the website as a marketing and communication tool
I. Provide a service, such as products (video, photos, stories) available for media

II. Make sure information journalists would want is easily accessible, such as about journalists trying to use corporate website's PR section (http://www.useit.com/alertbox/20010401.html), some of which could apply to us.

III. Information Consistency Throughout Website
   1. Departments point to sponsoring dept., instead of listing details

IV. Accurate and Up-to-Date Calendar of Events
   1. Submission form needs to be edited to be more user-friendly
   2. Option to view both academic and events calendar on one page

V. Business transactions, such as CMU items, faculty books

VI. Removing old pages

VII. Central Web development toolkit with statistic software to analysis log files, html editor like Dreamweaver, Web Style Guide
   1. Offer training
   2. Team up with PITT to use their Web education resources

3. Website as a marketing tool:
   a. Conduct the following surveys and studies on an on-going basis:
      I. Benchmark against competitor's sites
         1. Tier 1 schools
         2. Other Web sites that draw multiple audiences
            a. CNN.com
            b. Disney.com
            c. Microsoft.com
         3. Use log files to see what people are looking at on the website
      Procedure recommendation: Ask a class to take this on as a project
      II. Establish relationship with other universities and their webmasters; Share information like hits
      III. Gather existing reports on university web sites
         1. Media Metric rankings by number of hits
         2. CASE report
            a. Best practices
         3. Staymates
            a. Online marketing newsletter that is Web-related
      IV. Identify Carnegie Mellon group to gather marketing information, of which the Web would be a subset
         1. Collect log files from various groups on campus
         2. Review Web statistics
         3. Measure how often alumni used website to donate money and update information
         b. Survey external audience's perception of university website
            Procedure: HCII class could conduct studies
            I. Is it meeting users needs
II. Conduct user studies