



Clackamas
Community College

**COLLEGE RELATIONS
& MARKETING**

Website redesign

Assessment findings

Short-term goals

- Improve site performance
- Improve search functions
- Align with guided pathways
- Remove access barriers
- Provide multilingual site information

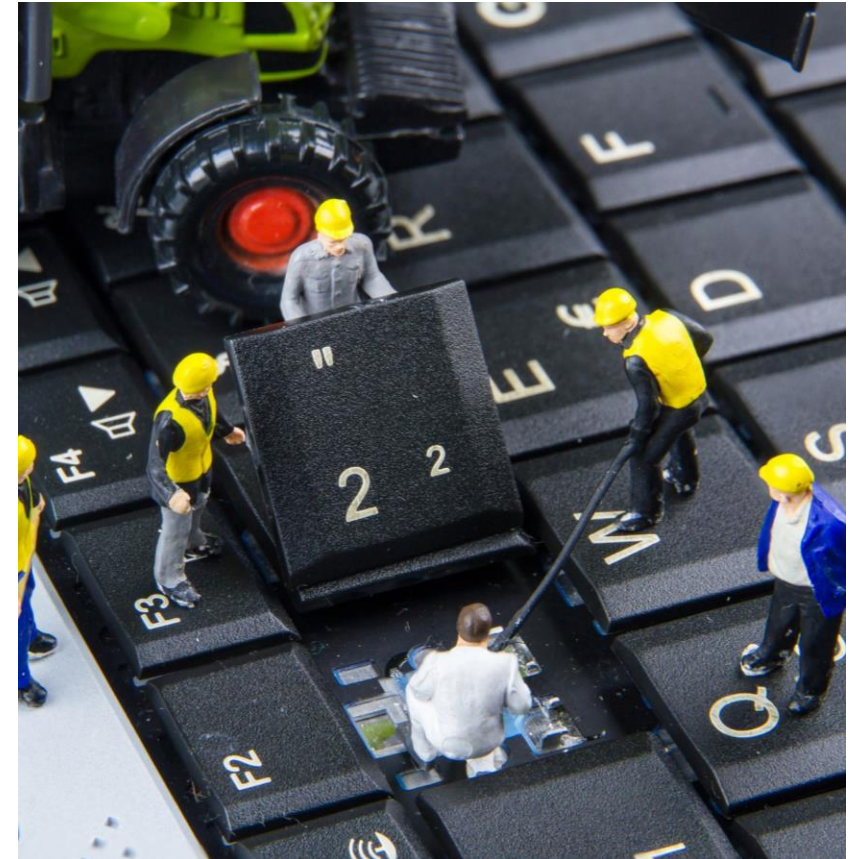
Long-term goals

- Focus on belonging
- Continue to remove barriers
- Improved user journeys



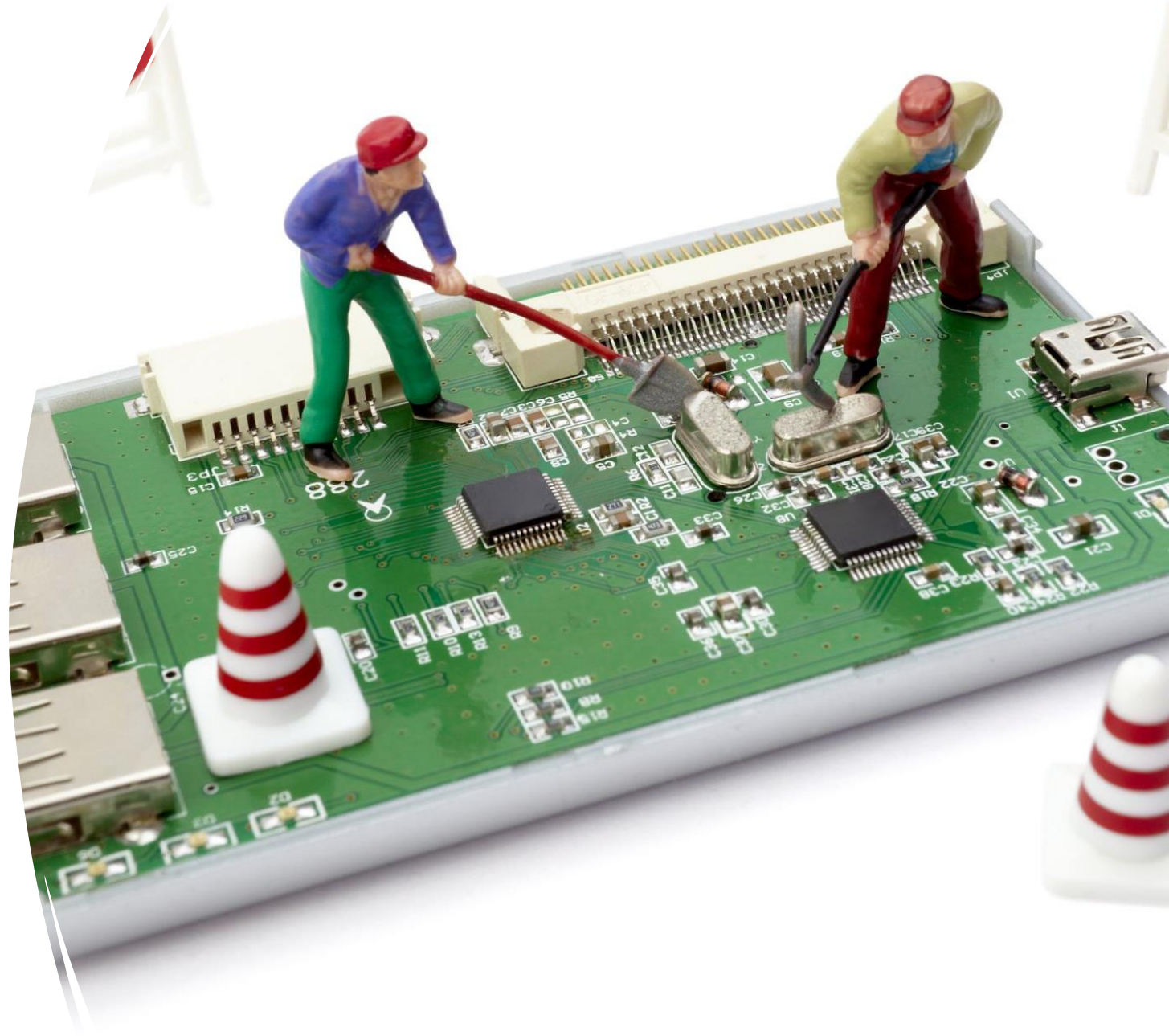
Phase 1 – Home page & program pages

- Homepage and global navigation redesign
 - Prioritize guided pathways and DEI
 - Mobile optimization
 - Translation tool
 - Audience menus
 - User journeys
- Program pages redesign
 - Integrate with online catalog
 - Search tool
 - Content rewrite
- **Go live – July 2**



Phase 2 - Student resources hub

- Review and audit resources sitewide
- Identify new pages and resources
- Filter and search tools
- Allow flexibility
- **Go live – Dec. 18**



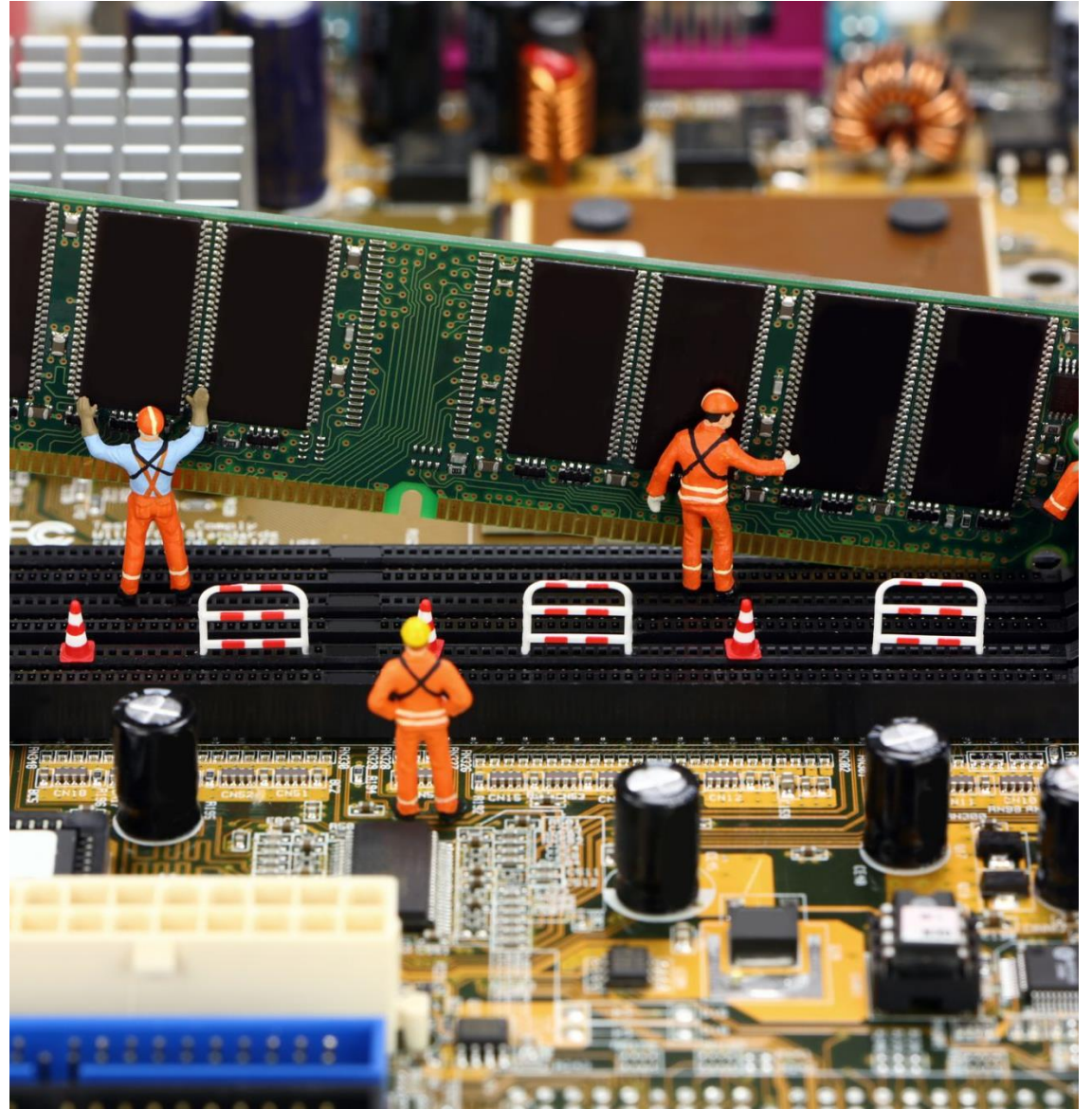
Data-informed process

Assessment

- 6 focus groups
- Survey with ~600 respondents
- 95+ workshop participants


Redesign

- Survey with ~600 respondents
- Student engagement
- Web Advisory Group/Student Services
- Usability testing
- Translation review
- Post survey





Tour of site

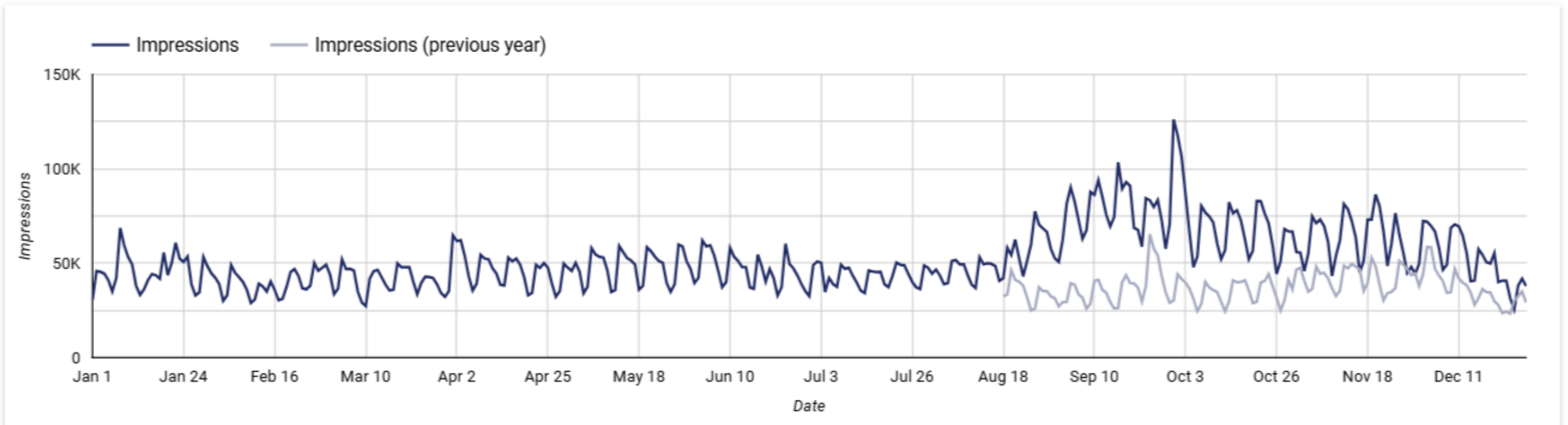
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- Homepage – [old](#) and [new](#)
 - [Degrees and Certificates search page](#)
 - Program page - [WET Certificate](#)
 - [Student Resources page](#)

Post-launch data & analytics

- Site health improvement
- More pathways to search tool
- Homepage engagement
- High engagement with Audience Nav
- Search engine optimization improvements



Search engine optimization – Impressions lift



Special thanks

Web Advisory Group

Student services

First Year Experience

Associate Student Government

College Relations and Marketing

Lumina Foundation!



What's next

- Continued data-informed site improvements
 - Move to the cloud
 - AI chatbot
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