

THE REDESIGN:

When this project began in January of 2002, the MCC website was without a foundation — so not only the style and content needed to be addressed, but the structure, flow and content management as well — providing a solid base to build an enduring site to support future growth.



After creating an extensive initial plan, each of the following areas were addressed:

The Content

Existing content was extracted, organized, and updated. New content was recommended from surveys and industry analysis.

The Architecture:

was created by sitemapping and reorganization — creating a structure for Key User Paths — and prioritization.

The Design:

The architecture informed two final concepts that were tested and approved.

Production

from my final Photoshop artwork, a team of web developers created the pages and templates ready for page population.

This redesign proved to be an organizational dream (or nightmare!) with extensive content and providers ranging from busy academics to non-computer literate coaches. *An extensive Content Management plan was needed.*

CONTENT MANAGEMENT:

Web Development Team:

I recruited, established or trained groups of people to oversee the abundance of content, including >

- Department Heads
- Subject Matter Experts
- Production & Technical Team

Content Development:

A system for the review or development of the many pages — by provider— became the groundwork for the:

Content Tracking Database:

From my original tracking system, visual schematics and a functional plan evolved into a database of tracked content, automating emails to providers about content review periods and expiring content. This has proven to be an incredible asset for the site.

The Content Database supports information 1000+ pages

Main Section	Area & Priority	Description	Review Status	Review Date	Review Period	Review Cycle	Status	Notes	Content Provider	Web Dev	Content Lead	Dept Head	Submit Change
Library	AC	Catalogs	Done	Annual	12/31/04	12/31/04	01	template updated 2/18 Per D. Mike Exp. date changed from 3/30/04 to 3/30/04. (g)	Library	LISA	CHLOE	CHLOE	Library
Library	AC	Content Development Policy	Done	Annual	12/31/04	12/31/04	01	Per D. Mike Exp. date changed from 3/30/04 to 3/30/04. (g)	Library	LISA	CHLOE	CHLOE	Library
Library	AC	Contact a Student	Done	Annual	12/31/04	12/31/04	01	template updated 2/18 Per D. Mike Exp. date changed from 3/30/04 to 3/30/04. (g)	Library	LISA	CHLOE	CHLOE	Library
Library	AC	Faculty Resources	Done	Annual	12/31/04	12/31/04	01	template updated 2/18 Per D. Mike Exp. date changed from 3/30/04 to 3/30/04. (g)	Library	LISA	CHLOE	CHLOE	Library
Library	AC	Feeling Information Research	Done	Annual	12/31/04	12/31/04	01	template updated 2/18 Per D. Mike Exp. date changed from 3/30/04 to 3/30/04. (g)	Library	LISA	CHLOE	CHLOE	Library
Library	AC	History	Done	Annual	12/31/04	12/31/04	01	template updated 2/18 Per D. Mike Exp. date changed from 3/30/04 to 3/30/04. (g)	Library	LISA	CHLOE	CHLOE	Library
Library	AC	Marketing Plan	Done	Annual	12/31/04	12/31/04	01	template updated 2/18 Per D. Mike Exp. date changed from 3/30/04 to 3/30/04. (g)	Library	LISA	CHLOE	CHLOE	Library
Library	AC	Admission Resources	Done	Annual	12/31/04	12/31/04	01	template updated 2/18 Per D. Mike Exp. date changed from 3/30/04 to 3/30/04. (g)	Library	LISA	CHLOE	CHLOE	Library

Directory Database:

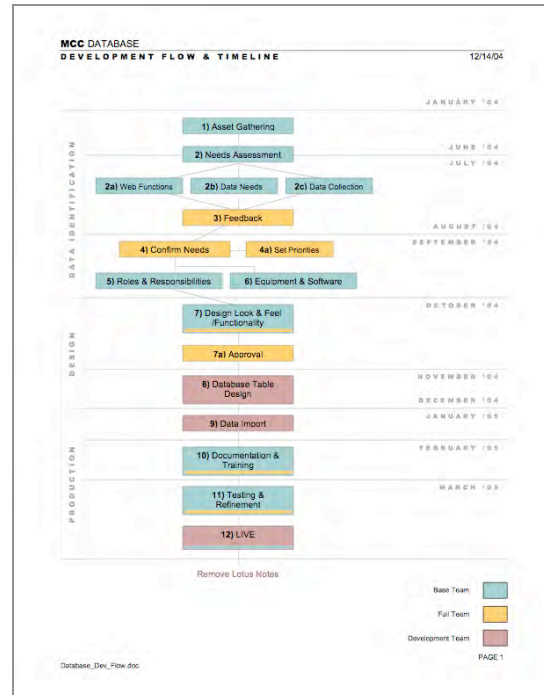
I helped to create styles, and guide navigational development for the database interface that populates the Directory on the site — plus relates to the Content Tracking Database providing contact information. This now drives all contact info throughout the site — *and the entire college* — a high maintenance item.

PHASE II:**Academic Database:**

Phase II was the extensive process of redesigning MCC's Programs & Courses database. Oracle replaced Lotus Notes providing dynamic curriculum data at an new level of efficiency. *My responsibilities included:*

- **Planning & Scheduling:** Helping to pull the colleges resources together to make this part of the project happen.
- **Driving** the assessment of needs for users, both externally and internally.
- **Guiding the visual design** of the new data-driven pages, as well as functionality and flow, improving usability and clarity.

The pure depth of this project has influenced all communications within the college, becoming the base for the most up to date college-wide information.



This project spanned a couple of years and grown to over 1000 pages of static content, plus well over 250 of dynamic content — every step has been a satisfying challenge.

Visit Site Online: www.mcc.edu