

University of the Highlands and Islands

2016 One-Web Report



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Summary

The university and partner websites (with the exception of Sabhal Mòr Ostaig and SAMS) 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 2016.

Statistics / Usage

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

There were **over 9.75 million views** of One-Web pages, representing an estimated **£924k of value**¹. In particular, the One-Web sites facilitated 6800+ clicks out to UCAS (13.3% up on 2015), 116k+ Internal Application clicks (19% up) and 4600+ international application form downloads (11% up).

Over and above using the gathered data to inform website development and changes, Webteam offers 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 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

Our 2016 non-project spend across One-Web sites was approximately £17,500, spread across Google Site Search, YouTube PayPerView (PPV) and Facebook advertising. We also re-tested LinkedIn advertising.

As with 2015, our experience remained that spend in the region of £500 across 5-10 days returns the best results. These adverts are targeted geographically, by demographic and by areas of interest.

Facebook

We invested £14,635.69 in Facebook paid-for activity. In addition to our focussed spend on formal adverts, we have blended in the use of boosted posts to help ensure our audience remains engaged and to offer quick boosts for specific activities.

Google AdWords

Based on 2016 experience, we allocated only £1087.38 to AdWords. All spend was on YouTube PPV in support of Clearing.

¹ '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).

LinkedIn

Experience from 2015 showed that LinkedIn has not yet reached critical mass in terms of offering us a significant ROI for PPC activity. We continue to be open to the possibility and did trial activity in support of both Nursing activity and the Merika European conference day.

Partner Pay-per-click (PPC) Support

We supported Moray College UHI directly and other partners through consultancy with PPC advertising. This helps with de-conflicting adverts from within the partnership (many of our audiences and courses overlap so it is possible that parts of the partnership could end up bidding against each other thereby driving up cost for all concerned) and to save the cost of management fees.

Technology

Our live web technology has been largely static, operating in a maintenance mode rather than any programme of significant developments / projects. However, we have been working through a project to deliver a new CMS.

New CMS

Terminalfour Sitemanager - T4 - is our new CMS. The project to migrate the university website - www.uhi.ac.uk - to this new technology was around 85% complete as at end-2016.

- Webteam have been trained
- The software has been installed and configured in the cloud
- A new database hosting our course information has been created in order that course information will update more frequently and automatically integrated with SITS
- The building blocks in the new system to deliver our design are in place
- We have tested the automatic migration of our content from the old Plone site to the new T4 site and will be refining that process in 2017 ahead of go-live
- Communications have been delivered to staff via the Digital Roundup email, intranet (<https://intranet.uhi.ac.uk/marketing-and-communications/web/terminalfour>), Echo and the Newsletter.
- Notes of interest in training are being taken ahead of delivering training in 2017 for staff who have responsibility for maintaining content
- The new tool is scheduled to go live in February 2017.

With the university website migrated, our focus will move to bringing all other One-Web sites onto the new platform and retiring Plone.

SAMS are also going to be making use of T4 and have started work on their new design in the new system. Their hope is to gradually migrate their site, starting with Education content. By making use of this shared service, SAMS ensure they can call on support from the webteam in the event that their web manager is absent / on holiday. Webteam also benefit from having another trained administrator in the partnership to discuss ideas, approaches and possible collaborations.

Selected Tasks

Webteam Calls

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

Staff Training

Several CMS training sessions have been held with relevant staff over the past year. These sessions will be reworked in 2017 to introduce staff to T4.

Digital Roundup

The digital roundup is a monthly email sent to anyone who has expressed an interest in digital matters. It has been well-received by partners and will continue into 2017. It is used for a mix of tips, best practice, communications and canvassing opinion.

Gaelic Language Content

We continue to grow the amount of Gaelic language content on the university site, overseen by the Webteam Gaelic champion. With the new CMS we will be looking to enhance functionality for GD content, in particular with workflow relating to managing changes to EN content which has a GD translation.

2016/17 Recruitment Activity

Webteam have been continuing to directly support 2016/17 recruitment activity with PPC, web statistics and dedicated landing pages.

Nursing

With Nursing moving to the university from the University of Stirling, there has been significant activity to promote our offering of the course. This has been a particular focus for digital activity. This work has clearly borne fruit with the Nursing course page being the 11th most visited course page for the year despite having only been launched in late-August.

Video Content

Webteam continue to be involved in the creation of new video content to support wider university activities. Graduate profiles and short subject specific videos have been delivered whilst schools highlights are in planning.

Design

Building on last year's responsive work and in preparation for the move to T4, further work has been done on how our design is delivered. Although the aesthetic of the pages remains the same, the underlying markup is much improved and will pave the way for simpler maintenance and development in the future.

Image Library

The Digital Marketing Officer is responsible for commissioning and art-directing our photography and uploading it to the image library. In concert with the Web Content Officer, improvements continue to be made to the organisation and curation of imagery within the library. Documentation has been improved and a process for approving image downloads has been put in place to ensure images are used to best effect.

Search Engine

The Google Site Search (GSS) has proven its worth by allowing us to both customise our results (e.g. remove old or inaccurate results from the search) and to promote specific items (e.g. use an advert style approach to present results at particular times or in response to particular keyword searches).



Management School

The Management School website has been moved into the main university website. This will be further developed in concert with Management School staff.

Facebook / Instagram

Our Facebook presence had another excellent year – more likes, engagement, messages, sharing between partnership pages – and it has proved a useful paid-for platform to augment other marketing activities.

Facebook as a company have been heavily pushing Instagram as a platform and we have been investigating its use in parallel with Facebook. As we are still early in the process, growth is still slow and organic, but it has proven worthwhile in engaging with a more visual medium, very suited to some of our locales and activities.

Moray College UHI

Webteam continue to offer an enhanced level of support to Moray College UHI under a service level agreement (SLA).

Looking ahead to 2017

In addition to the type of tasks discussed above, Webteam expects to be working primarily on migrating One-Web to T4. The more sites we have on the new platform, the greater the impact of any development work we do. T4 allows us more freedom to fine-tune our web sites and frees webteam resource by automating course updates and making it simpler for our editors to maintain their own content.

Projects

It is expected that significant work will flow to the webteam from the GMBA project, CMA review and paperless admissions project.

Vacancy

Webteam will be recruiting for a Web Officer vacancy early in 2017. Currently a 0.5FTE post, it is hoped that this will be expanded to a 1FTE post in recognition of the importance of One Web as a shared service.

Appendix 1 – Webteam

The Webteam is based within Marketing, Communications and Planning as part of Executive Office. Webteam supports the main university website and intranet, 11 partner websites, 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 and is supported by the Web Engineer (Piotr Wiatrowski) from LIS.

Role	Name	Location	FTE
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
Web Officer*	Jillane McGhee	Ness Walk /Homeworking	0.5
Digital Marketing Officer	Jessica Beattie	Ness Walk	1

* This post is vacant as at early 2017