

Digital Communications Executive Enhancement Projects Phase 3.1 (January – June 2019)

Major Projects that could impact timelines: This timeline may be modified to reflect changes or disruptions in staffing or individual unit readiness.

PROJECT	SPONSOR(S)	Start	Status	Completion
Local Application for Admission Annual work done to update the local applications for admission.	Dan Shipp and Deb Smith- Howell	TBD	TBD	TBD
Graduate Application Go-live Aug. 1 with changes to links and content for graduate application.	Dan Shipp and Deb Smith- Howell	January 2019	In Progress	August 2019

Proposed Projects Outline: These dates and proposed timelines do not account for potential disruptions caused by the major projects noted above.

Ongoing Support for Business and Finance Sites and Sections In the absence of a lead, ongoing support for various units.	TBA	Ongoing	TBD	TBD
cms.unomaha.edu Upgrade The CMS upgrade for accessibility and security features to Version 8.11	Bret Blackman	December 2018	COMPLETE	January 2019
Existing HR Policies Added to Campus Policies ie: Sick Leave and others currently scattered put at unomaha.edu/policies	Doug Ewald	January 2019	COMPLETE	April 2019
Accessibility Upgrades Visual and backend design changes to help with accessibility requirements.	Bret Blackman and Makayla McMorris	January 2019	COMPLETE	April 2019
Flood Efforts Hub and News Page and news items supporting efforts to help with Nebraska 2019 Floods.	Makayla McMorris	March 2019	COMPLETE	April 2019
credentialed.unomaha.edu Dashboard and credentialed login pages for access to institutional data.	BJ Reed and Bret Blackman	Fall 2018	COMPLETE	April 2019
Mobile App Phase 4 Addition of Campus Visit Content in the Mobile App and on unomaha.edu	Dan Shipp and Makayla McMorris	February 2019	COMPLETE	April 2019
Enterprise Social Media Expansion Implementing tool to expand from four to 20 seats across campus.	Makayla McMorris	October 2018	COMPLETE	April 2019

Navigation Design Changes for accessibility as well as overall usability and visual updates.	Makayla McMorris	November 2018	COMPLETE	May 2019
New Cross-College Centers STEM and other examples of centers websites not connected to one college.	Deb Smith-Howell	March 2019	COMPLETE	June 2019
Advising 2.0 Journey mapping and updating current channels to help many audiences.	Dan Shipp	May 2019	COMPLETE	June 2019
Sustainability Updates Removal of Center as well as additions of expertise map and minor edits.	Sasha Kopp	July 2019	In Progress	August 2019
Brand and Digital Guideline Updates Annual review of UComm services and brand guide for training and templates.	Makayla McMorris	June 2019	In Progress	August 2019
Department/Center Homepages Using similar unomaha.edu homepage design to do Dpt/Center homepages.	Bret Blackman and Makayla McMorris	June 2019	In Progress	September 2019
Majors and Programs 2.0 Improving Majors and Programs page including design and content.	Dan Shipp and Makayla McMorris	June 2019	In Progress	September 2019
Section 2.0 (Student Success) Revisiting a section or site for an IA and content refresh in fall 2017.	Dan Shipp	June 2019	Discovery	TBD
BeAMav CRM/CMS Integrations Section of 5-6 landing pages to support marketing efforts of recruitment.	Dan Shipp and Makayla McMorris	June 2019	Discovery	TBD
Form Tool (Clive) A new form tool implementation and governance offered by Cascade.	Bret Blackman and Makayla McMorris	April 2019	In Progress	TBD
Redirects.unomaha.edu 2.0 Enhancements of our tool to help with Short URL/Vanity Marketing URLs.	Makayla McMorris	February 2018	In Progress	TBD

Backlog, Proposed and Tentatively Approved for Review: These projects were proposed but it is uncertain how much work is needed. However, the executive committee will need to approve/prioritize for 2019 “Enhancement Phase 4” or beyond:

Academic Calendar Authoritative source of Academic Year at registrar.unomaha.edu/calendar	TBD	TBD	TBD	TBD
Profile Pages 2.1 Continued additions to Profile Pages and potential Directory Updates	TBD	TBD	TBD	TBD
Site Search Improvements Allowing users to search within a section or other topical areas.	TBD	TBD	TBD	TBD
Camps Website Enhancement Using the API from the camps vendor to increase search and usability.	TBD	TBD	TBD	TBD
Milo Bail and Services Request to update templates and reorganize content better.	TBD	TBD	TBD	TBD
Services Tags/Template Office and departments searchable template and aggregate page.	TBD	TBD	TBD	TBD
Analytics Upgrades eCommerce Settings with vendors (Wellness, Camps, Bookstore, Apply).	TBD	TBD	TBD	TBD
Google AMP Format A technical design change to rank higher in google search on news.	TBD	TBD	TBD	TBD
Support Services Refresh An update to current content and templates to make content better.	Doug Ewald	July 2018	On Hold	October 2018