



DIGITAL BRANDING PLAN, 2014-15

November 2014

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Forward

Dear Faculty and Staff,

For the past seven months I have been working closely with many of you to outline a strategy as we move forward with refreshing Coastline's digital presence. I'm excited to have had the opportunity to meet and discuss with you all the great things we'd like to see on our website. As Coastline gets closer and closer to its 40th birthday, I'm confident that our digital branding plan will create a strong digital presence that will solidify our competitiveness and resilience in the online learning landscape.

The purpose of this document is to begin the discussion about necessary steps departments will need to take before Coastline's website redesign is launched. Inside, you'll find key findings across the college pertaining to the website pages, important changes that you will encounter, and recommendations and best-practices as we go forward.

It is anticipated that a live, full-time demonstration of the new website design will be available starting **January 30, 2015**. At the start of the New Year, we plan to have demonstration versions of several key areas we have been working on, including Admissions, Academics, and Counseling services pages. This demonstration is just that; if your department hasn't had the opportunity to come together to create a rebranding plan yet, the Marketing Department will be in touch with you to guide you every step of the way and to ensure no one is left out of this exciting new makeover.

The website's goal is to promote student acquisition and foster student retention. It is these areas that have been emphasized during this digital rebranding, and it is these areas that will continue to serve as the focal point of every positive change we incorporate into the website.

We're pushing into 2015 with a strong, successful message for our students. This new website is just one of many great new ways we are telling the community that we're here, we're ready to prepare future leaders, and we're going to be the best.

Here's to a fresh new look and the same great service for Coastline in 2015.

Sincerely,

A handwritten signature in black ink that reads 'Jesse Lawson'. The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Jesse Lawson
Webmaster



2014-15 Website Redesign

Coastline's digital presence is a key driver in its success.

As the district's leader in matriculating online students, being prepared for the higher education marketplace's changing demands of higher accessibility and instructional innovation is a primary concern for those tasked with propelling Coastline into the future. As the online learning landscape continues to adapt to the changing face of the college student demographic, our role becomes increasingly centered on not just the technical aspects of developing and maintaining a digital presence, but also the interconnectedness of the institution's many departments and goals as they facilitate the process of creating accessible, flexible, and innovative opportunities for student success.

Today's web content coordinators and managers serve as an integral connection between the institution's public-facing operations and the students for whom the website serves as the face of their prospective college. Going forward, there are three focal points which carry with them key drivers for success in Coastline's digital branding strategy:

#1. How does the website address the goals of both prospective and matriculated students?

Key Driver: What requirements do prospective students have and how does that differ from the requirements of matriculated students?

#2: How does the website address the goals of the Marketing Department?

Key Driver: What requirements and considerations should be made in developing a digital engagement plan, and what tools could be made available to nurture community and business/entrepreneurial relationships?

#3: How does the website address the goals of Coastline's faculty and staff?

Key Driver: What planning, reporting, and dissemination requirements could be streamlined through the use of innovative technology and digital presence improvements?

Our entire redesign methodology has piggy-backed off of the mission of our college. Coastline's mission is to promote academic excellence and student success for today's global students through accessible, flexible, innovative education and leads to the attainment of associate degrees, transfers, certificates, basic skills readiness for college, and career and technical education. In addressing this mission, our website seeks to promote the following values:



- **Student Success.** We want to design a digital presence that encourages prospective students to enroll and provides resources to empower current students in achieving their goals.
- **Access, Persistence, and Completion.** We want to foster an environment of student empowerment by developing an engaging digital presence tailored around their desired outcomes.
- **Innovation & Improvement.** We want to develop technological recommendations to newly identified challenges, and be willing to quickly adapt to changing circumstances.
- **Partnerships.** We want to provide Marketing and Public Relations with opportunities and tools for reaching out and engaging with the community.
- **Culture of Planning, Inquiry, and Evidence.** We want to collect and interpret data on student and faculty expectations and outcomes, and provide academic leadership with the ability to facilitate desired digital presence outcomes.
- **Growth and Efficiency.** We want to enable departmental growth by streamlining digital engagement processes for prospective and matriculated students, and do so in a way that efficiently makes use of existing or more readily available methods.

In developing your own department's digital branding plan, consider these values as guiding principles in every change, idea, and process you want to create.



Design Philosophy

“Perfection is achieved, not when there is nothing more to add, but when there is nothing left to take away.” - Antoine de Saint-Exupe

In redesigning this website, the Department of Marketing agreed that a minimalist approach to advertising our college’s services and programs would be the most strategic direction. Given that a website is a college’s first impression to prospective students these days, it makes sense that our approach fosters a clean, simple approach to knowledge dissemination.

“Everything should be made as simple as possible, but not simpler.” - Albert Einstein

From the clean menus to the rich transmission of message, our redesign has been deliberated with both prospective and matriculated students, staff, and faculty from many different departments. The Department of Marketing’s rebranding efforts have consistently received high praise and we look forward to continuing this community of success-driven design in the future.

“One can furnish a room very luxuriously by taking out furniture rather than putting it in.” – Francis Jourdain

In January and through February and March, the website will continue to tune and shape itself with the recommendations of each and every one of our departmental stakeholders. The overall look and feel will remain consistent, but rich customization for key site areas should be anticipated.

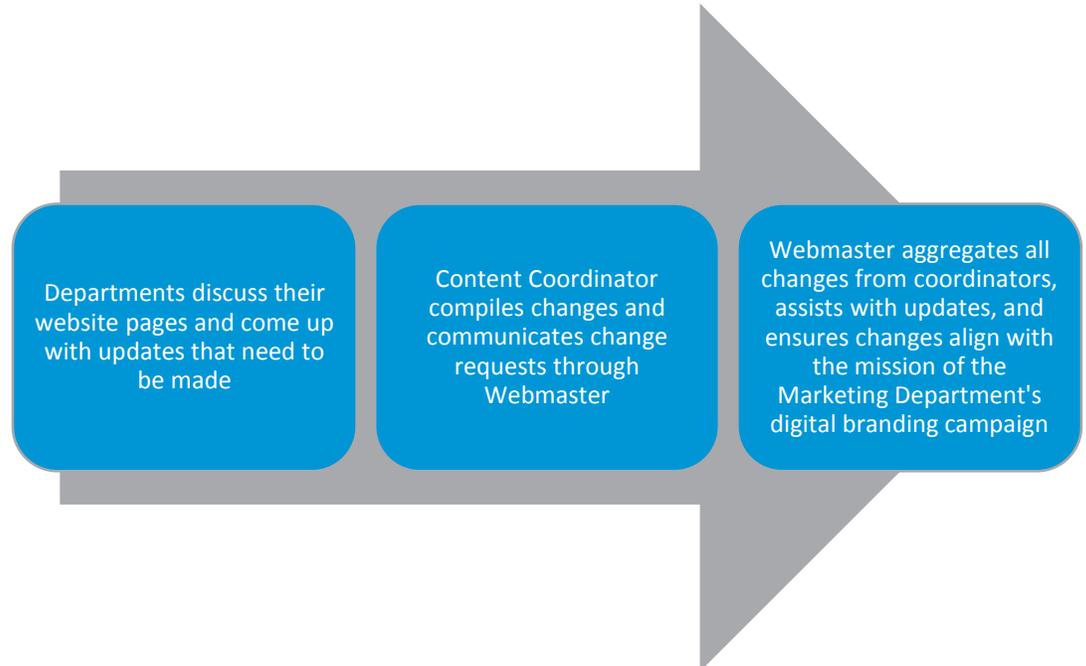


Key Improvements

Across the site you will notice that the entire face of each page has been redone. In this section, we'll go over key components of the site that have been enhanced in order to give you a "big picture" of how our new website better serves students, faculty, and staff.

Website Content Coordinators

Perhaps the most relevant change on the administrative side is the appointment of a departmental website content coordinator. Each department at Coastline will have a dedicated person whom all departmental website content will funnel through. Consider the following, which illustrates the relationship between the Webmaster and each department:



The primary purpose of having website coordinators is to better facilitate change management by and within the departments. Some things Website Content Coordinators could do to help their departments include:

- Creating a schedule for the department in which each member discusses action items pertaining to their individual pages;
- Compiling change requests across their department and working with the Webmaster only after all changes are finalized;
- Follow-up with the Webmaster to ensure changes are made in a timely manner.



During the month of January – and continuously throughout the first half of 2015 – the Webmaster will hold regular training sessions for Website Content Coordinators, in which permissions will be delegated to those Coordinators who would like to push changes themselves and content update plans will be discussed. These training sessions will be individualized; the Webmaster and the Content Coordinators will work one-on-one to ensure that each coordinator is highly confident in leading their department's digital branding efforts.

Page Templates

The new website has **two** primary website page templates that are very customizable: a *single page with sidebar* and a *full page, no sidebar*.

Template

Example Screenshot

Single Page with Sidebar.

This is the default page template used across the site when there have been no customization requests from other departments. The template features a customizable page on the left and a fully customizable sidebar on the right. Default content is determined by the Department of Marketing, but your department is able to request changes to the contents of the template (though not the template itself).

The screenshot displays the website's navigation menu at the top, including links for MyCC, Support, Military, and Faculty/Staff. The main header features a banner for 'Winter Classes begin January 5th' and 'Spring Classes begin February 2nd' with an 'Apply Now' button. Below the navigation, the 'Catalog & Class Schedules' section is visible, with sub-sections for 'Fall 2014' and 'Summer 2014'. Each section includes links to PDFs and printable catalogs. A sidebar on the right contains 'How Can We Help?' with buttons for 'Apply Now', 'Talk to a Counselor', and 'Get Financial Aid', along with 'Admissions Tools' like 'Financial Aid' and 'Net Price Calculator'. The footer includes a grid of links for 'About CCC', 'Institutional Effectiveness', 'Community', and 'Locations & Sites', followed by contact information and accreditation details.



Template

Full Page, no sidebar.

This is a special page template used to promote particular programs, services, or both. For example, the Admissions home page uses the full template to minimize distractions outside of the Admissions and Records (A&R) features. In the example screenshot to the right, a sidebar has been omitted to bring full focus to the content of the page.

These full page template also serves as the basic framework or any applications or web front-ends that may be developed in the future, with one exception: application programmers are able to omit the gray margins from either side of the page and utilize the full width of the screen if they choose to.

Due to the fact that this new design is scaffolded with Foundation 5, many customization options are available. If your department needs customization beyond these standard two layouts, please contact the Marketing Department.

Example Screenshot

The screenshot shows the Coastline Community College website. At the top, there is a navigation bar with links for MyCCC, Support, Military, Faculty/Staff, and a search box. Below the navigation bar is a large banner image featuring graduates and the text: "Winter Classes begin January 5th", "Spring Classes begin February 2nd", and "Apply Now". Below the banner is a secondary navigation bar with links for Class Schedule, Admission Requirements, Registration Dates, Waitlist Info, Records & Transcripts, and Priority Registration.

The main content area is divided into several sections:

- Why Choose Coastline?**: A section with a small image of students and text describing the college's benefits.
- What makes Coastline different?**: A section with text highlighting the college's innovative methods and location.
- Coastline Students**: A section with a small image of students and text about the college's programs and services.
- Student Success Scorecard**: A section with a graphic and text about the college's commitment to student success.

At the bottom of the page, there is a footer with a navigation bar and contact information. The footer includes links for Academic Programs, Admissions, Career Center, Sitemap, Registration Calendar, Graduation Info, and Accreditation. It also contains the college's name, address, and contact information.

Navigation

The first change you'll notice is the bifurcation of the navigation bar. Instead of the singular "mega" menu that the old template utilizes, we now have a black top bar with key items (that can be added with authorization from the Department of Marketing) and a green middle bar that serves as the content-relevant menu.



Sub-Site Branding & Customization

No longer are we sticking to one prescriptive template for each of our service realms. Now, any sub-site at Coastline can add content relevant to their programs in three main areas:

- **The middle green navigation bar's images.** The images inside the main navigation feature are customizable based on special programs and services. With approval from the marketing department, you can advertise time-sensitive calls to action, default services, or request a custom banner generated for your particular department.

Right: Pending approval from the Marketing Department, links and graphics inside the main menu can be changed and customized according to specific project goals and objectives.



- **The sidebar.** This space is customizable per sub-site, meaning that you can create content that will be the same across each page on your sub-site. Default content is provided by the Department of Marketing, but we highly encourage each site coordinator to work with their departments to come up with a standardized set of content to put on all their department pages.
- **The top banner graphic.** At the top of each page there is a full-width graphic that can be customized across the website. You can have a single banner customized to an individual page or even to an entire department. For example, Institutional Effectiveness has one graphic that exists for all of their sub-site pages, and Admissions has two that they share across their sub-site pages.

Blog Posts

Our new website is built on the latest WordPress content management system version, which allows for us to create a repository of articles that we can categorize by department. For example, our President's Bulletin now exists as a blog on the Coastline site instead of as a separate website. These bulletin articles are generated and published in the same way that our Events are created – as WordPress posts. These posts can be created by any Content Coordinator and categorized to be seen



on any number of pages very easily: each post category corresponds to a different page where the post will appear. This system gives everyone the ability to submit posts to any department or program on the site, which is then checked and approved by the Marketing Department.

Accreditation Portal

In order to get ahead of growing concerns State-wide regarding transparency of accreditation information, program review, and self-evaluation, Coastline's accreditation page has turned into an accreditation portal. This will allow all institutional planning stakeholders to have a centralized repository with a clearly articulated policy for creating, reading, updating, and deleting items. Future developments in this area will include a SharePoint portal that is District-hosted and committee pages with items relevant to that committee hyperlinked.

Committee/Council Pages

College planning is a vital component of our administrative processes at Coastline, and as such, requires a special type of representation on our site to adhere to transparency and dissemination standards. Instead of a compiled list of committees on one page like we had before, each committee will have a special page that can be linked to via a shared governance portal, which all feed into a college-wide accreditation portal. These pages can be treated in the same way as a departmental sub-site, complete with a coordinator who will work directly with the Webmaster to keep them up-to-date.

The following Committee/Council pages have been created and will be available for each group to customize to fit their mission and objectives:

Committee Groups

- Budget Committee
- College Council
- College Professional Development & Leadership Committee
- Curriculum
- Distance Learning & Technology Committee
- Facilities, Safety, and Sustainability
- Planning, Institutional Effectiveness and Accreditation Committee (PIEAC)
- Professional Development Institute (PDI)
- Program & Department Review
- Student Success & Matriculation



Constituency Groups

- Academic Senate
- Associated Student Government (ASG)
- Coastline Management Team
- Classified Senate

Work Groups

- Career & Technical Education Development
- Classified Staff Recognition
- Diversity, International & Intercultural
- Graduation
- Marketing & Outreach
- Military & Veterans
- MyCCC/Voyager Implementation & Integration
- Scholarship Selection
- Standard Emergency Management System (SEMS) Team
- Visual Art Exhibition & Performing Arts Activity

Ad-Hoc Groups

Ad-Hoc Group pages were removed from the major listings, but can be setup with a website upon request.



Key Changes for Technical Users

Transition from Hard-coded PHP to WordPress CMS

Previously, all pages on the site were hard-coded in PHP and manually included into WordPress pages. This made WordPress serve less as a CMS and more as a page router. This method has been replaced with WordPress serving the content directly.

Whereas in the previous method we would locate a file by navigating to the `wp-content/ccincludes` directory, all page templates are now within the `wp-coastline` theme located in the default theme directory (`wp-content/themes/wp-coastline`). Making changes to page templates requires nothing more than understanding the basics of WordPress theme development.

Creating new pages. New content is created the exact same way as before, except now we can use WP to directly edit the pages instead of linking them via PHP includes. For custom pages, we can still hard-code a page using a `page-pagename.php` template and selecting the name of the template in the page builder.

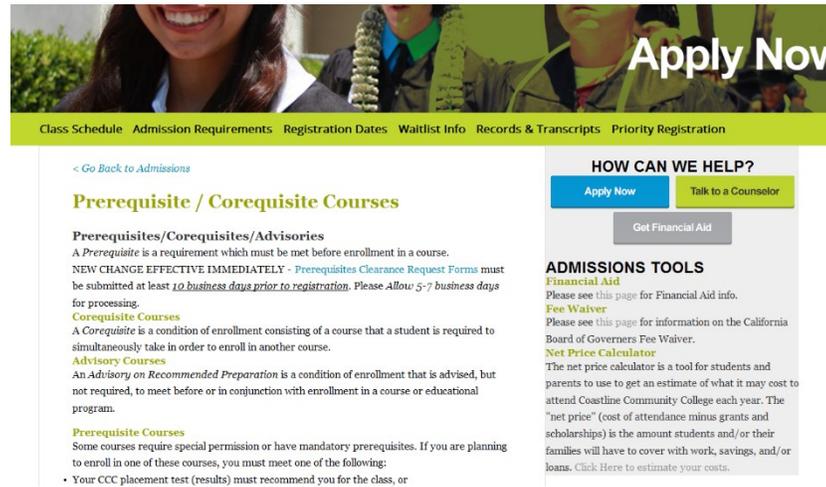
The plugin “Use PHP in Posts” is still available to help ease the transition away from its previous dependencies, and will be replaced as time goes by with custom functions built into the theme.

Adoption of Foundation 5 Framework

Many of the prototypes that were built relied on the Bootstrap 3 framework, but this was replaced with Foundation 5 early on in the development cycle for a few reasons. First, the framework and grid styling native to Foundation 5 are a bit more robust than in Bootstrap. Second, Foundation 5 is built with a mobile-first mentality, and that is reflected in its architecture. Bootstrap, on the other hand, is generally considered a framework that allows you to build mobile-first, rather than being a true mobile-first framework. Finally, Foundation 5 offers many rich features like sizing units, built-in form validation, and advanced navigation.



IE8 and Legacy Browser Fallback Support



Example page from new template rendered in IE8 using ResponsiveJS and RimJS fallback compatibility methods.

As you can see from the screenshot, the IE8 rendering of the site is extremely barren. This is a condition of the lack of support IE8 has for modern browser features, including security enhancements and document rendering capabilities.

Approximately 89% of original traffic using IE8 comes from a navy.mil domain, indicating that it is a government system accessing the site. This also implies that several features of any modern website would be blocked, too, given the nature of the traffic requests. Of that traffic, 44% exit to the MyCCC link at the top, and an additional 23% bounce from the homepage. *This means that IE8 fallback only accounts for the remaining 67% of total IE8 traffic, which represents less than 1.2% of our total website traffic.*

Given this, consideration for IE8 support has been given through the use of fallback CSS templates and force-loading external JQuery and JavaScript helpers, but long-term support (> 1 year) for IE8 – or any other legacy, unsupported, outdated, and insecure browser – will not be considered.



Pre-Launch Milestones

During the first week of October, 2014, a communication was sent out from the Department of Marketing to Coastline managers that encouraged each department to begin discussing the idea of digital presence optimization. Future communications will have with them some generalized requirements as we move forward on a roll-out timeline.

This document serves as a general guide with which each department can ensure preparedness during and after the publication of the new website. Most importantly, it gives leaders a foundational framework from which to develop their own digital presence plan that their department can own and manage themselves.

How to use this document. The first part of this section contains the Milestones, showing a macroscopic view of what needs to occur before we can officially launch the website. The second part breaks down each Milestone into goals with brief summaries. The intention here is to clearly articulate what it is each Milestone seeks to foster and how to success is measured.

Milestones Summary

Milestone	Champion	Target Date
1. Appoint a Website Content Coordinator	Director/Manager	November – December
2. Hold a meeting to discuss initial concerns and comments about rolling out a new website	Content Coordinator	October – February
3. Schedule an initial meeting with the Webmaster	Content Coordinator	November - March
4. Schedule a website training session	Manager / Content Coordinator	January – March
*5. Practice working on and updating a test version of the website	Content Coordinator	January - March

Milestones Breakdown

1. Appoint a Website Content Coordinator.

Each department and committee group should consider itself a separate content group in terms of the website. For example, Admissions has one Content Coordinator for the admissions department, but four total points of contact for individual



pages. Counseling is another example of a site that has many different pages each with their own responsible person. In terms of updating any page within the counseling department, there is *one* content coordinator within the counseling department whom all changes are discussed with and then who sends the aggregated changes to the Webmaster.

The purpose of this method is to ensure that there is intradepartmental dialogue about changes to your department's digital content *before* the Webmaster gets involved. This mitigates possible miscommunication problems by encouraging a second set of eyes from within your scope of work to "sign off" on the changes before sending them. This also ensures that the Webmaster does not make changes to a page prematurely, and that everyone in your department is aware of what will change and why.

What is the webmaster's role? In order to facilitate a more streamlined and intradepartmental website content update process, the Webmaster will take on the role of facilitator rather than singular point of contact. Instead of pushing your updates straight to the Webmaster, each department will have a designated Content Coordinator who will bridge the gap between department and website. This can happen in one of two ways: either the Coordinator can receive training on and be given permission to your department's pages to submit change requests directly, or, the Coordinator can compile change requests from your department and send them to the Webmaster directly. The process your department chooses is up to you. Both methods promote intradepartmental communication and discourage miscommunication on the part of the Webmaster because now each department has one centralized source for website discussions -- the Coordinator.

What if our point of contact is unavailable? That's okay; if you have an emergency update you can always go straight to the Webmaster. Each department is only required to have one person who has permission to the content management system and whose role includes regularly ensuring the content of their department's pages is up to date, but at the discretion of that department's manager, anyone else can have read-only permissions to the content management system. However, all changes – no matter who submits them – will have to be approved by the Department of Marketing before they're posted.

What if we have a custom-built page or require additional help? As always, the Webmaster will be available to help train your personnel, work with content coordinators, or even make customizations outside the scope of general updates. Remember: the purpose of having an appointed content coordinator in each department is to empower departments to take charge of their digital presence and serve as an ambassador for your department's goals and requirements.



4. Hold a meeting to discuss initial concerns and comments about rolling out a new website.

It may be beneficial for each department – and departmental sub-groups – to get together and discuss the current state of their digital presence, what they like and don't like, and what they would like to see in the future. Much of the website's content has been ported straight over from our previous template, with many changes to the underlying code to remove a lot of the unnecessary features and text that did not serve to clearly articulate its value.

What talking points should be covered? The role of the website for your department; the content that should definitely be available; the content currently on the site that can be removed (trim the fat!); thoughts on promoting services through department pages; ideas for the customizable sidebar for pages and ideas for the top banner for pages as well; concerns going forward. Additionally, you may want to create an internal protocol for website changes, such as identifying different people to have permissions to update specific sites.

3. Schedule an initial meeting with the Webmaster.

Once the content coordinator has a good idea of where their department is and where it wants to be in terms of the website, it's time to start talking about the transition from the old template to the new one. A one-on-one meeting with the Webmaster will give that content Coordinator the ability to go through each page one by one, comparing the old template page to the new template. The goal here is for the department's content Coordinator and the Webmaster to go through each department's individual page to ensure that all the content on the new site layout accurately reflects the concerns, comments, and conditions that the department outlined during milestone #2.

What should we bring? Bring a list of all the concerns and talking points covered during your departmental meeting, including, but not limited to, changes you've always wanted to have on your site but just haven't gotten around to them. The focus of this meeting will be empowering Content Coordinators with the necessary knowledge to be a vital link between departmental knowledge and the source of dissemination (the website/Webmaster).

Does this mean we have more work to do? Absolutely not! Each department should already have a plan for their website pages as part of their long-term planning, regardless of whether they want to deal directly with changes to the pages or not. The Department of Marketing publishes the website content in a way that promotes the college in a positive light and helps both prospective and matriculated students find the information they need – and fast! While we do our best to advertise your department's services as best we can, it would be very beneficial for all



parties to have a person who 1) regularly talks with their department about the content on their website, and 2) regularly talks with the Webmaster to ensure their departmental website stays up to date and current.

For many departments, this process has been occurring since well before our current Webmaster arrived in April, 2014. As such, most of this process won't be new; we're outlining a process that has already existed but that hasn't been fully articulated before.

4. Schedule a website training session.

Beginning January, 2015, the Webmaster will begin sending out invitations to Coastline staff who are interested in learning about how to use WordPress to manage their department's content. This training will primarily be for Content Coordinators, but anyone will be allowed to request training.

What will be covered? This training will be highly individualized based on the individual because many people have either already been exposed to WordPress or worked with WordPress in-depth. The content of this training will cover how to log-in, how to access your department's pages, how to submit changes, and different options available when making those changes. The entire training will take as few as ten minutes and as long as two hours depending on how comfortable everyone is with making and submitting changes. These training sessions can also be spread out across different days if necessary. Your schedule is what will be worked around, so please don't feel like you have to pack everything into a one-time session.

*5. Practice working on and updating a test version of the website.

If you have no interest in submitting change requests through the WordPress dashboard yourself, you can skip this Milestone.

For those Content Coordinators who would like to submit change requests directly, the Webmaster will work one-on-one to ensure that the requests are made with clarity and confidence, and the proper workflow is followed. Alternatively, Coordinators can skip this last Milestone if they have no interest in submitting changes for their site directly. How to integrate website change management is entirely up to your department.



Going Forward

We should all be thinking about how Coastline is represented online. Each of us has an obligation to ensure that our college is accurately represented, that our information is up to date and relevant, and that our students are served with above par standards. With each department taking charge of their content on our website, we're working as a team to meet the objectives of transparency to our students and clearly articulated information for all website users. (See ACCJC Standards I.C.1, I.C.4, and I.C.14 for details).

Coastline's Webmaster is Jesse Lawson.

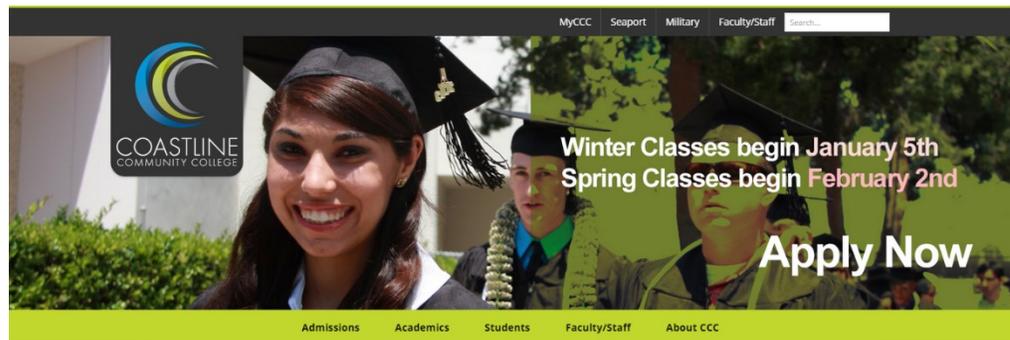
For any comments, questions, or concerns, please come visit him in the Marketing Department on the 4th floor, send him an email (jlawson@coastline.edu), or give him a call at (714) 241-6108.



Summary Graphics Publication Specifications

There are many different areas where graphics can be added at will for certain types of website copy. However, some locations require strict content sizing and proportions to maintain the flow and feel of the website. In this section, each area where customizable graphics are utilized is discussed in terms of size and type specifications. As such, this section is primarily for graphics designers and those looking to develop graphics for the website themselves.

Top Banner



Width: 1920px

Height: Variable; ≤ 530 px preferred (special justification for larger heights will be required)

Considerations: The graphic can be a single link element (i.e., clicking anywhere on the picture will take you to the same place)

Secondary Menu Graphics



Width: 447px

Height: 276px (exact preferred, but special cases may call for larger or smaller)

Considerations: This can be broken up into multiple graphics not to exceed 276px in height (unless previously approved by marketing). Multiple pictures can be



flushed (i.e., zero margin/padding) or separated, as long as the total vertical height $\leq 276\text{px}$.

Sidebar Graphics

Width: variable

Height: variable

Considerations: The sidebar is responsive and can accommodate any sized graphic. However, steps should be taken to ensure that any text on the graphic will be legible when the graphic is scaled down on smaller screens.

In-Post/Page Graphics

Width: variable

Height: variable

Considerations: Posts and pages on the site can accommodate any sized graphic. However, steps should be taken to ensure that any text on the graphic will be legible when the graphic is scaled down on smaller screens.