



April 2014 the University Task Force on Responsive Design recommended that the university move forward with plans to adopt a Responsive Web Design that is grounded in User Experience Design Strategies (UX) and Google Analytics. The expected gain was improved navigation, consolidated content areas, and improved workflow efficiencies. The iterative design process for reimagining Framingham.edu is moving forward on schedule with a goal to go live with a new website on August 23, 2015. A great deal of work and energy went into testing the homepage design and a new wireframe (navigation) over the past few months with great success. The redesigned website will support our wide range of students, change the perception of FSU to a desirable school rather than a safety school, reflect the same sense of community online that happens every day offline and provide function for all audiences, with particular emphasis on what programs are offered and our faculty. We are also rolling out a new calendar.

DESIGN PHASE UPDATES and NEXT STEPS

- April 7th the web team hosted our third All Campus Information Session to review our vision, share what we learned and our timeline and explained how to get involved. As a result many more department meetings were scheduled.
- To date, the web team met with 3 academic departments and 14 administrative offices - with more to follow. *Please encourage your departments to participate in these conversations.*
- iFactory and the web team are in the process of finalizing the designs for the home page and the key landing pages for About FSU, Academics, The FSU Difference, Admissions and Aid and Student Life. Mobile and Tablet designs are included in these conversations. View the design at: <http://www.ifactory.com/clients/FSU/design/ks1b/> (A password is required.)

CALLS TO ACTION AND NEXT STEPS:

- Percussion CM1 is the University's new content management system for Framingham.edu. On May 1, 4, 12 and 13, the Education Technology and Interactive Media Office will host introductory training sessions for content editors across the University. *We ask that you encourage your departments to participate in the training.*
- **REMINDER:** The President's Task Force on Engagement and Communication through Interactive Media is scheduled for Monday, May 4th at 1:30 pm in North Hall.
- The next Web Management Team meeting is May 6th at 1:30 in the 1839 room.
- During the summer, Web Content Contributors are invited to Percussion Open Lab Sessions on Tuesday and Thursday in the McCarthy Center to receive help building out their department pages.

