

# University of the Highlands and Islands

## 2014 One-Web Report



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## Summary

The university and partner websites are managed using a free Content Management System (CMS) called Plone as part of an approach known as the One-Web Project. This report summarises One-Web activity during 2014.

## Statistics / Usage

Webteam (see Appendix 1 – Webteam) use Google Analytics (GA) to report on, monitor and interrogate website usage. GA is in place on all One-Web sites.

There were **over 10.5 million views** of One-Web pages, representing an estimated **£700,000 of value**<sup>1</sup>. In particular, the website facilitated 4000+ clicks out to UCAS, 65,000+ Internal Application clicks and 3,700+ international application form downloads.

Over and above using the gathered data to inform website development and changes, webteam offer two services :

### Reporting

Reports (known as dashboards) are created and then automatically distributed to interested staff on a regular (largely monthly) basis. Around 400 reports are distributed in a year to more than 40 people. Key information for [www.uhi.ac.uk](http://www.uhi.ac.uk) is published on the intranet at <http://intranet.uhi.ac.uk/marketing-and-communications/web/dashboards>.

### Ad-hoc investigations in response to enquiries

Colleagues can ask for information / reports based on any enquiries, thoughts or ideas they may have. This could inform how a new course is shaped, how to develop an existing course, how to market elements of our provision, tell us which technologies our users are favouring or where they are based. Through the year these have been requested to help prepare for meetings, to review sites ahead of further development or to measure the success of activities.

## University website spend

The annual web budget for [www.uhi.ac.uk](http://www.uhi.ac.uk) was approximately £20k, the bulk of which was spent on Google AdWords advertising in direct support of marketing objectives.

### Pay Per Click (PPC)

Having experimented with 3<sup>rd</sup> party managed advertising, the university took the decision to move this activity in-house as, with our level of spend and short-notice campaigns, we were spending almost as much on management fees as on actual advertising.



We divide our PPC activity into 2 areas :

### Online Learning

This drives traffic to our Online Learning pages at <http://www.uhi.ac.uk/en/studying-at-uhi/online-learning> with the intention of driving interest in our online provision both at home and abroad.

In 2014, we spent £5416.06 which brought 33616 pageviews (1.2% of our total external pageviews) from countries including India, Pakistan, the Philippines, Indonesia, Bangladesh, Sri Lanka, Malaysia, South Africa and Egypt.

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<sup>1</sup> 'value' is calculated by assigning a notional figure to key actions. We focus on course information views (50p), prospectus downloads (£5), UCAS clicks (£50) and International Application Forms (£100).

## **Hero Courses**

Originally intended to promote a suite of courses which were thought more likely to encourage students to move in order to study with us; this campaign has been refined over time as we learn about the search / market behaviour of our target audiences. Courses which perform well are refined and courses which either do not perform or are disproportionately expensive to promote are removed. These are replaced with 'new to market' courses.

In 2014, we spent £3116.47 which brought 5913 pageviews (0.2% of our total external pageviews) from cities including London, Inverness, Edinburgh, Glasgow, Manchester, Aberdeen, Brighton, Leicester and Liverpool.

## **Technology**

Our web technology is largely static, operating in a maintenance mode rather than any programme of significant developments / projects.

### **Netsight**

Netsight are a 3<sup>rd</sup> party IT company well thought of in the Plone community. We worked with them to implement our refreshed homepages (and other associated pages) and following that work, engaged in a 6 month Plone support contract. During that period, Netsight refocused their Plone activity on Intranet solutions; effectively removing the service we require from their portfolio.

### **Upgrades**

Two important upgrade activities were undertaken. The first was to improve performance and involved reworking how the various elements of our web infrastructure work together. This improved performance both internally for webteam during development work and, more importantly, for users visiting our site. The second upgrade both took this work further by upgrading us to the latest 64bit infrastructure recommended by Learning and Information Services (LIS) and upgraded the version of Plone we use to help with ongoing maintenance and development.

### **Content Panels**

Over time, we have made significant use of a Plone module called 'Content Panels' to provide many of our home/landing pages. This has been retired by the Plone community and the replacement was not available for our version (which is part of what prompted the upgrade work covered above). Consequently, webteam have been working to redevelop any pages making use of content panels. We have taken this opportunity to implement our new design which has the additional benefit of improving the page performance on small screen devices such as mobiles, tablets, etc.

## Selected Tasks

### Webteam Calls

In the region of 3000 emails came into [webteam@uhi.ac.uk](mailto:webteam@uhi.ac.uk) over the course of the year ranging from minor maintenance and assistance to larger tasks or more complex developments.

### Development Website

The Development Trust needed a new design as their existing site had been in place for many years. The Trust sourced a 3<sup>rd</sup> party designer who delivered files for webteam to convert onto Plone. The completely redesigned site went live in September <http://www.development.uhi.ac.uk/> in support of the launch of our scholarship fund.



### Gaelic Language Content

We have significantly increased the amount of Gaelic language content, focussing on the About Us section. This is both in line with our outgoing Gaelic Language plan and useful in showcasing the effectiveness of the multi-lingual capabilities of our site.

### NAFC Marine Centre

We converted the NAFC website onto the One-Web platform and delivered training in Shetland. Over and above the core benefits of One-Web, this has resulted in a recurrent cost-saving for NAFC as they no longer use a paid-for 3<sup>rd</sup> party service. <http://www.nafc.uhi.ac.uk/>

### Perth College One-Web

We have prepared a site for Perth College to join One-Web. Perth are in the process of gathering, reviewing and editing their content ahead of going live. <http://perth.dev.websserver4.uhi.ac.uk/>

### Graduate Profile Section

An improved method of storing and navigating our graduate profiles was developed and launched. <http://www.uhi.ac.uk/en/students/careers/students-graduates/options-after-your-course/what-do-uhi-graduates-do>

### 2015/16 Recruitment Activity

Webteam have been directly supporting 2015/16 recruitment activity with Pay per Click (PPC), web statistics and dedicated landing pages for the other activity, especially the TV campaign.

## Looking ahead to 2015

In addition to the type of tasks discussed above, webteam expect to be working on :

### Responsive Design

Responsive design describes the work undertaken to consider how our pages display on all screen sizes. Key pages such as the homepage, course pages, campus pages and new landing pages have already been made responsive. The goal is to cascade this work to all One-Web sites.

### CMS Replacement

In line with the business risk raised in 2014 regarding support for Plone, a business case in support of Plone's replacement has been prepared. In the event that this business case is accepted and funds are made available, this will give rise to a significant project.

Should the business case not be accepted, then a change in approach to our website management will be required which, in itself, will generate significant work.

### Strategic Plan

The forthcoming Strategic Plan and any related organisational changes are expected to have a direct impact on our digital activity. Whether this affects how the web is supported or the tasks and priorities identified, it is expected that supporting the plan and its outcomes will significantly influence our web work.

### Gaelic Language Content

Under the new Gaelic Language Plan, webteam have nominated a Gaelic champion and they will continue to grow the volume of bi-lingual content on the site in conjunction with the Gaelic Officer.



## Sector Activity

Sector developments and trends are monitored through the Institutional Web Managers Workshop (IWMW), Scottish Web Folk and personal/professional networks. Items of interest are :

- A definite shift from narrowly considering 'web' to broadening scope and ensuring a more joined up approach to all things 'digital'. Of key importance is that this is an organisational shift – it's not about technology in isolation; rather it's about how organisations respond to customers in a digital age. Concepts such as Digital Transformation, Digital Adaptation and Digital Experience Management are becoming commonplace in discussions and related plans.
- Some universities, either through embracing digital or in recognition of the scale of the task, have been significantly increasing their resource. The University of Bath operate a team of 14 (<http://www.bath.ac.uk/marketing/webservices/about-us.html>) and the University of Strathclyde initiated a project with similar resource.
- Other universities are undertaking significant projects without quite the resourcing of Bath and Strathclyde. Edinburgh are both launching a new CMS and governance approach and further bringing colleagues into their equivalent of One-Web (some 70k+ pages are under this umbrella!). Aberdeen are researching their approach from a digital perspective almost from first principles, considering data warehousing, coding standards, pattern libraries, enterprise service buses, structures, etc., all in partnership with KPMG and Precedent.
- Dundee and St Andrews are each working to pull together digital staff from across their respective organisations into a single management structure.
- Glasgow Caledonian are investing significantly in online advertising for specific international target markets.

## Appendix 1 – Webteam

The webteam is based within Marketing, Communications and Planning as part of Executive Office. Webteam support the main university website and intranet, 10 partner websites, the management school website, the development trust website and the UHISF website. Webteam also maintain the university's image library.

Each One-Web partner has a nominated contact who works with the webteam. It is worth noting that **none of these staff are dedicated to web work**; all have at least one, if not multiple, other responsibilities; indeed 2 of the contacts are senior managers at their respective colleges.

### Staff

The webteam is 4FTE when at full strength and is supported by the Web Engineer (Piotr Wiatrowski) from LIS.

<b>Role</b>	<b>Name</b>	<b>Location</b>	<b>FTE</b>
Web Manager	Duncan Ireland	Ness Walk	1
Web Content Officer	Ann Neilson	Ness Walk / Homeworking	0.5
Web Officer	Paul Walker	Centre for Nordic Studies, Kirkwall	1
<i>Web Officer</i>	<i>Vacant</i>	<i>TBC</i>	<i>0.5</i>
Digital Marketing Officer	Jessica Beattie	Ness Walk	1