

# Getting Them to the Table

*And Keeping Them There.*

{campus web redesigns require it}

HighEdWeb 2008  
{Infinite Solutions}

# Getting Them to the Table

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*And Keeping Them There...*

## **The set up:**

Susan T. Evans

Joel Pattison

College of William and Mary

Williamsburg, Virginia

## Getting Them to the Table

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*And Keeping Them There...*

Our web redesign was 20% technology, and 80% not

**Today we're talking about the 80%**

## Getting Them to the Table

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*And Keeping Them There...*

### **We could, but we're not**

- finding the right consultant for a web redesign
- getting great copy for your new site
- choosing and deploying an enterprise web CMS
- installing and configuring Hannon Hill's Cascade Server

*And Keeping Them There...*

### **Why communication helps with the 80% ...**

- momentum
- builds trust
- helps people handle the change
- key for consensus and collaboration

# Getting Them to the Table

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*And Keeping Them There...*

- **Part One**  
Susan talks about early communication and laying the groundwork
- **Part Two**  
Joel talks about working the plan and the collaborative process
- **Q&A**

# Getting Them to the Table

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*And Keeping Them There...*

## Part One

- building consensus and understanding before the project is announced
- creating a brand (e.g., at William & Mary – re.web)
- committing to transparent communication

*And Keeping Them There...*

### **Use the personal touch with the good, the bad, and the ugly**

- how
- what to say
- what not to say

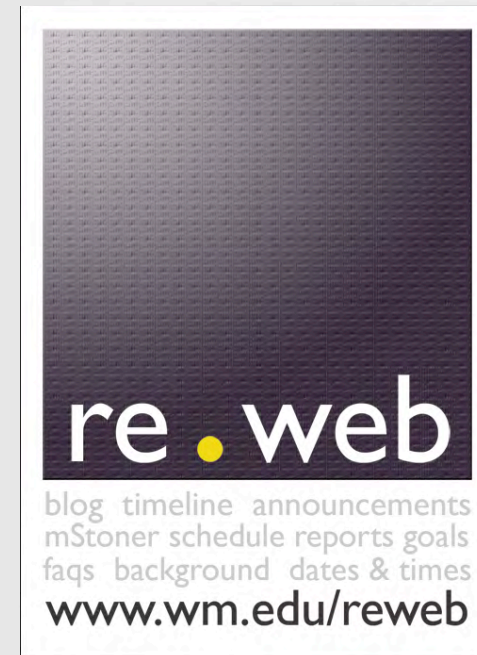
## Getting Them to the Table

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*And Keeping Them There...*

### **Creating a brand for the project**

- gives them something to hang onto
- you get something out of it too



*And Keeping Them There...*

# **Create a communication strategy and then a communication plan**

- don't wait
- a few things we did early on

# Getting Them to the Table

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*And Keeping Them There...*

## **Part Two**

- Campus kick-off
- Design & CMS selection process
- Maintaining momentum and finishing the project

*And Keeping Them There...*

## **Project Kickoff: Strategic Planning**

- Make it relevant
- Make it (another) one-on-one opportunity
- Follow up on concerns/resistance

**Results:** 180 people in 4 days, including a dozen current students, all deans, all vice presidents, the president and the provost

*And Keeping Them There...*

### **Design selection**

- Consensus building should begin **early**
- The big “splash” should be revealing all the design concepts (not the final design)

## Getting Them to the Table

### *And Keeping Them There...*

- Systematically share the designs
- Always present the *data* with the *designs*
- **Don't** ask people for their favorite (*and explain the evils of "Frankenstein!"*)

#### Design Concept 1

##### How well does this design communicate:

W&M is a small, academically excellent liberal arts institution	not so well	so-so	quite well
W&M students are talented, interesting, and fun	not so well	so-so	quite well
There's a lot going on at William & Mary	not so well	so-so	quite well

##### This design would make me:

Want to visit William & Mary	not so well	so-so	quite well
Proud to be a student at William & Mary	not so well	so-so	quite well

##### Your opinion:

What does this design tell you about William & Mary?

What do you like best about this design?

What do you like least about this design?

*And Keeping Them There...*

### **Using the blog**

- Posted three design concepts January 2
- Around 130 comments
- Posted our design choice February 2
- We got 2 reader comments

“Love it!”

“Great choice. When will it be implemented as the actual website?”

*And Keeping Them There...*

### **Encore please: CMS selection**

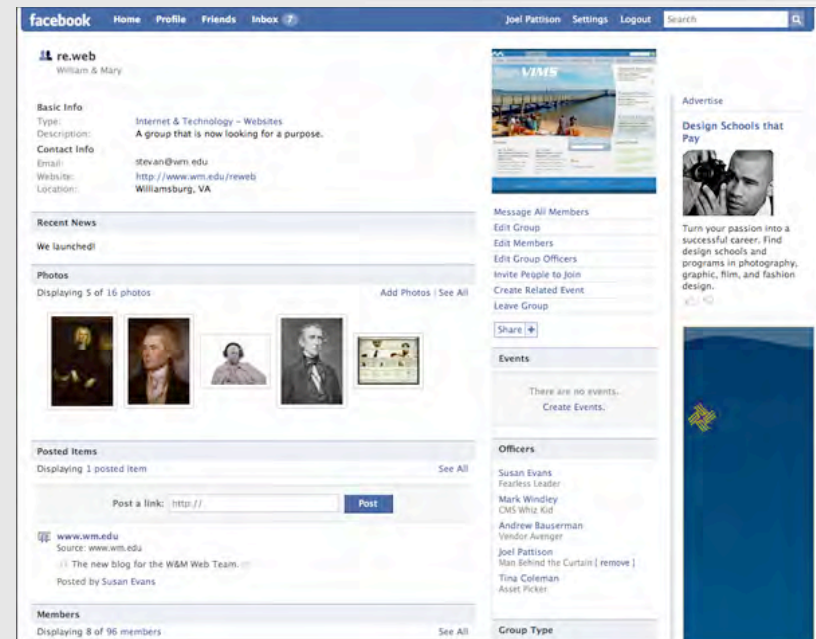
- Core team narrows it down
- Scripted (by us) presentation (by independent consultant)
- Feedback Forms
- CMS selection announced through the blog

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## Maintaining momentum

- Sneak peaks through Facebook
- Use the campus portal
- More presentations



## Getting Them to the Table


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*And Keeping Them There...*

### Individual Mockups

- Builds excitement
- Sets expectations
- Answers/clarifies questions

**LIFE AT W&M**



Campus life at W&M is as varied and engaging as our remarkable students. They're athletes, artists, activists, hikers, singers, researchers and adventurers... [Read More](#)

## Getting Them to the Table

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**The last phase in our communication plan:**

**Stop communicating.**

**Final Paper due before 5:00PM on July 31**

“...We're about there with re.web - it's time to make the pot of coffee and not look up until the soft launch we're planning for just prior to the real launch on July 31. We're likely to begin posting to this blog once a week instead of almost daily. Hope you'll understand our singular focus in the next 10 weeks.”

# Getting Them to the Table

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*And Keeping Them There...*


**The reveal...**

(Before and After)

# Homepage: Before

The College of  
**WILLIAM & MARY**

W&M Home | Contact the College | Directions & Maps | W&M A-Z



Search

Find People

- About W&M
- Academics
  - Undergraduate
  - Graduate
- Administration
- Admission
- Athletics
- Board of Visitors
- Campus Construction
- Campus Life
- Development Office
- Diversity @ W&M
- Economic Development
- Employment
- Opportunities
- Events/Calendars
- Financial Aid
- Gateway W&M
- Giving to W&M
- Human Resources
- Libraries
- News & Media
- Office of the President
- Public Service
- Research
- Technology
- myWM

**Prospective Students**

Parents

Alumni & Friends

**Current Students**

**Faculty & Staff**

Campus Visitors

**What's Happening**

**July 30, 2008**  
**Virginia Shakespeare Festival**  
8:00pm

"The Complete History of America Abridged."  
For Festival information, visit <http://www.wm.edu/vsf>.

**July 31, 2008**  
**Virginia Shakespeare Festival**  
8:00pm

"The Complete History of America Abridged."  
For Festival information, visit <http://www.wm.edu/vsf>.

**August 1, 2008**  
**Virginia Shakespeare Festival**  
8:00pm

"The Complete History of America Abridged."  
For Festival information, visit <http://www.wm.edu/vsf>.

[Calendar View](#)

**People, Places and Things**

**Professor links incarcerated parents, families**

The families are welcomed like a deluge in drought. Giggling children are showered in kisses, and wide-eyed babies admired and snuggled. While the moment is exhilarating, the reunions are bittersweet. Their time together is short, and it will be another month before the families can see each other without Plexiglas in the way, another month before hands of the mothers and daughters, fathers and sons can touch again.

Danielle Dallaire stands ready as the families sit down at the room at the Virginia Peninsula Regional Jail and dive into "UNO," "Play-Doh," and board games. She delivers art supplies and toys to the tables and occasionally returns a wayward rubber ball, but mostly she lets the families just be together.

"They don't need us to tell them what to do," said Dallaire, an assistant professor of psychology at the College of William and Mary. "They're just happy to see each other."

Dallaire is a volunteer with the Colonial Service Board's "Linkages: Building Strong Connections" program. The parental education program has sought to build better relationships between inmates at the regional jail and their families for the past eight years, and now, Dallaire is helping to evaluate just how well it's doing.

Every week and once a month

Currently, about 20 inmates – men and women of various ages and ethnicities -- are participating in Linkages. Inmates apply to be part of the program, and VPRJ staff members determine who can participate.

The participants meet every week with the program's "parent educators" to learn about parenting and communication skills, using a six-month curriculum. In the classroom setting, the inmates discuss a variety of topics, including appropriate ways to handle anger and how to creatively communicate with their children. Sing her expertise as a researcher to measure the effectiveness of Linkages.

**IN THE NEWS**

**Civic Engagement**

**Scholarship / research**

**2008 Commencement**  
(get complete coverage)

William and Mary's Swem Library ranked among the best in the country

12 from College receive VSGC scholarships

Early Music Ensemble records first CD

Professor links incarcerated parents, families

Patel teaches Maasai digital photography so they can record their environment

[...more news](#)

# Homepage: After

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## WILLIAM & MARY

ABOUT | ACADEMICS | ADMISSION | RESEARCH | CAMPUS LIFE | ATHLETICS | ALUMNI | NEWS & EVENTS | GIVING

**W&M PRIDE:**  
**Let it Shine.**

**W&M Style**  
Pardon me, but you have a little brain on your gown. Neuroscience grads wear neuron pins at commencement. [Read More](#)

### Events

October 3, 2008 at 8:00 AM  
*Family Weekend*

October 4, 2008 at 2:00 PM  
*Study Abroad Expo*

October 7, 2008 at 7:30 PM  
*Fiction reading by Tom De Haven*

### William & Mary News

[READ MORE NEWS](#) / [RSS](#)

Nov 08, 2007  
**Malone warns of global-warming 'disaster'**

Nov 06, 2007  
**Patterson to lead SeaCamel aquanauts**

Nov 06, 2007  
**30-year veteran Hill to lead in final home matches**

### STUDENT BLOGS

**Anuar**  
Send the admission deans a really cool optional submission along with your application. I suggest something that screams YOU!! [Read on](#)

The College of William & Mary  
Williamsburg, VA. Contact us.

• Employment Opportunities  
• About this Site

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# News & Events: Before

**News**  Office of University Relations  
(757) 221 - 2630

W & M HOME

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**University Relations HOME**

**Feature news sites**

- Scholarship and research
- Civic Engagement
- Commencement '08
- Charter Day '08
- Her Majesty's Visit
- The W&M News
- Ideation

**Media Resources**

- Press Releases
- University Relations staff
- Visiting campus
- College calendar

Search    
Find People

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**Top Stories**  
*all Top Stories*

**Professor links incarcerated parents, families**  
 Danielle Dallaire, an assistant professor of biology, is helping to evaluate Linkages: Building Strong Connections.

**Reveley's role pivotal in national report on war powers**  
 Taylor Reveley, interim president of the College of William and Mary, co-directed the National War Powers Commission.

**A peek behind democracy's closed doors**  
 Research led by Larry Evans, Newton Family Professor of Government, provides insight into Congressional whips and whip counts.

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**NEWS FEATURES**  
*from the W&M News*

Early Music Ensemble records first CD

Patel teaches Maasai digital photography so they can record their environment

W&M professor's film project brings a taste of Hollywood to campus

Work continues for retiring professors

Reiss: The art of negotiation (video feature)

Nothing beats some good old lab-made ice cream

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**RESEARCH NEWS**  
*from Ideation*

Editor's Note: You Know, I've Never Been to Spain

En Español, Por Favor: Undergraduates Conduct Research Projects in Spain, and in Spanish

Reves Center Helps Build Study-Aboard Programs

Student Playwrights Take their Plays and Companies to New York International Fringe Festival

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**PRESS RELEASES**

William and Mary's Swem Library ranked among the best in the country  
**07/29/08**

12 from College receive VSGC scholarships  
**07/25/08**

Reveley message regarding state budget picture  
**07/18/08**

[Press Release Archive](#)

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# News & Events: After

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ABOUT | ACADEMICS | ADMISSION | RESEARCH | CAMPUS LIFE | ATHLETICS | ALUMNI | NEWS & EVENTS | GIVING

## WILLIAM & MARY News & Events



Home » News & Events


### TOP STORIES

 RSS

#### William and Mary announces new green initiative

*by Staff*  
October 2, 2008

The College of William and Mary is launching a new initiative to address the challenge of environmental sustainability in a more comprehensive way. As a first step, the College recently formed a steering committee of campus members to develop, plan and recommend strategies for implementing the College's new sustainability policy.



#### ANNOUNCEMENTS

##### Reveley message on provost search

*by Staff*  
October 3, 2008

William and Mary President W. Taylor Reveley III sent the following message to the campus community regarding the selection of a Provost Search Committee.

##### Reveley message regarding strategic planning initiative

*by Staff*  
October 2, 2008

President W. Taylor Reveley III sent an e-mail message to the campus community announcing formation of a committee to produce a new comprehensive strategic plan for the College.

##### Reveley message on new HR system

*by Staff*  
September 30, 2008

President W. Taylor Reveley III sent e-mail to campus community regarding the College's new human-resources system.

#### EVENTS

##### Family Weekend

October 3, 2008 at 8:00 AM | Campuswide

An annual weekend of activities for undergraduate students and their families.

#### More Stories

- Current Events
- Ideation Online
- Special Features
- Resources for the Media
- Press Releases

#### News about:

- Tribe Athletics
- Arts & Sciences
- Law School
- School of Business
- School of Education
- Virginia Institute of Marine Science
- Giving
- Alumni Association

#### Planning steering committee to recommend W&M roadmap

*by Brian Whitson*  
October 2, 2008

A committee of faculty, staff and students will steer what will become an annual strategic planning process for the College of



#### Employees hear presentation on new HR system

*by Staff*  
October 1, 2008

William and Mary employees gave robust applause to several aspects of the College's new University Human Resources System



# Academics: Before

**WILLIAM & MARY** Academics HOME | W & M HOME | Navigate the WM Web

**Undergraduate Programs:**

- Arts & Sciences
- Business Administration
- Education

**Graduate and Professional Programs:**

- Arts & Sciences
- Business Administration
- Education
- Law
- Marine Science
- Public Policy

**Summer at William and Mary**

- Summer Programs

## Academic Programs

### The Life of the Mind

The academic atmosphere at WM, firmly grounded in a venerated liberal arts tradition, is a combination of juxtapositions: thinking and doing, tradition and innovation, collaboration and independence, teaching and research. With 36 undergraduate programs, 14 graduate-level programs in the arts and sciences and marine science, and professional schools of business administration, education, and law, a hallmark of academic life is the very real partnership that exists between students and their professors. The importance placed on teaching is at the heart of the curriculum. Begin nurturing the life of your mind by exploring the links on this page.

#### Academic Support

- [Academic Advising](#)
- [Career Services](#)
- [Detailed Departmental Listing](#)
- [Grants Office](#)
- [Student Affairs Division](#)
- [University Registrar](#)
- [myWM \(campus portal\)](#)

### In The News

[Professor links incarcerated parents, families](#)

[W&M professor's film project brings a taste of Hollywood to campus](#)

[Work continues for retiring professors](#)

[...for more news](#)

# Academics: After

The screenshot shows the William & Mary website's Academics page. At the top, there is a navigation bar with 'INFORMATION FOR' and 'PLEASE SELECT' dropdown menus, and a search bar with a 'GO' button. Below this is a main navigation menu with links for ABOUT, ACADEMICS, ADMISSION, RESEARCH, CAMPUS LIFE, ATHLETICS, ALUMNI, NEWS & EVENTS, and GIVING. The header image features two graduates in caps and gowns, with the 'WILLIAM & MARY' logo and a crest on the right. A left sidebar lists various program categories. The main content area includes a breadcrumb trail, a title, a tagline, and three paragraphs of text. On the right, there are two featured articles: 'W&M INQUIRY' with a video thumbnail and 'FACULTY BLOGS' featuring a video of Larry Evans.

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WILLIAM & MARY

Undergraduate Programs  
Graduate Programs  
Departments & Schools  
Libraries  
Academic Resources for Undergraduates  
International Study  
Summer Study  
Pre-College Programs

Home » Academics

## Academics

**The best small public university in America. Period.**

William & Mary is an academic powerhouse. Our [undergraduate](#) and [graduate](#) students choose W&M because of its celebrated liberal arts tradition and commitment to hands-on, original research. They know they'll work hard and that their uncommon efforts will be personally, academically and professionally rewarding.

Our faculty members are not only internationally recognized leaders in their fields, but passionately engaged educators. They understand that original [research](#), meaningful [community service](#), and a first-person [global perspective](#) have the power to turn an ordinary class into an unforgettable experience.

Academic life at William & Mary is spread across [five schools](#) and dozens of academic departments. If we do our job right, then you'll set foot in nearly all of them. Our students are too multi-talented and intellectually curious to be pigeonholed as a "chemistry major" or a "law student."

If you're seeking to be challenged, engaged, inspired—to be educated—you belong at William & Mary.

### W&M INQUIRY

What do the Han River in China, gold mines in Ecuador, and swallows in the Shenandoah Valley have in common? All are current subjects of faculty research at William & Mary. [Read More](#)

### FACULTY BLOGS


**Larry Evans**

I'm teaching two sections of a freshman seminar in the fall called, "American Political Institutions." That's part of what they pay me to do at the College. I'm a professor. [Read More](#)

## A-Z: Before

WILLIAM & MARY

Directory HOME | W & M HOME | [Navigate the WM Web](#)



### W&M Site Directory

**Start Over...**  
- [Site Directory Home](#)

**Expand Your Search...**  
- [W&M Web Search](#)

**Find a Person...**  
- [W&M Find People Search](#)

**Go Home...**  
- [W&M Home](#)

Search    
Find People

### W&M Site Directory

This directory allows you to find website links and contact information (campus locations, e-mail addresses, telephone and fax numbers) for offices, programs and groups within the W&M campus community

#### Category Search

Click one of the links below to view all offices within that category.

- [Academic Offices \(Schools, Departments, Programs, and Centers\)](#)
- [Administrative Offices](#)
- [Student Organizations](#)
- [Other Offices and W&M Sites](#)

#### Keyword Search

Search for an office or department using the box below.

#### Alphabetical Search

Click on a letter to view entries alphabetically.

[A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#)

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# A-Z: After

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Home » W&M Websites A-Z » A

## W&M Websites A-Z

Select a letter to view listing: [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#)

### A

- 1. Academic Advising Office**

The academic advising system distinguishes W&M as a university that values high-quality faculty/student interaction. Meetings and consultations with faculty advisors are key features of the program preparation and educational development of students.
- 2. Academic Support**

Academic Support enable students to achieve their educational, personal, and career goals by helping them acquire the skills and confidence needed to become successful in college and in life.
- 3. Accounts Payable**

Financial Operations at the College of William and Mary and the Virginia Institute of Marine Science (VIMS) is responsible for providing comprehensive accounting, bursar and payroll services.
- 4. Administration, Office of**

The Vice President for Administration provides leadership, planning and coordination to the College's administrative operations to develop and maintain optimal support of the W&M's mission and goals.
- 5. Admission, Office of Undergraduate**

The College of William and Mary has been educating the best and brightest students from the Commonwealth of Virginia, the entire nation, and the world since 1693, making us the second oldest institution of higher learning in America. Start your W&M adventure today, learn why U.S. News and World Report describes William and Mary as the "Best Small Public University in America," and discover why retro is the new cool!
- 6. Adult Literacy Program, Rita Welsh**

The Rita Welsh Adult Literacy Program offers a learning center specifically designed to serve adults of the Greater Williamsburg Area.

### W&M ALUMNI



The Alumni Association is an independent, nonprofit organization that serves W&M and its many alumni, students, parents and friends. [Read More](#)

### ARTS AT W&M



This gallery showcases formal and informal manifestations of the visual arts, the performing arts and all possible combinations of the two. [Read More](#)

## Photo Gallery: Before

### Move-in day 2007

photos by Stephen Salpukas



Nearly 300 students, including Lizzie Swiatoviak, unloaded cars and hauled items in an effort to welcome freshmen to the College.

# Photo Gallery: After

[ABOUT](#) | [ACADEMICS](#) | [ADMISSION](#) | [RESEARCH](#) | [CAMPUS LIFE](#) | [ATHLETICS](#) | [ALUMNI](#) | [NEWS & EVENTS](#) | [GIVING](#)

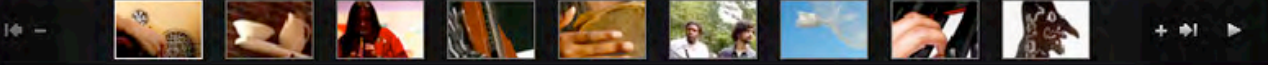
WILLIAM & MARY | Galleries



[Home](#) » [Galleries](#) » [Arts at W&M](#)



The Middle Eastern Music Ensemble gives a performance on an autumn afternoon. (Photo by Stephen Salpukas)



# Getting Them to the Table

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*And Keeping Them There...*

**Q & A**