

MEMORANDUM DCD #16, 2023-24

To: Chairs, University of Toronto Scarborough
Cc: Zoran Piljevic, Senior Director Technology & Business Transformation
From: Professor William A. Gough, Vice-Principal Academic & Dean *WAG*
Kristine Luciw, Director, Marketing & Communications *KL*
Date: 25 April 2024
Re: Strategic Web Improvements for Academic Departments, U of T Scarborough
Note: For broad distribution

Dear Colleagues,

We are pleased to inform you that Marketing & Communications (MarComms) will be launching the next steps of the campus website refresh which includes web improvements for academic departments.

Beginning in late summer 2023, MarComms and Information & Instructional Technology Services' (IITS) focused on addressing the prospective student web journey. In Phase One, 114 Admissions program and landing pages were redesigned. In Phase Two, the Next Steps and Get Started websites have been relaunched. This will be followed by a refresh of the U of T Scarborough home site.

Phase Three of the website refresh, MarComms will undertake a series of steps in collaboration with academic departments:

- **A strategic content plan for each departmental website:**
 - Summary of research findings
 - Analytics analysis
 - Recommendations for site architecture
 - Identification of additional key pages (beyond the landing page) with recommendations for specific content and calls to action
 - Recommendations for management or restructuring of current content
 - Recommendations for future content development and management
- **A redesign of landing pages (the home page) for each department:**
 - Informed by departmental stakeholder interviews and user research across multiple audiences (not just prospective students)
 - A consistent user experience across the U of T Scarborough academic environment
 - Supporting end users (including, but not limited to, prospective students, current students, faculty, and researchers) in achieving their goals in visiting the website
 - Supporting departmental goals for visitors to their websites
- **Training and supports:**
 - Enhanced web tools, as well as content design to meet best digital and accessibility standards.
 - Flexible page templates
 - User manual and content creation how-to guide
 - Community of practice outreach and engagement

Departmental engagement and participation in the website refresh project will involve:

- A lead academic decision-maker, such as a Chair or designate, that will approve content (text, images, and video) and give feedback.
- A lead staff administrator to coordinate to provide content and project approvals and, as well as assist in web production.
- Overall commitment in project time and availability over the next year and a half. Timelines will be determined following the research review stage.

Next Steps

A **project kick-off meeting will be scheduled in the coming weeks** for academic decision-makers and lead administrative staff. At this meeting you will receive the high-level timeframes and project overview and goals, and have an opportunity to ask questions. Invitation and request to attend will follow very soon.

With everyone's commitment and dedication the web refresh will improve the web experience for all U of T Scarborough website visitors. Consequently this will strengthen relationships with prospective and current students, prospective and current teaching/research faculty and respective staff, and other website visitors.

Questions can be directed to [Jennifer Gruden](#), Web Content Strategist, Marketing & Communications.