

The background is a solid blue color with a grid pattern. Overlaid on this are several gears of various sizes and shades of blue. On the left side, there are vertical columns of binary code (0s and 1s). Interspersed among the gears and binary code are several white circular icons containing a blue upward-pointing arrow.

UMKC Website Starter Kit

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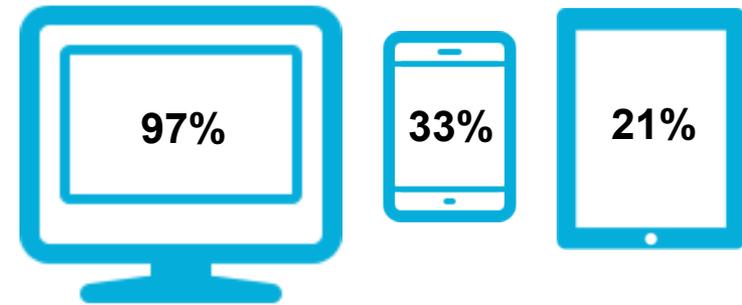
The Website Starter Kit is a tool for UMKC academic units, administrative offices and affiliate organizations that plan to redesign an existing website or develop a new one. This kit explains the redesign process, defines some basic Web terms and provides a list of questions to consider as you begin planning your redesign.

A valuable resource

For audiences that include prospective and current students, alumni, friends, faculty and staff, your website is a valuable resource for sharing information and starting conversations. It is important that you keep the information on your site current, Web-friendly and engaging since your website often serves as a first impression for people learning about you. It can have a significant negative impact if a visitor has a poor experience.

Your website influences prospective students

According to Stamats' 2012 TeensTALK Summary, the university website is the second most influential factor in a prospective student's choice of where to apply. Google Insights reports that one in four prospective students never look to sources outside the Web for information about the school they are researching.



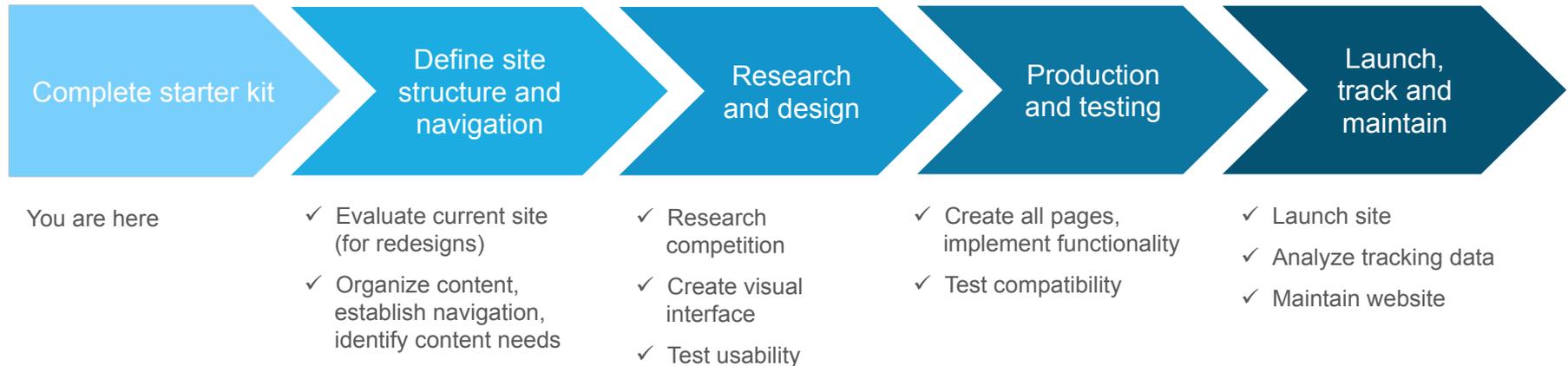
Students use multiple devices in their school search.

Technology is changing the way people interact with your website

- Nearly half of all 18- to 29-year-olds who use the Internet on their cellphones do most of their online browsing on their mobile device.
- Two-thirds of black and Latino cell owners go online using their mobile phones, compared with half of whites.
- Two in three prospective students use their mobile device at home while researching schools.

Completing the Website Starter Kit is the first of many steps you will go through as you create or redesign your site. These steps will vary, depending on your specific site needs and functionality.

At a high level, the steps you can expect to go through are:



UMKC Web policy, requirements and guidelines: www.umkc.edu/web-policy

Free Web templates and sample layouts: www.umkc.edu/web-policy/downloads.asp

UMKC websites share a number of common attributes. The only structural requirements are the UMKC header and footer, but we also recommend other elements for consistency.

Website header

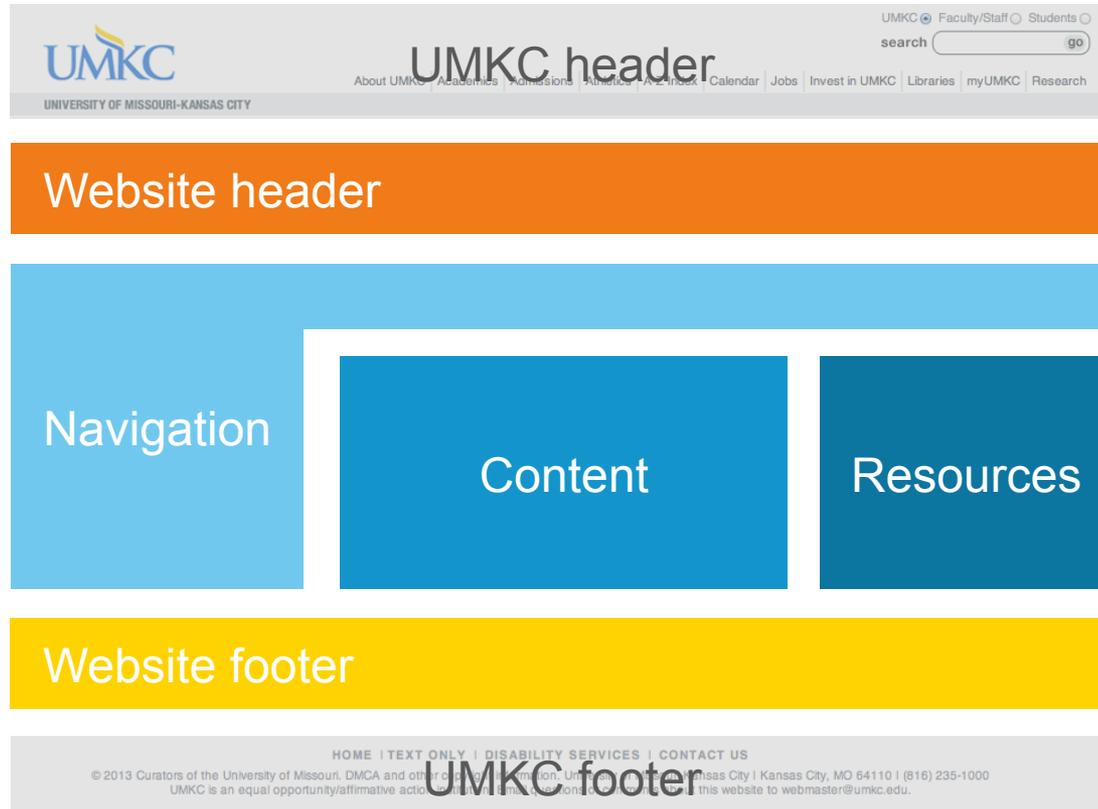
- ✓ A custom header used for identification
- ✓ Establishes a look for the website

Navigation

- ✓ A list of all the key pages within the website
- ✓ Can be horizontal and/or vertical, depending on the complexity and size of the site

Website footer

- ✓ A branded footer for the site is a good place for internal links and contact information



Content

- ✓ Content is the most important part of your site because without it, the site has no reason to exist. Content can mean many different things: text, images, video, links, etc.

Resources

- ✓ This section often appears on secondary pages and can be used for related links, documents and contact information.

UMKC header and footer

- ✓ The UMKC header provides UMKC branding and consistent navigation across sites
- ✓ The UMKC footer includes important links for accessibility and copyright information

- Identify team members within your unit to consult with you on the Starter Kit, and identify resources available to support your site and its functionality after launch.
- Refer to your strategic plan and identify complementary website goals. List three to five in order of priority. Consider the following scenarios:
 - A high school student researching academic opportunities in a counselor's office
 - A parent researching tuition and available financial aid
 - Current students reviewing upcoming course schedules on their phone
 - Alumni needing to order transcripts or looking to support UMKC through financial donations or volunteer work
 - Community members looking for university events or activities
 - Professionals looking for online educational opportunities
- Identify your audiences and rank them in order of importance. Examples:
 - High school or community college students
 - Parents
 - Current students
 - Alumni
 - Community members
 - Who else?
- Identify your desired functionalities and rank in order of importance. Examples:
 - Mobile-friendly layout
 - Donation collection by electronic payment
 - Online registration for events or classes
 - Social networking capabilities
 - News feeds for interested audience members
 - Parts of site limited to certain audiences
- Identify your website's success measures. Examples:
 - Number of visitors within a certain period
 - Number of clicks
 - Amount of money collected –in total or by campaign
- Identify content needs. Examples:
 - Content for new pages
 - Testimonials
 - Home page features
 - Forms
- Next steps:
 - Contact your relationship manager in Mcom through www.umkc.edu/mcom. We will consult with you on available resources and specific actions to move forward your Web development efforts.
 - Find requirements, recommendations and other resources at www.umkc.edu/web-policy.



Team members

Three to five goals for your site

Your audiences, in order of importance

Desired functionalities, in order of importance

Website success measures

Key content needs
