CT STATE
COMMUNITY COLLEGE

Website
Preview

Introductions

Ann Harrison

Richard Hubbard
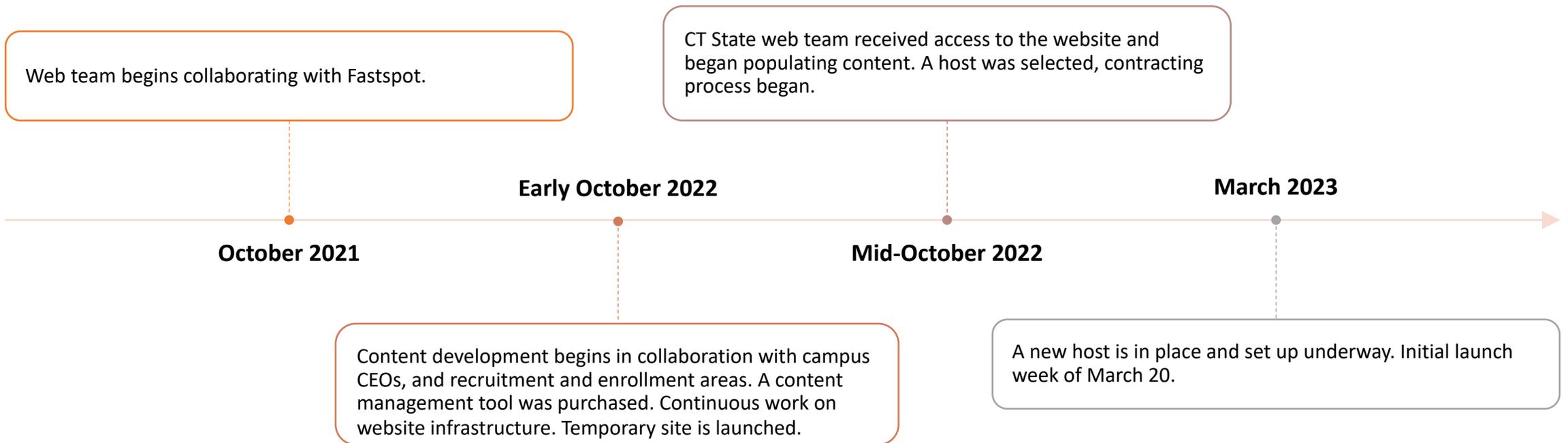
Vivian Nabeta

Yvonne Page

Alexa Shelton

Charlene Tappan

History of the Website

- **WASA** (Website and Streamlined Application) was formed in March 2019
  - The committee included representation from admissions, marketing, enrollment management, IT, library
- **Fastspot** was contracted to build the structure of the site in October 2021
- **Feedback** was solicited and discovery sessions began Fall 2021
- **Launch** and **Usability survey** in March 2023

Website Timeline

Web team begins collaborating with Fastspot.

CT State web team received access to the website and began populating content. A host was selected, contracting process began.

Early October 2022

March 2023

October 2021

Mid-October 2022

Content development begins in collaboration with campus CEOs, and recruitment and enrollment areas. A content management tool was purchased. Continuous work on website infrastructure. Temporary site is launched.

A new host is in place and set up underway. Initial launch week of March 20.

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Website Strategy & Plan

- Recruitment and student-focused
- Targeted audience: Incoming students and their influencers
- Campus websites will be continued into 2024
- Accessibility and compliance
- Assessing additional information that will need to be stored in the future
- Current pages, such as governance and the President's page on the CT State temporary site, will be transferred to the new site and the URLs will remain the same.

Website Phase One

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Phase One
Launch - March 2023

- Enrollment
- Campuses
- Program finder
- Workforce Development programs
- Usability survey

Website Phase Two

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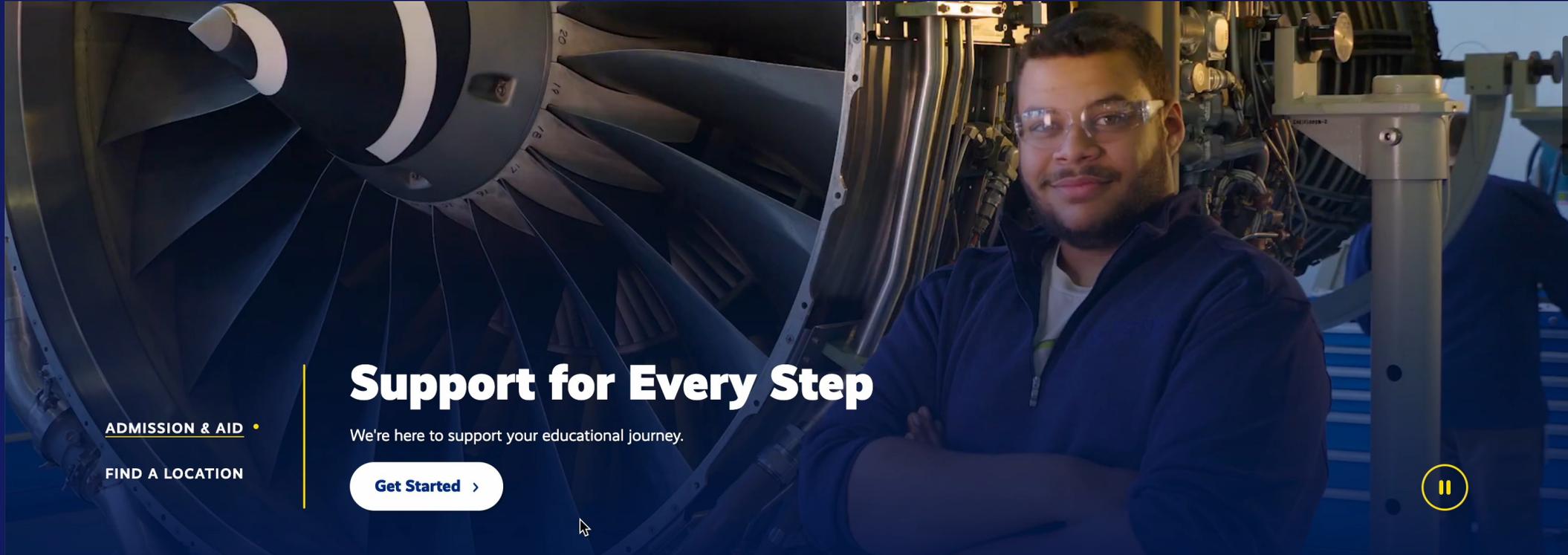
Phase Two
April-August 2023

- Event Management
- Website governance
- Further beta testing and development of student resource areas
  (i.e. tutoring centers, disability services, career services, counseling, etc…)
- Further populate the website with the 300+ aligned programs
- Employee directory
- Libraries
- Redirecting old pages within the campus sites and accessing back links
- Diversity, Equity and Inclusion

Website Phase Three

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Phase Three
September and Onward

- Consumer Information / Informational Research
- News site archives
- Fine-tuning
- Continuing to build program pages – this will be an ongoing process.
- Continuing redirecting pages from campus sites and back links