Where's Waldo?
Finding and Communicating Outreach Using Innovative Website Technologies

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Welcome/Session Overview

- Background and processes that smoothed the way
- Interactive demonstration
- Communicating impact
- Challenges and next steps
- Summary
- Discussion/Questions
Background and Processes that Smoothed the Way

- Integrated with campus strategic plan
Background and Processes that Smoothed the Way

• Framed by campus definition of outreach & engagement
At CU-Boulder, we define outreach and engagement as the ways faculty, staff, and students collaborate with external groups in mutually beneficial partnerships that are grounded in scholarship and consistent with our role and mission as a comprehensive, public research university.

For faculty, outreach rooted in scholarship enhances teaching, research, creative work and service while addressing larger societal issues. For students and staff, community engagement and service projects link campus teaching and learning to civic responsibility and community well being. For communities, partnering with CU-Boulder increases the capacity to address important social, economic and cultural issues. At their best, outreach and engagement activities provide significant learning and growth opportunities to faculty, students, staff, and partnering communities.

Whether through research projects, teaching activities, civic engagement or service learning, the reciprocal nature of outreach and engagement enriches both our academic mission and the communities we serve.

Endorsed by the CU-Boulder Council of Deans, February 16, 2010
Background and Processes that Smoothed the Way

- Conceived collaboratively
  - Assisted by a representative workgroup
  - Informed by similar work at peer institutions
  - Identified target audiences and how best to organize diversity of programs
  - Required a dynamic, flexible structure
Communicating Impact

- Website Impact - Google Analytics

**Site Usage**
- 13,314 Visits
- 45,557 Pageviews
- 3.42 Pages/Visit
- 55.87% Bounce Rate
- 00:02:33 Avg. Time on Site
- 65.80% % New Visits

**Visitors Overview**
- 8,839 Visitors

**Map Overlay**

**Traffic Sources Overview**
- Referring Sites: 9,601.00 (72.11%)
- Direct Traffic: 3,143.00 (23.61%)
- Search Engines: 570.00 (4.28%)

**Content Overview**

<table>
<thead>
<tr>
<th>Pages</th>
<th>Pageviews</th>
<th>% Pageviews</th>
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<tr>
<td>/</td>
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Communicating Impact

• Broader Impact of Outreach Programs
Challenges and Next Steps

• Keeping the website fresh
  ➔ Finding and adding new information

• Internal and external communication
  ➔ Creating a strategic communications plan

• Responding to external requests
  ➔ Work in progress
Summary

• Look at campus culture
• Integrate work with existing campus initiatives
• Collaborate with appropriate campus groups
• Identify target audiences
• Be flexible and responsive
• Have a communications plan
Discussion and Questions

• How might you and stakeholders on your campuses use similar web technologies?
• Would you organize things differently for your campus?
• Other questions or comments?
Thank you!