UNIVERSITY OF CALIFORNIA
**Agriculture and Natural Resources**

Integrated Web Platform: Summary

The Current Situation

Poor User experience. Our current web (site-builder-based) ecosystem is outdated and not user- or search-friendly. It is difficult for our audiences to find what they're looking for, and the inconsistency of both user experience and visual design across our sites adds to audience confusion about the brand, impact, value, and credibility of UC ANR.

Mixture of content. The system also creates inefficiencies and challenges due to the comingling of internal and external content (human resources, development, and internal communications).

The Goal

Implementing an integrated web platform that meets/exceeds the level of quality at peer institutions will provide audiences with timely, user-friendly access to the information they need. The integration of customer relations management (CRM) will enrich the use experience. The capture of select user will allow deeper engagement with UC ANR; helping to drive the user towards areas of interest such as course enrollments, volunteer sign-ups, purchases, donations and direct engagement with UC ANR experts.
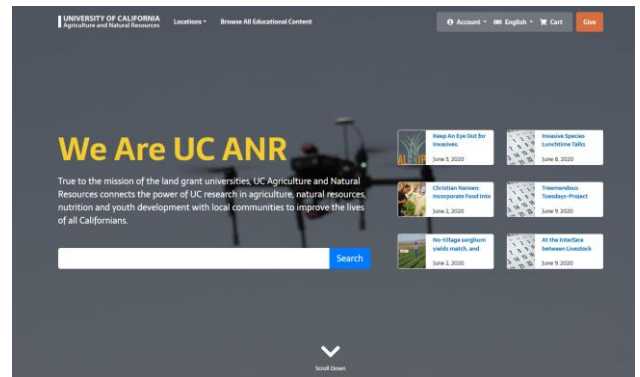
The IWP will have a common layout with a daily refreshed look.

Element of the IWP

This project will modernize the UC ANR web platform and organize the division's educational information to make it much more discoverable. The shift will be driven by proven, taxonomy-driven content strategy principles. The new interface will drive increased engagement with UC ANR's programs, services and fundraising efforts; bring an appealing, modern, and user-friendly design to the Division's web presence. A further element of the IWP is to improve the organization and discoverability of internal-facing (UC ANR employee) information.

This project requires a modern, cloud-based technology platform, a taxonomy-driven content strategy, and a unified branding strategy.

The Result

Once the digital platform delivery is complete, it will:
- Make ucanr.edu an appealing public face for the Division
- Reinforce UC ANR's identity as the go-to resource in California for questions about agriculture, the environment, nutrition, youth development and more
- Increase the utility and discoverability of UC ANR's educational content, news and event information
- Provide clean, user-oriented top-level navigation and information filtering by subject
- Refresh all UC ANR websites with modern design elements
- Resolve major brand inconsistencies across the Division's web presence
- Better showcase the impacts of UC ANR's work and how people can be involved—whether volunteering or offering financial support or even participating in citizen science

Developed with input from Petr Kosina, Scott Mautte, Cheryl Reynolds, Lauren Snowden, Mark Bell, Dustin Blakey, Jodi Azulai, David Lewis and Linda Forbes, © **UC ANR July 2020**

- Improve internal processes for management of content on the high-level pages of ucanr.edu
- Incorporate Customer Relationship Management software to support increased engagement with all UC ANR clientele
- Allow for a number of future integrations such as an employee portal
- Deliver a more interactive and collaborative experience

Phases

Phase 1 (July 2020-July 2021):
- All-new main ANR website built on the latest technology with key social media and other CRM-related integrations
- Migration of existing web sites from Site Builder to the new platform. Each site to be migrated must demonstrate clear value and have responsible stakeholders who will continue to maintain it. Site Builder sites that have been abandoned, are outdated, or stand to be replaced by more strategic solutions on the new platform will be archived
- UC ANR branding guidelines will be used to support the content delivery on the website and applied across all UC ANR
- Content management strategy and taxonomy with clear governance guidelines for reviewing, publishing and maintaining content

Phase 2 (July 2021-July 2022):
- Revamp of the UC ANR Portal. Some have referred to this concept as the "Organizational Intranet." Many of the same principals applied to the public-facing web experience will be applied internally, for employees
- Additional integrations, potentially including e-commerce systems

Links to Proof of Concept Website

Note: The demo site is currently in a 'development' environment. These links are subject to change.

1. "ambient" video background, animations, collaborative designs:
   http://dev-ucanr-iwp-poc-composer.pantheonsite.io/
2. Big Dig Day takeover sample:
   http://dev-ucanr-iwp-poc-composer.pantheonsite.io/home3
3. "Fresh everyday" sample; see a new image each time you hit "refresh":
   http://dev-ucanr-iwp-poc-composer.pantheonsite.io/home4
4. Live streaming event sample:
   http://dev-ucanr-iwp-poc-composer.pantheonsite.io/home5

IWP Committee

Overview: Tu Tran & Wendy Powers

Committee: Linda Forbes; Jim Downing; Mark Bell; Dustin Blakey; Lorna Krkich; Sherry Cooper; John Fox; Jim Farrar; Missy Gables; Sree Mada; Jon Wilson; Mark Lagrimini; Bruce Linquist