

!"AB4C-. ! "#\$%&'()\*+,-./:0123456789:;<=>  
6%-4. ! "#\$%&'()\*+,-./:0123456789:;<=>  
D5?<. . "\$7)8'F%2G  
;?. . "\$7)8'F%2G  
EE. OH2I 2)G\$8'D2J%#&'KL  
FG%C: <4#-3. 2E%7)>>; L4#78'2E%7)>>=LM478'2E%7)>>@LM478'2E%7)>><LM478'N"#3) #3! %%%7)\*+ /4\$%3)'. )0  
=>=; L4\$P

. )%\*"N"GG)%7: )+,

I've asked Tiffany Whitfield, Strategic Communications and Marketing Coordinator, to give an overview of ODU's website update and redesign process.

ODU will be moving to a new platform with a plethora of capabilities (see the attached PDF). With this website redesign comes improved user experiences, key messaging, Search Engine Optimization (SEO), accessibility, and more.

Primary Goals:

- Create a more compelling experience for site users, especially prospective students
- Guide visitors to their desired destinations with a user experience that encourages desired actions
- Mobile first and responsive design that speaks to target audience
- Communicate key messaging from the University more effectively
- Improve Search Engine Optimization (SEO)
- Be a model for accessible and user-centric design
- Better organized information architecture
- ~~Additional goals: Augmented Reality, QR codes, AI, Chatbots, etc.~~

- Spring 2022 – Summer 2023 – Work with various units and migrate to new platform
- Fall 2023 – Decommission AEM

The College of Sciences will be a part of the Spring 2022 website launch and then the seven departments will follow thereafter. In preparation of the upcoming website redesign there are some things that each faculty and staff can do to be ready to move to the new platform.

- Ensure departmental directories are correct.
- Check links and either fix broken links or remove them from webpages.
- Assign a team or individuals as content managers for the new website (training information

should be coming out soon.)

Once more information is available on training opportunities for content managers on the new platform, we will update you.

;8H%#&(I :8J847\$  
!-5%-498C(E?<<"#8C%K?#3(%#\$()) %5L4K#9(E??5\$8#%?-?5  
E?77494(?@!C84#C43  
-,'QRSRT'U?@VS?=U  
36VWH2I 2X"\$:L)\$:



**OLD DOMINION**  
UNIVERSITY

