

# UA LITTLE ROCK WEBSITE REDESIGN

Where We Are and  
Where We're Going



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# OVERALL OUTCOMES

- Website will meet accessibility goals, guidelines, and legal requirements
- A mobile-friendly site that is functional on every device type
- Content, design, and function that is aligned with the Strategic Plan

- **SUMMER PROGRESS**
- **CURRENT WORK**
- **UPCOMING**

# SUMMER PROGRESS



# CONTENT AUDITS & UPDATES

## Content comes before design.

- Review and update content now, so that outdated and irrelevant information isn't brought over to the new site.
- Updated content helps with SEO - search engine optimization
- Updated content gives current and future students a better experience

[ualr.edu/redesign/content-audit](http://ualr.edu/redesign/content-audit)

# CONTENT AUDITS & UPDATES

## SOME RECENTLY COMPLETED SITES:

School of Nursing  
 School of Criminal Justice and Criminology  
 School of Business  
 School of Counseling, Human Performance & Rehabilitation  
 School of Social Work  
 Graduate School  
 Campus Living  
 Campus Life  
 Student Organizations  
 Campus Garden  
 Scholarships  
 Diversity  
 Advising  
 Human Resources  
 Testing Services  
 Extended Education  
 Donaghey Student Center  
 Health Services  
 Applied Communication

Donaghey Scholars  
 Counseling Services  
 Bursar's Office  
 Budget Office  
 Financial Services  
 Nanotechnology  
 School of Education  
 Mathematics  
 Computer Science  
 MBA  
 English  
 Theatre Arts  
 Music  
 Biology  
 eLearning  
 Blackboard Student Support  
 Mass Communication  
 School of Art and Design  
 Rhetoric and Writing

Anthropology  
 Sociology  
 Interpreting Education  
 Applied Science  
 Physics  
 Psychology  
 Philosophy  
 Geology  
 History  
 Construction Management  
 Chemistry  
 Speech Language Pathology  
 Accounting  
 Economics and Finance  
 International Business  
 Marketing  
 Management

# SITE ARCHITECTURE / ORGANIZATION

- How the pages are organized within the site
- How different audiences arrive at the information that is relevant to them
- How to improve our global navigation
- Worked with a higher education expert, OHO Interactive
- Data-driven decisions
  - Five rounds of tree testing (testing various versions of navigation, with each version improving upon the previously tested results)
  - More than 100 students, faculty, and staff participated



# SITE ARCHITECTURE / ORGANIZATION

**Current/Original Global Navigation: 118 links**

ADMISSIONS	ACADEMICS	STUDENTS	COMMUNITY	RESEARCH	ABOUT
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**Proposed Global Navigation: 54 links**

ACADEMICS      ADMISSIONS & AID      STUDENT EXPERIENCE      RESEARCH      COMMUNITY IMPACT

**Resources for:** Current Students  
Faculty & Staff

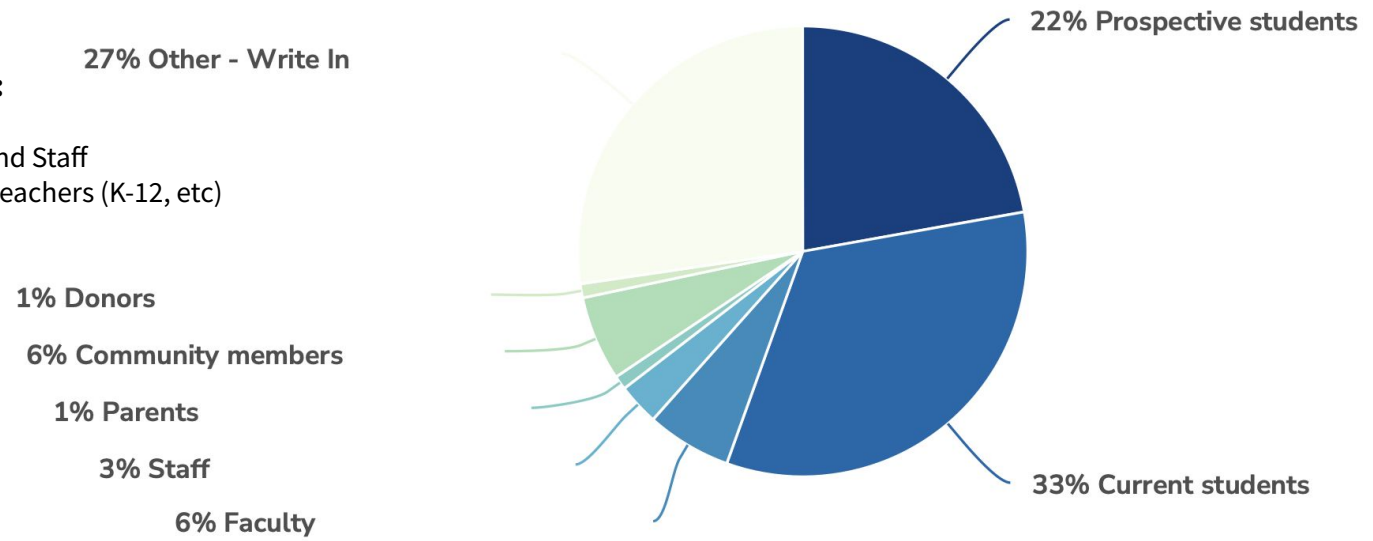
# WEB EDITORS SURVEY

- April 2023; 99 participants
  - 66 staff
  - 27 faculty
  - 2 students (student-specific surveys completed in 2022)
  - 4 senior administration

# Who would you identify as the primary audience for the content you manage on the UALR website?

**Write In:**

Everyone  
 Faculty and Staff  
 External teachers (K-12, etc)



# What content issues do you deal with the most? Select all that apply.

52% Outdated Content

50% Difficult to measure content impact

43% Finding the time to do the work

29% Understaffed to support content needs

28% Poor visual content

- **How do you receive web content tasks?**
- **What is your process for creating, editing & publishing content on your site?**
- **How effective do you feel this publishing process is?**
- **How would you make the publishing process more effective or efficient?**
- **What tools/resources/training would help you feel more supported?**

# WEB GOVERNANCE

“Launching a new site is a huge undertaking, but it’s really only the beginning. To stay as fresh and relevant as it is on the day of launch, your website needs lots of love and attention — that’s where governance comes in.

Not only will a governance plan help you map out day-to-day management for your website, but the process of defining the plan will force you to ask important questions about your resources and priorities, and consider how to make sure your new website is not just a technical but also a cultural success.”

# WEB GOVERNANCE

To guarantee the success of our website, we have to make sure we can support it post-launch.

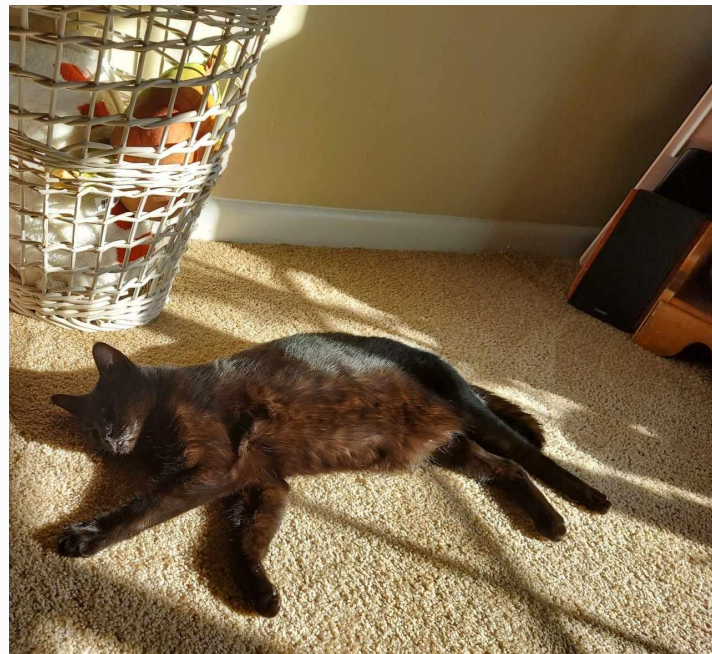
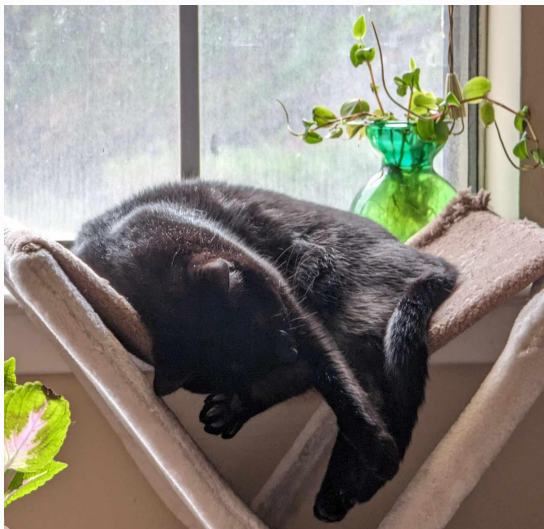
Guidelines, publishing workflows, and other processes must be clearly defined.

All parts of the website must be accounted for and actively maintained. Editors must have defined roles and responsibilities, and they must be empowered to fulfill them with appropriate training and support.

## What's coming:

- Governance plan: who is responsible for the content
- Different roles and permissions in WordPress
- Training and documentation

# CURRENT WORK





# WIREFRAMES AND DESIGN

Like a blueprint; a visual guide that represents the skeletal framework of a website. It shows the different elements of a website and where the content will go. (Floor plans for a house)

- Staffing changes resulted in progress being paused on design work
- Partnering with web agency Fruition to finish the wireframe and design work

# WIREFRAMES AND DESIGN

8-10 wireframes will be created

Wireframes in progress:

- Academic department homepage (ex. [ualr.edu/masscomm](http://ualr.edu/masscomm))
- Degree page within the academic department (ex. [ualr.edu/masscomm/ba](http://ualr.edu/masscomm/ba))
- Non-academic department page (ex. [ualr.edu/campusliving](http://ualr.edu/campusliving))
- General content page
- Top-tier page/site

# WIREFRAMES AND DESIGN

## Top-tier page/site:

Priority landing pages or sites that will have specific content related to that area or audience.

Academics

Admissions & Aid

Student Experience

Research

Community Impact

Faculty & Staff

Current Students

About

# UPCOMING WORK



# LOGGED-IN CONTENT

Top tier pages will be customized by audience.

## Phase 1:

Expanded content for users who are logged in vs not

## Phase 2:

Different content based on user type (faculty and staff, current students, etc)

# LOGGED-IN CONTENT

WordPress dashboards could also be customized

Content Editors and Site Owners will see information relevant to their roles:

- Links to relevant training documentation
- Media Library space
- Gravity Forms menu
- Relevant reminders

# UPDATE TO GRAVITY FORMS

Current Gravity Forms interface:

The screenshot displays the Gravity Forms configuration interface for a form titled "Demo Form" (ID: 89). The interface includes a top navigation bar with "Edit", "Settings", "Entries", "Preview", and "Directory Columns" options. The main area is divided into a configuration panel on the left and a field selection panel on the right.

**Configuration Panel (Left):**

- Field Type:** Single Line Text : Field ID 1
- Field Name:** First Name
- Field Label:** First Name
- Description:** (Empty text area)
- Input Mask:**  Input Mask
- Maximum Characters:** (Empty input field)
- Rules:**
  - Required
  - No Duplicates

**Field Selection Panel (Right):**

- Expand All Menus:**
- Standard Fields:**
  - Single Line Text
  - Paragraph Text
  - Drop Down
  - Multi Select
  - Number
  - Checkboxes
  - Radio Buttons
  - Hidden
  - HTML
  - Section
  - Page
- Advanced Fields:** (Dropdown menu)
- Post Fields:** (Dropdown menu)
- Pricing Fields:** (Dropdown menu)
- Workflow Fields:** (Dropdown menu)
- Directory Fields:** (Dropdown menu)

**Bottom Buttons:** Update, Cancel, Move to Trash

# UPDATE TO GRAVITY FORMS

Gravity Forms will function a little more like the Block Editor

The screenshot displays the Gravity Forms editor interface. At the top, there is a navigation bar with a dropdown menu set to 'Demo Form', and buttons for 'Settings', 'Entries', 'Directory Columns', '</> Embed', 'Preview', and 'Save Form'. Below this is a toolbar with icons for list, add, settings, and delete. The main form area contains two text input fields: 'First Name' and 'Last Name', followed by a 'Submit' button. On the right, a settings panel is open, showing a search bar and tabs for 'Add Fields' and 'Field Settings'. The 'Field Settings' tab is active, displaying details for a 'Single Line Text' field (ID: 1). The settings include:
 

- General:** Field Label (First Name), Description (empty text area).
- Input Mask:** Unchecked checkbox.
- Maximum Characters:** Empty input field.
- Rules:** 'Required' and 'No Duplicates' checkboxes are unchecked.
- Appearance:** Collapsed dropdown.
- Advanced:** Collapsed dropdown.



# TIP: USE HEADINGS CORRECTLY

When headings are used incorrectly (out of order, for example), it gets flagged as an accessibility issue.

Headings have to be used correctly so that all users can navigate our website in an efficient and inclusive way.



## Master of Education: Gifted, Creative, and Talented Education

The [fully online Master of Education degree in gifted, creative, and talented education](#) prepares you for a career as a teacher of gifted and talented students. The degree also prepares you to become an administrator of programs for the gifted and talented in a variety of school and community settings. Elective courses and independently selected student projects encourage students to focus on an area of emphasis related to personal and professional goals. The curriculum is interdisciplinary and is offered 100% online.

### Admission Requirements

All applicants must have:

- A valid teacher license (Arkansas or other state), and
- Favorable recommendations from faculty in the program
- Baccalaureate degree from a regionally accredited institution with a cumulative GPA of at least 2.75 (4.0 scale), **or**
- GPA of at least 3.0 for the last 60 hours of undergraduate courses, **or**
- Master's degree from a regionally accredited institution with a cumulative GPA of at least 3.0
- Admitted to the UA Little Rock Graduate School. [View the steps to apply.](#)

### Program and Graduation Requirements

The master's degree requires a minimum of 30-33 credit hours, including 15 education core area hours; three additional approved gifted and talented hours; three elective hours; and a written comprehensive examination or 33 hours for the thesis or National Board Certification option.

- Cumulative GPA of at least 3.0 on an approved program of study
- Passing of the comprehensive exam

Curriculum

Request More Info

# USE HEADINGS CORRECTLY

- The page title is always an H1 (Heading 1). The title is the only H1 on the page.
- Headings are not for decoration or styling
- After the title (H1), the next heading would be an H2.

[ualr.edu/redesign/2022/09/20/headings/](http://ualr.edu/redesign/2022/09/20/headings/)



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[Curriculum](#)

[Request More Info](#)

Edit Page

Add New

## Master of Education: Gifted, Creative, and Talented Education

Permalink: <https://ualr.edu/education/gifted-creative-...ed-education-med/>

Edit

Add Media

Pods Shortcode

Add Form

Add Directory

Heading 2

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### Admission Requirements

All applicants must have:

# RESOURCES

- **Monthly emails to campus**
- **Redesign Website and Project Blog: [ualr.edu/redesign](http://ualr.edu/redesign)**
- **Continued Lunch and Learns**
- **Analytics report for your site**
- **Broken links report for your site**

**Our request form: [ualr.edu/webteam](http://ualr.edu/webteam)**

# THANK YOU!

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UNIVERSITY OF ARKANSAS AT LITTLE ROCK