

Web Transformation Project

PROJECT UPDATE FOR DECEMBER



Web project

STRATEGY

The public site (**mq.edu.au**) launched in October 2015 to service the needs of defined external audiences.

Staff and Student sites launch: **13 February 2017**

Research and departments content on the public site is under review and due for completion early in 2017.

Drivers of content

OBJECTIVE

Deliver **discoverable** and **engaging** content on our public website, creating **compelling** reasons for key **target audiences** to choose Macquarie University as their **preferred** university.



Web project

WHAT ARE WE DOING?

Public site

Research
HDR
Research Centre
Faculties
Departments

Staff

Faculties
Departments

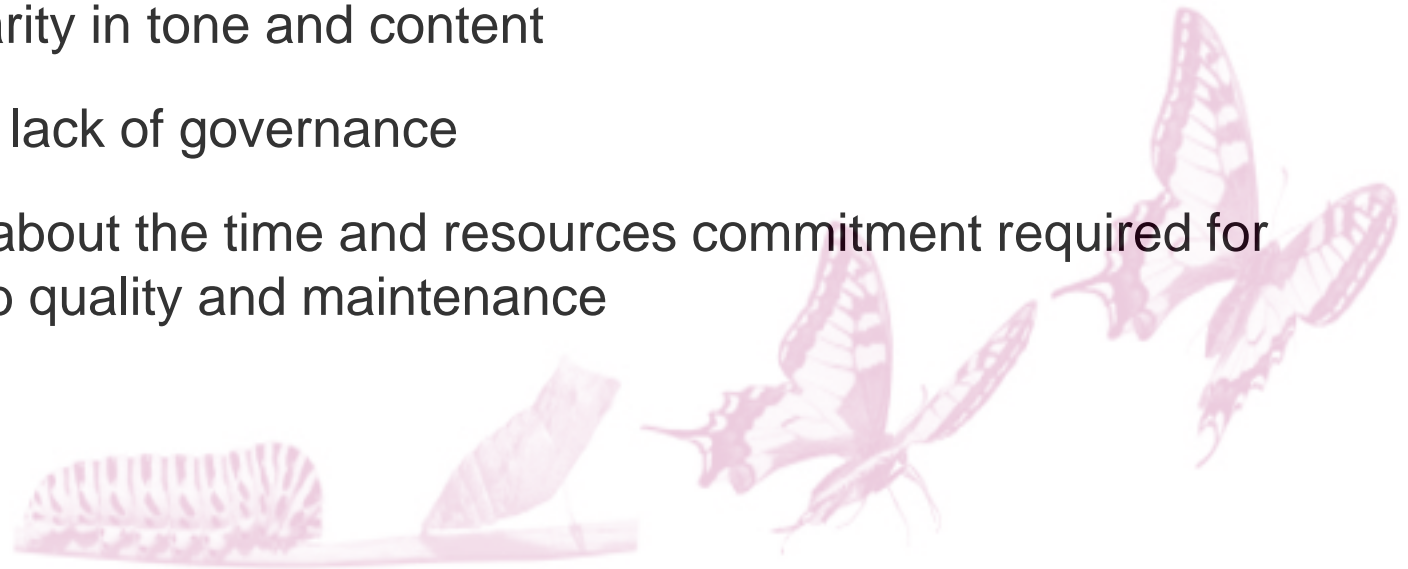
Students

Faculties
Departments

Web project methodology

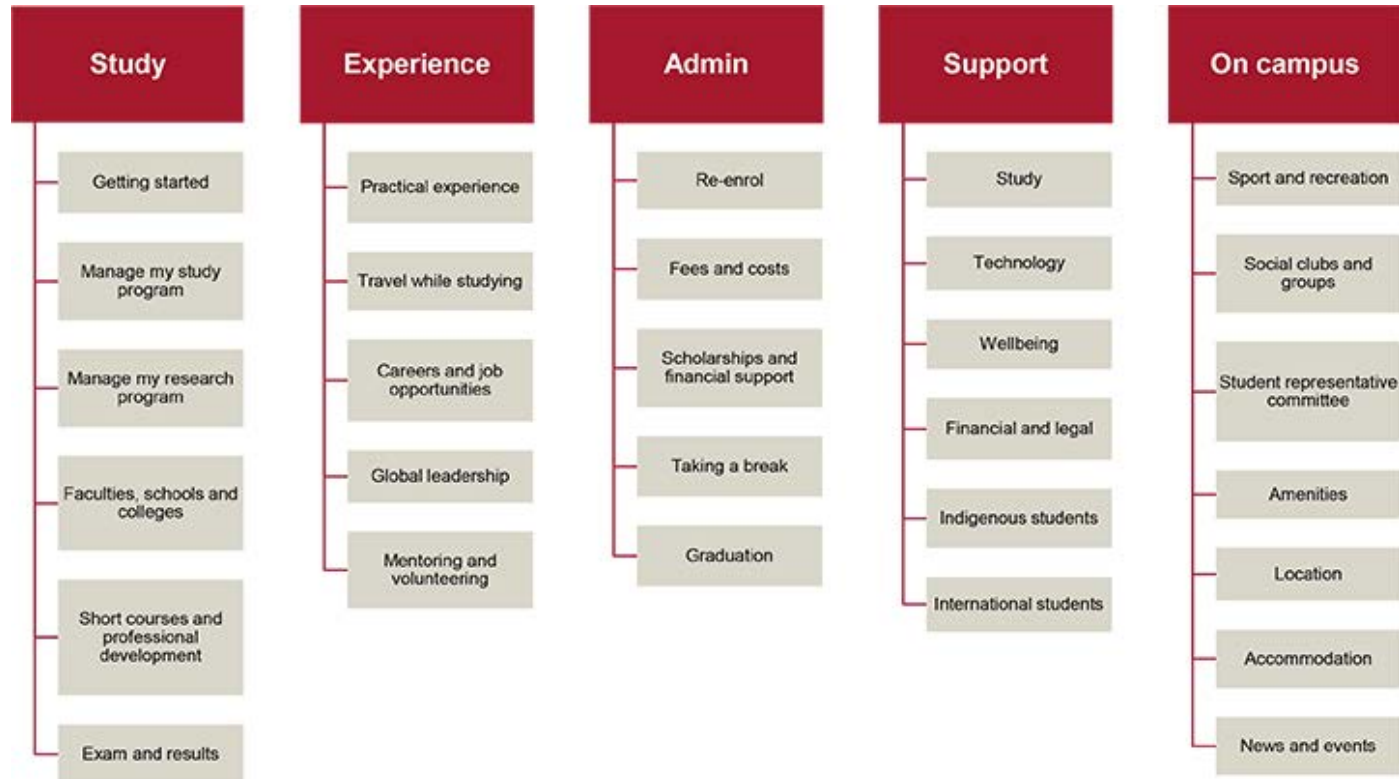
WHY?

- Deliver a more positive user experience
- Ensure the quality and standards of our digital presence represent the Macquarie experience
- Remove duplication, inconsistencies and inaccuracies
- Enhance clarity in tone and content
- Address the lack of governance
- Be realistic about the time and resources commitment required for ongoing web quality and maintenance



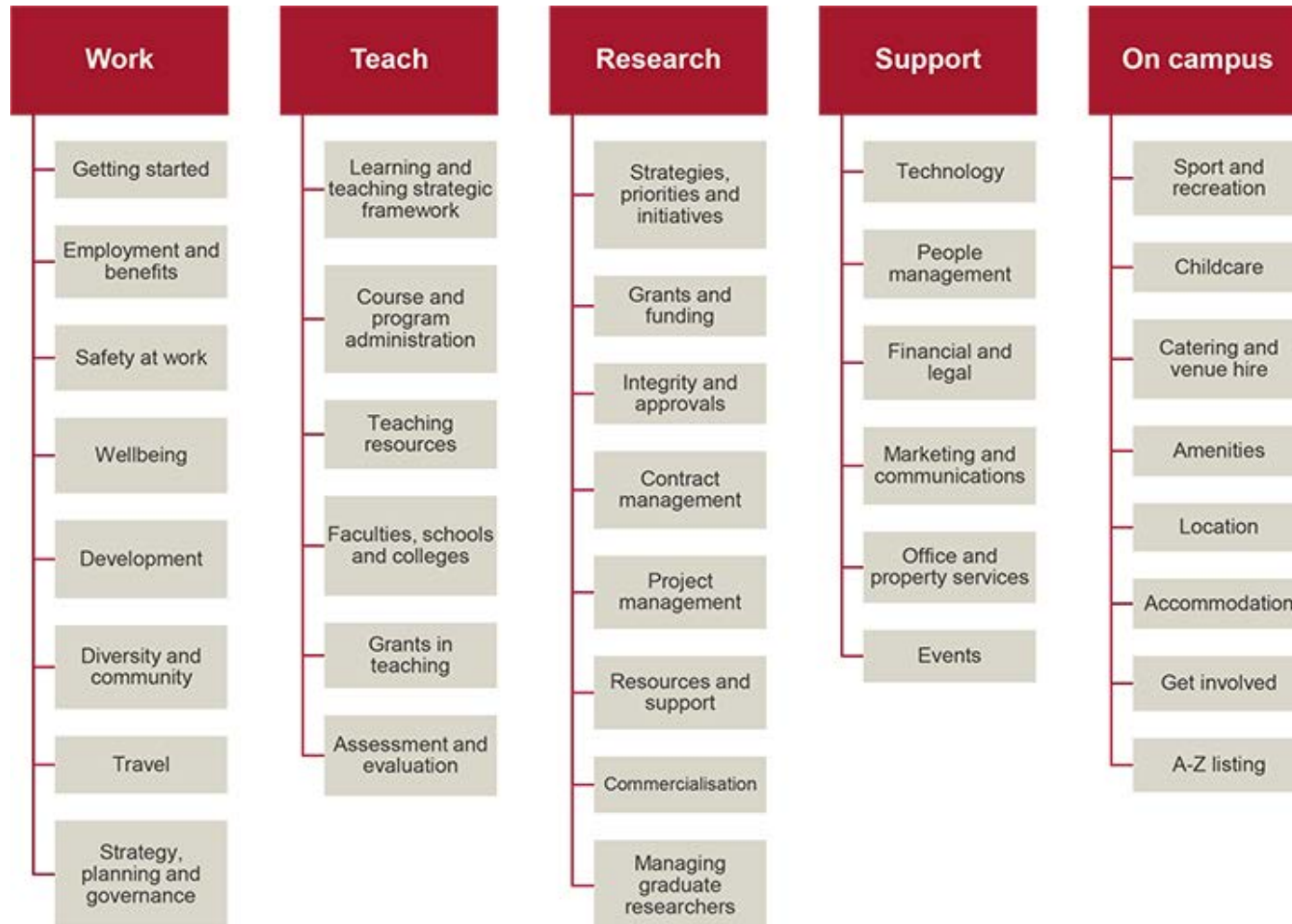
Portal navigation

STUDENTS



Portal navigation

STAFF



Content

WHAT DOESN'T BELONG?

Alternative platforms are available to host University information:

Publications

ResearchOnline

Teaching materials

iLearn and iShare

University records

Truth

Software and files that are
not University records

Cloudstore, Shared drive, Google drive

Collaborative spaces

Wiki

Research materials

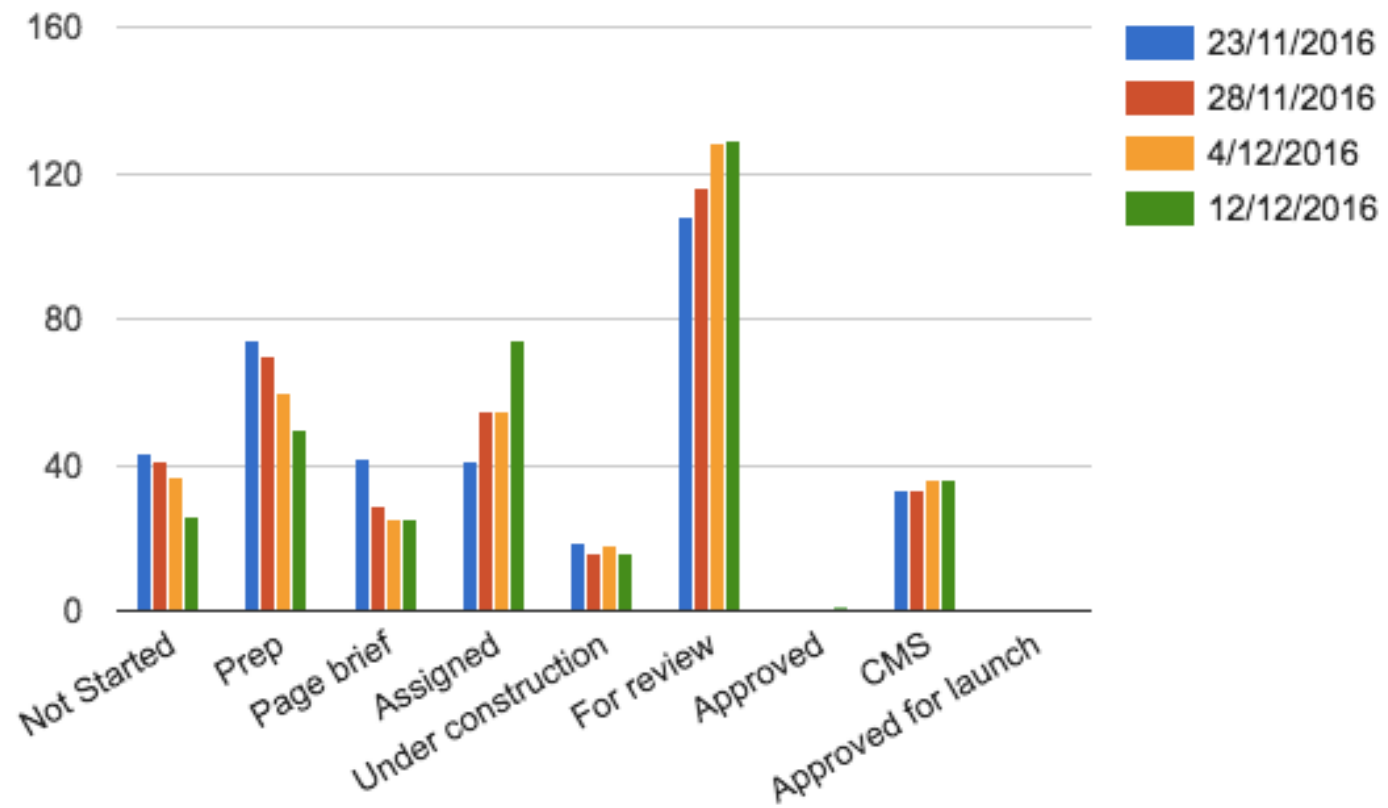
IT to advise on a case-by-case basis

Links can be created from the websites to this externally housed content.

Content

WHAT ARE WE DOING WELL?

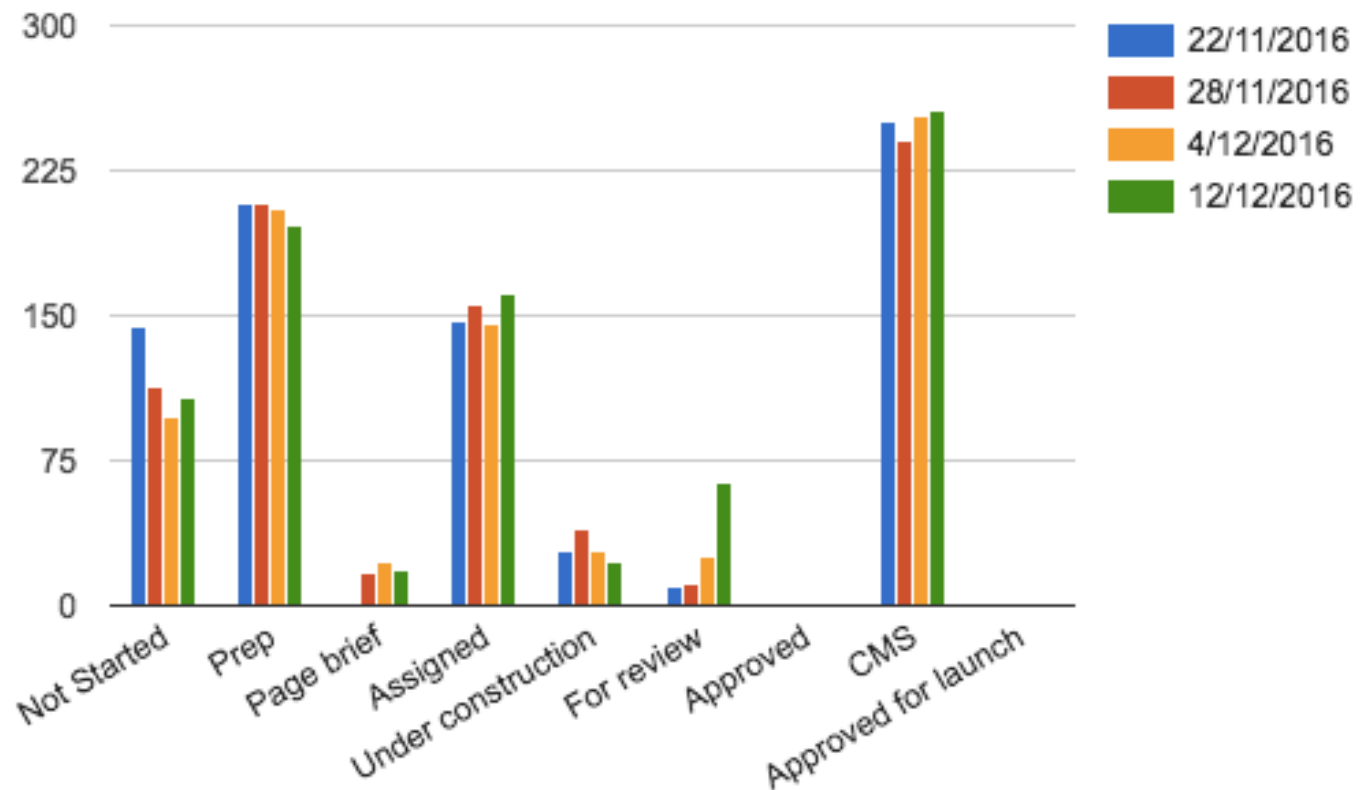
STUDENT PORTAL



Content

WHAT ARE WE DOING WELL?

STAFF PORTAL

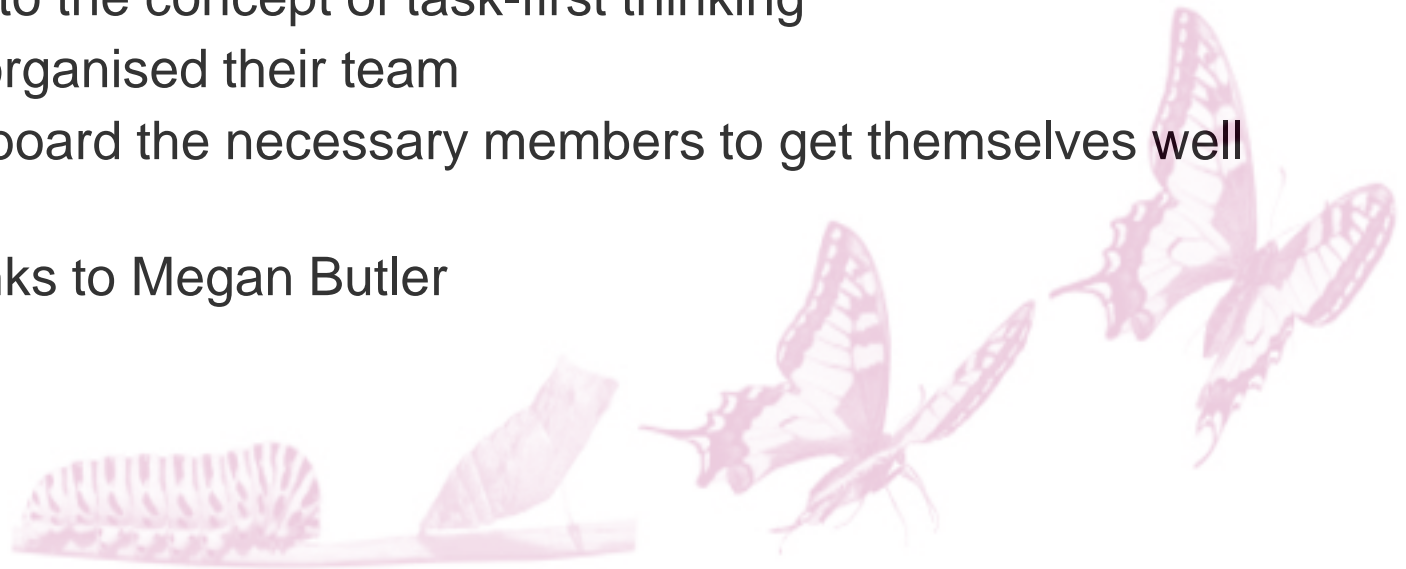


Content

WHAT ARE WE DOING WELL?

HUMAN RESOURCES TEAM

- Engaged well early in the year
- Embraced the concept of understanding their audience's needs
- Committed themselves to supporting the project
- Committed to the concept of task-first thinking
- They have organised their team
- Brought on board the necessary members to get themselves well underway
- Special thanks to Megan Butler



Content

WHAT ARE WE DOING WELL?

RISK AND ASSURANCE TEAM

- Have taken the 'whole of university' concept
- Looked on this as an opportunity to reinvigorate their content across the portals
- Thought seriously about what their audience and partners need from them (instead of the traditional broadcast model)
- Have embedded risk awareness into the everyday tasks staff undertake
- Using this approach will ensure their content is available to users where it can be most effective
- Special thanks to Liette Vandine and Sophie Mazard

Content

WHAT ARE WE DOING WELL?

HIGHER DEGREE RESEARCH TEAM

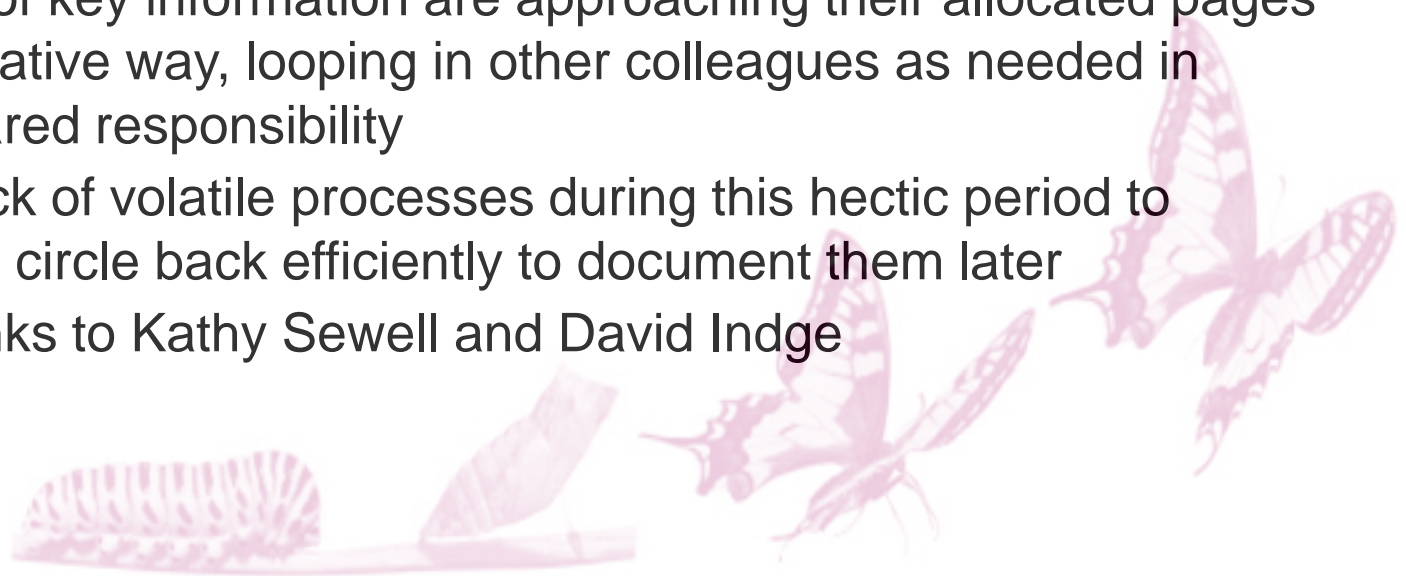
- Prolific amount of published content
- Every possible scenario had been anticipated and documented on a range of different sites and in duplicate or triplicate!
- Team was committed to streamlining their content
- Ruthlessly (!) assessed every piece of published content as well as reviewed their internal processes
- Found valid and viable alternatives where possible
- Provided a wealth of information and support to our WTP writer
- These sections of copy are ready for SME review and are expected to be approved very shortly
- Special thanks to Louise Wedlock, Jenny Martin and Jordan Rowe

Content

WHAT ARE WE DOING WELL?

STUDENT ADMIN TEAM

- Committed themselves to supporting the project
- One of the first areas to achieve an 'Approved' status on their content
- All keepers of key information are approaching their allocated pages in a collaborative way, looping in other colleagues as needed in areas of shared responsibility
- Keeping track of volatile processes during this hectic period to enable us to circle back efficiently to document them later
- Special thanks to Kathy Sewell and David Indge



Content

WHAT ARE WE DOING WELL?

ORIENTATION TEAM

- Challenging delivery (prior to O-Week) the team have proactively taken the 'two step' approach to their communications needs
 - updating the current website and portal to meet current communication and engagement requirements
 - working closely with the project team to ensure these updates are reflected in the new portal following the launch
- Taking the opportunity to refresh content
- Engaging with strategic partners across the University to ensure content messaging is aligned
- Regularly evaluating student needs, providing a 'one-stop shop'
- Anticipate content delivery well before the due date
- Special thanks to Cassie Khamis

Content

WHAT ARE WE DOING WELL?

CAREERS TEAM

- Began work with a rapid improvement event (RIE) run through the BPIL team
- Captured the momentum and created their content with the future state (beyond February 2017) firmly in mind
- Thought about their key engagement points with students and became part of those 'shared incidental discussions' with other stakeholders
- Content is almost complete, much is at the review stage
- Our project team have begun working with them to provide tone and voice editing of their content
- Special thanks to Lena Corzo Neisser and Tyree Barnette

Content

TIMELINES AND DEADLINES

For all content being created outside the project team

Deadline: 23 December 2016

Testing of the mobile app with staff

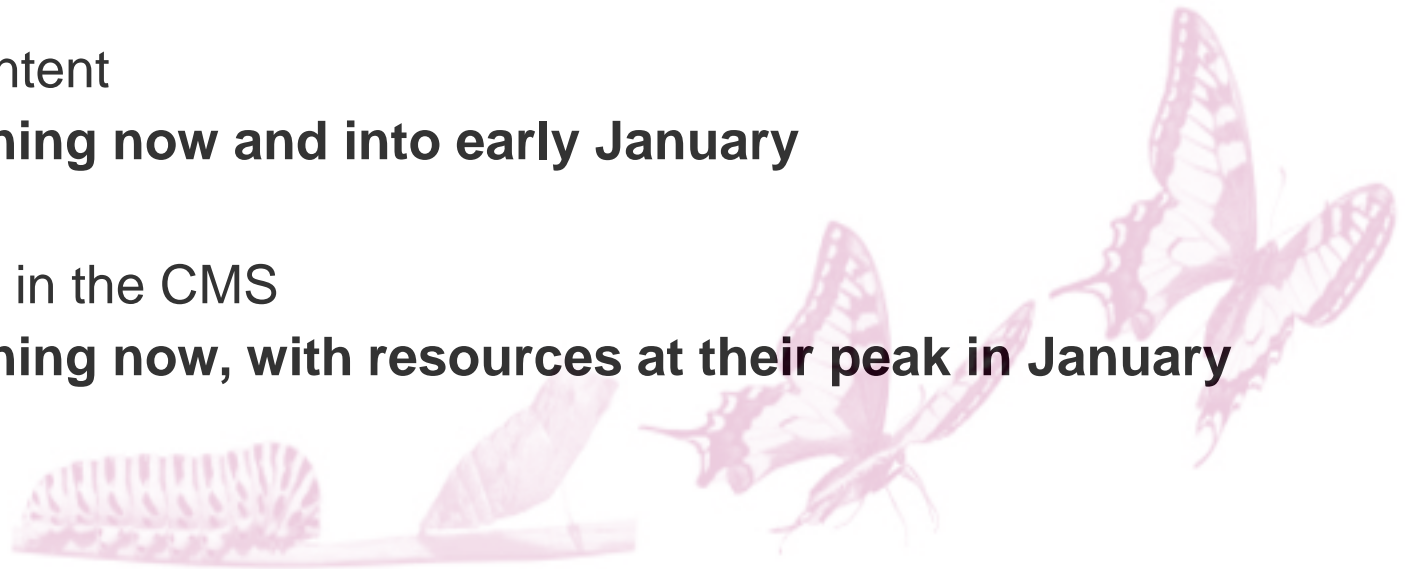
When: Happening right now

Approval of content

When: happening now and into early January

Building pages in the CMS

When: happening now, with resources at their peak in January



CMS CONTENT FREEZE

19 – 23 December (all next week)

- Applies to the Squiz Matrix content management system
- Recommend all changes be made before end of day, 16 December
- or postponed until after 23 December
- Please log out of the system and do not attempt to log in before 24 December...This will avoid the freeze being extended

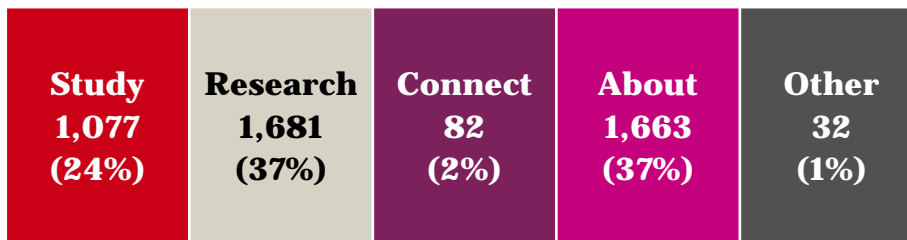
WHY?

- Components of the new staff and student portals are to be migrated to the website backend in preparation for launch
- We'll also be deploying updates to the production website

Public website

INSIGHT

Since the launch of the public website in October 2015:

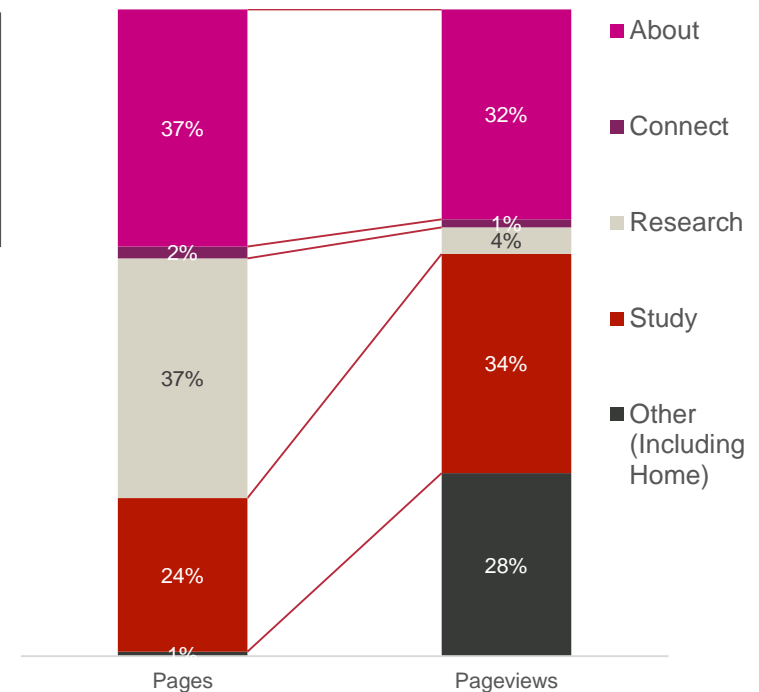


Number of pages (4,535 total)

Identified issues

- Discoverability
- Content structure
- Content quality

Number of pages vs page views
(Nov 2015 - Apr 2016)



Methodology

- Identify communications needs
- Cluster needs to develop communications objectives:
 - *Demonstrate the impact of the department/centre/faculty*
 - *Attract collaborators and prospective students*
 - *Impress prospective industry partners and/or granting bodies*
 - *Engage members of the community*
- Engage with Department Heads, Centre Directors and Faculty GMs for individual requirements gathering
- Review, revise and rolling delivery

Content transformation

RESEARCH, DEPARTMENTS AND FACULTIES

DEPARTMENTS

- Revised template design
- Rewrite department content (x34) on the public site
- Write department content for staff site
- Write department content for student site

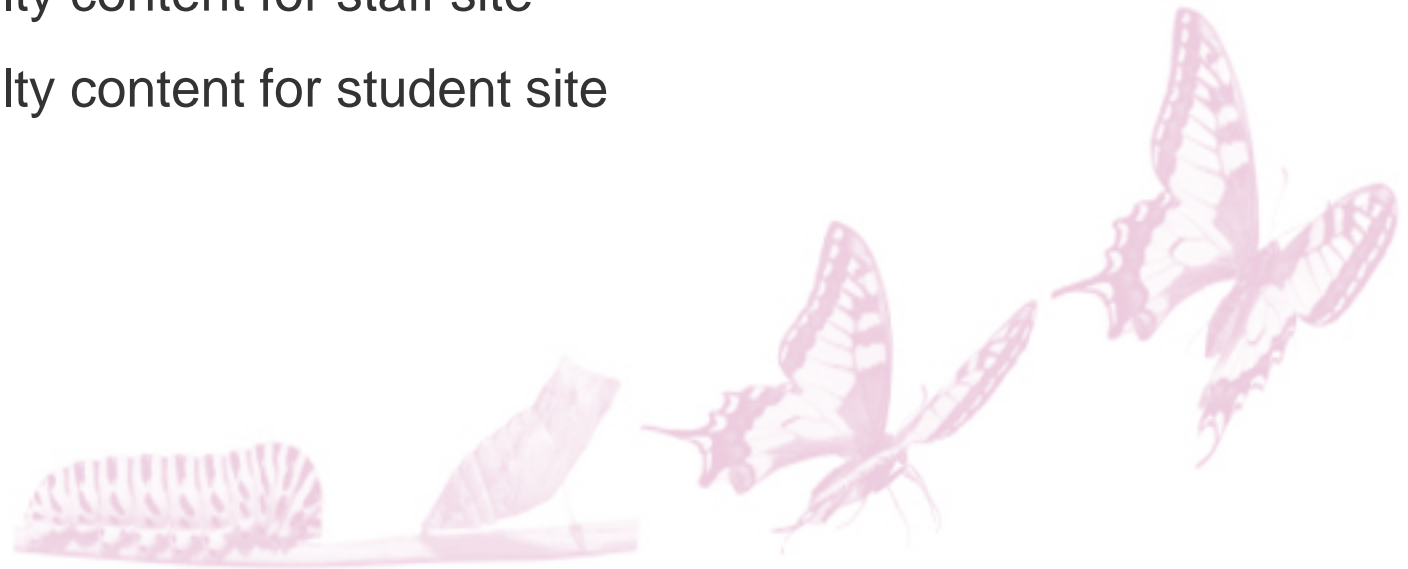


Content transformation

RESEARCH, DEPARTMENTS AND FACULTIES

FACULTIES

- Revised template design
- Rewrite faculty content (x5) on the public site
- Write faculty content for staff site
- Write faculty content for student site



Content transformation

RESEARCH, DEPARTMENTS AND FACULTIES

RESEARCH

- Re-organise and rewrite HDR content on public site
- Review research structure on the public site
- Rewrite research content on the public site

RESEARCH CENTRES

- Revised template design for public site
- Rewrite Research Centre content (x39) appearing on public site
- In scope – National, University, Faculty level centres

Public site revision

DEPARTMENT STRUCTURE

Department home page

Our research

News and events

Our people (with links out to Pure RMS for all profiles)

Engage with us (ways to...)

Flexible page (pending department needs)

Public site revision

RESEARCH CENTRE STRUCTURE

Research centre home page

Our projects

Our people (Information to be sourced from Pure RMS)

Publications (Information to be sourced from Pure RMS)

News and events

Resources

Engage with us (ways to...)

Flexible page (Research centre choice)

Content

WHAT HAS BEEN DONE?

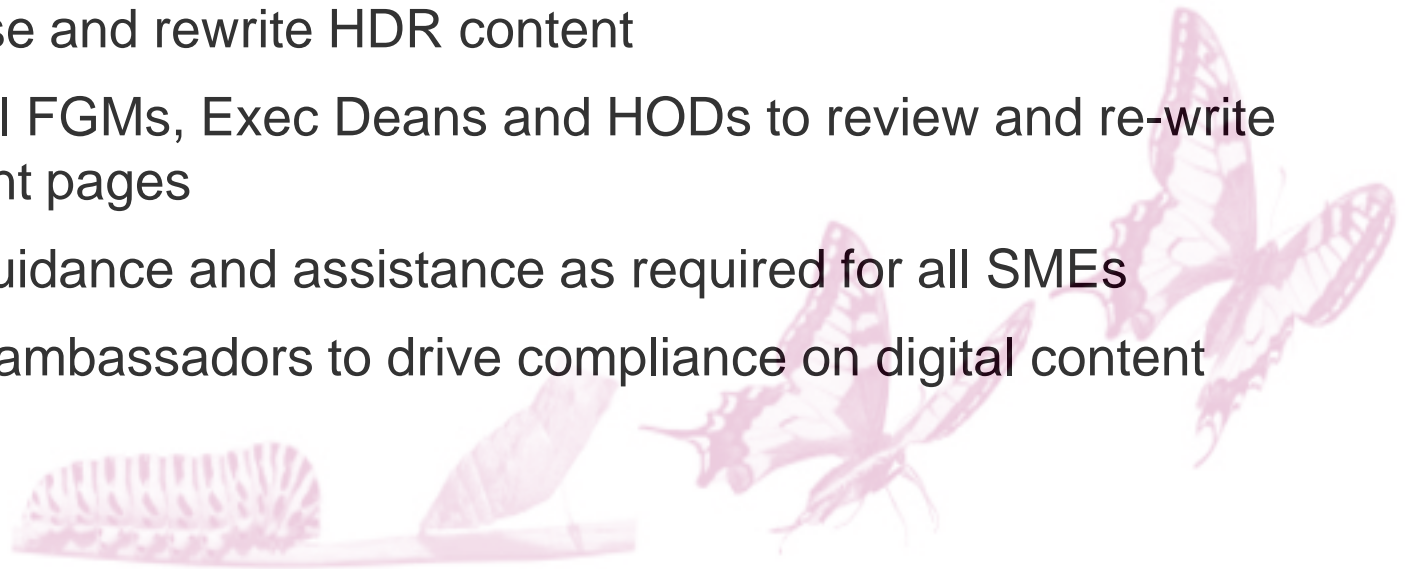
- **28** of 39 Research Centres have been consulted
- **13** briefs have been returned to us with writing now underway
- **32** of 34 Departments have been consulted
- **15** briefs have been returned to us with writing now underway
- **First drafts** will be sent back to nominated contacts next week
- **58** headshot sessions happened this week and last
- RESEARCH section structure has been revised and tested
- Proposed structure has been presented to DVC-R Office and will be presented to the Web Steering Committee for approval

Content

WHAT ARE WE DOING?

The web content team will:

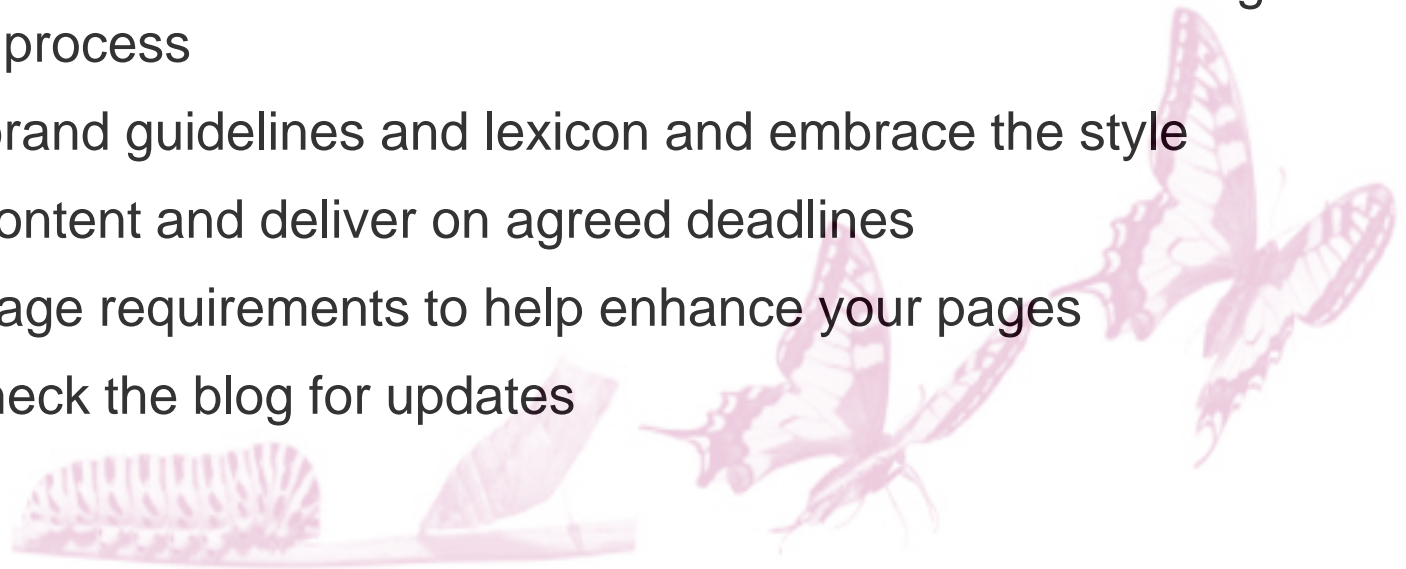
- Continue to consult all National, University and Faculty Research Centres to review and re-write centre pages
- Review the navigation structure and content. Where required, re-write Research section pages
- Reorganise and rewrite HDR content
- Consult all FGMs, Exec Deans and HODs to review and re-write department pages
- Provide guidance and assistance as required for all SMEs
- Be brand ambassadors to drive compliance on digital content



Content

WHAT CAN YOU DO?

- Key Subject Matter Experts (SMEs) have been allocated pages where they're either the exclusive expert or the senior expert
- Where there is shared expertise across two or more groups, all editors are invited to collaborate in the same space
- Meetings are scheduled with stakeholders to continue this briefing and refining process
- Revisit the brand guidelines and lexicon and embrace the style
- Write your content and deliver on agreed deadlines
- Consider image requirements to help enhance your pages
- Regularly check the blog for updates



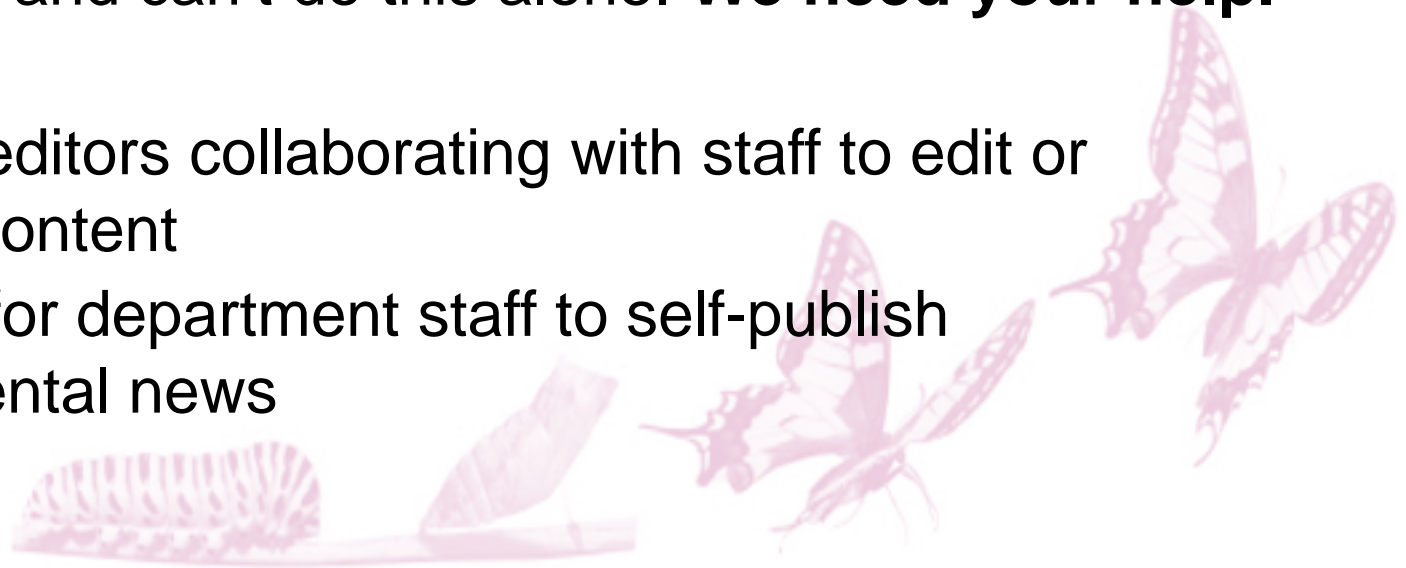
Content transformation

COLLABORATION

The new sites encourages greater collaboration within the University, and ultimately, **a better experience for our users.**

We haven't and can't do this alone. **We need your help.**

- Content editors collaborating with staff to edit or re-write content
- Training for department staff to self-publish departmental news





MACQUARIE
University

web.project@mq.edu.au

Content

WHAT DOESN'T BELONG?

Alternative platforms are available to host University information:

Publications

ResearchOnline

Teaching materials

iLearn and iShare

University records

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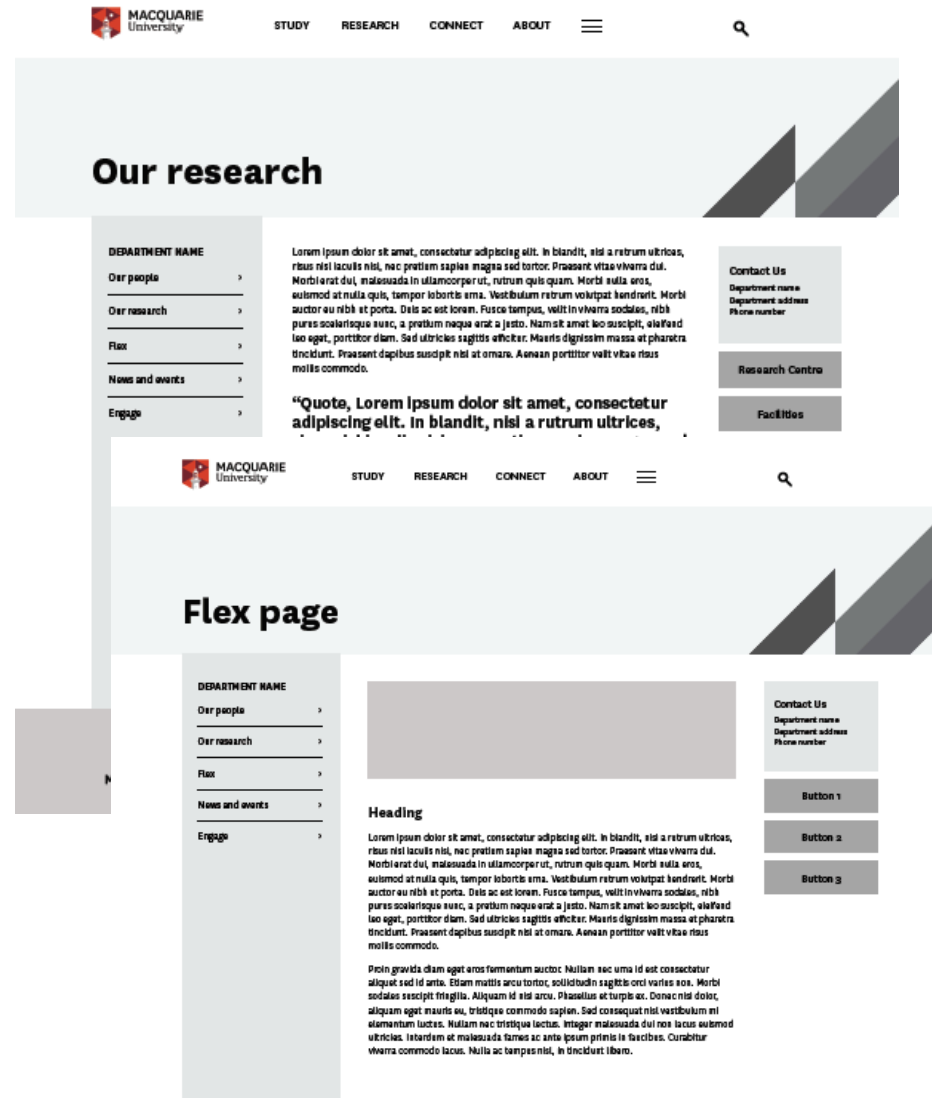
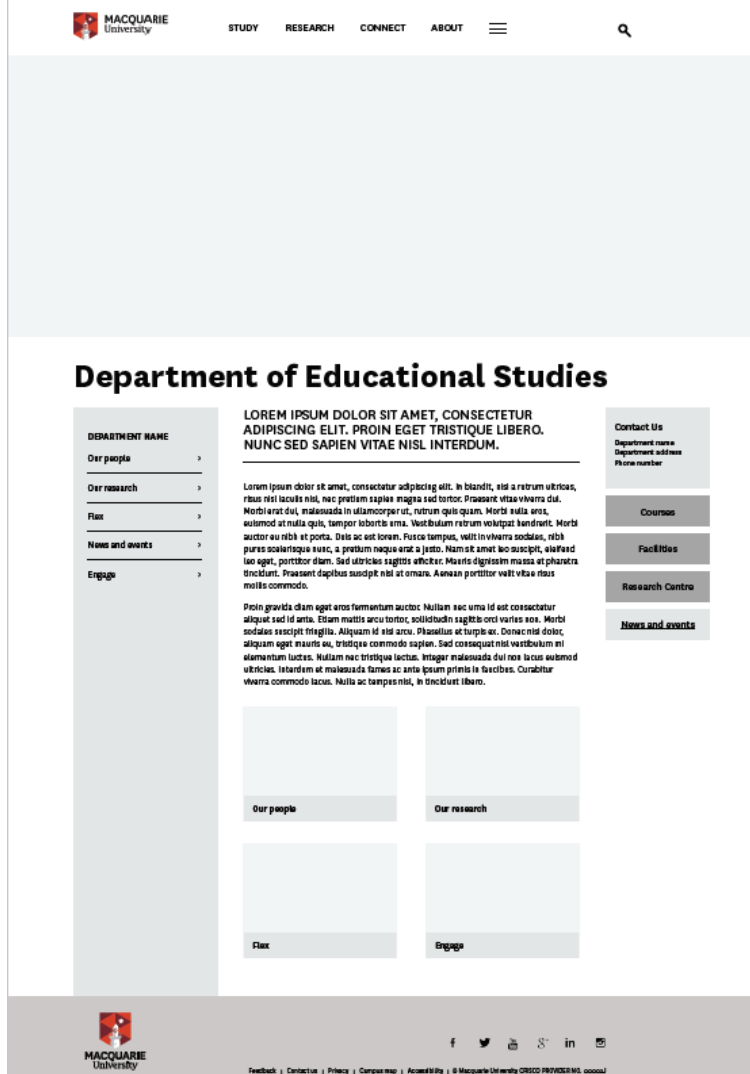
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Departments

WIREFRAMES



MACQUARIE
University



Content

DESIGN FOR SHARED CONTENT

Candidate confirmations

RESEARCH

WORKING AT
MACQUARIE

TEACHING

RESEARCH

Strategy, priorities and
initiatives

Grants and funding

Integrity and ethics

Contract management

Project management

Resources and support

Commercialisation

Managing graduate
researchers (HDR)

Supervising candidates

Supervisors toolkit

Supervisors FAQs

Candidate confirmations

Commencement
programs

Skills assistance

Supporting candidates

Design your own program

Dean, Higher Degree
Research and staff

Policies and guidelines

SUPPORT

ON CAMPUS

PhD candidates and their supervisors must complete a confirmation of candidature at the end of the first six months (or part time equivalent). This process is to ensure that your candidate is progressing well, and is ready to continue. Exact times, milestones and requirements will vary by Faculty, but you can be expected to be involved in the preparation of your candidate's documents, presentation or meetings.

Confirmations vary between faculties, but often involve the candidate presenting a report containing research plan, budget, Ethics Approval, required training details and a substantial research component.

If your candidate's progress is deemed unsatisfactory, their candidature may be terminated, as per the [HDR and MRes Termination of Candidature Procedure Policy](#).

This should not be confused with the [Annual Progress Report\(s\)](#).

Faculty of Arts	+
Faculty of Science and Engineering	+
Faculty of Medical Health and Science	+
Faculty of Business and Economics	+
Faculty of Human Sciences	+
Macquarie Graduate School of Management	+

Reporting

RESEARCH

WORKING AT
MACQUARIE

TEACHING

RESEARCH

Strategy, priorities and
initiatives

Grants and funding

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Project management

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Managing graduate
researchers (HDR)

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Supporting candidates

Design your own program

Dean, Higher Degree
Research and staff

Policies and guidelines

Reporting

SUPPORT

ON CAMPUS

As a supervisor, you will need to file a number of reports about your candidates and their progress throughout their careers, the most prominent being the Annual Progress Report (APR). This should not be confused with the [Confirmation of Candidature](#).

Annual progress report

The APR is a formal tool for the University and Faculties to evaluate the research progress of their candidates. It is also a time for both you and your candidate to reflect on the progress made and what needs to be done over the next year. Completion of the report is mandatory.

When your candidate has completed their part of the report, you will be notified by email to log in and fill out your section. Log in to the [Annual Progress Report System](#) using your ONEID ('HQ' prefix must be uppercase).

You must submit a report for each candidate, filling in Part C. The APR is then finished by your Department's Director HDR, then signed off by the Faculty Associate Dean HDR. You and your candidate will then be able to view the completed report.

Scholarship referee reports

You may be asked by candidates to fill out an [Academic Referee Form](#). These reports are necessary for scholarship applications for Higher Degree Research at Macquarie. Ideally, referee reports are provided by senior academics who have provided some sort of supervision to the applicant.

Generally, an applicant requires two referee reports. However, if you are their current supervisor, your candidate will need a total of three reports.

It is your responsibility to fill out the scholarship referee report and submit it to the HDR Scholarships Team. Reports are valid for six months. Please ensure you send your report within one week of the scholarship closing date, either to hdrschol@mq.edu.au or via fax to +61 2 9850 6198.

Faculty of Science and Engineering	+
Faculty of Human Sciences	+