

Title: UCAA Web Site Redesign

Category Number and Title: 1c Best Practices, Alumni Relations, 10,000 FTE and up

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Description: Redesign of the University of Cincinnati Alumni Association Web site to create a more user-friendly experience with UCAA on the Web. URL: <http://alumni.uc.edu>)

Goal: Create an easy-to navigate site that provides the information alumni are looking for.

Description of how project fits into institutional goals: The redesign of the UCAA Web site (<http://alumni.uc.edu>) helps create a connection between the university and its alumni by

- Taking the old home page from a “collage of thoughts” to an organized menu of information that allows users to find information easily.
- Simplifying the navigation to fit terms that Alumni would understand.
- Providing instant access to news, highlights and events from the main page.
- Providing significant space on the main page to visually spotlight information.
- Simplifying the quality of information found on the Web (writing specifically for the Web, rather than posting print items or posting copy from print items without consideration for a Web audience).
- Providing post-event alumni engagement via customized flash photo galleries (http://www.alumni.uc.edu/ucaa_news/photo_gallery_archive.html).
- Providing alumni with more direct access to networking opportunities via inCircle, Facebook, including UCAA on Facebook.
- Adding “search” functionality to the site.

Audience: Alumni of the University of Cincinnati

Total number of professional and support staff who worked on the program:

- Design Team: 3
- UC Foundation and Alumni Team: 3
- UC Web services: 2

Program Budget and Costs

Design and Programming	\$9,000
Transfer of Design to Content Management	\$1,881
Total	\$10,881