DEPARTMENT WEB FRAMEWORK

TOGETHER WE WILL: BUILDING A COLLEGE-WIDE WEB FRAMEWORK

The Department Web Framework is free to departments in the UW College of Arts & Sciences. We build and host websites for Arts & Sciences departments, so they can focus on writing and editing the content.

AS OF FEBRUARY 2015

18 Department sites
72 Department web editors

ACCOMPLISHMENTS

- Common web platform (Drupal) with shared features
- Consistent and user-tested navigation schemes
- Strong university and college branding
- Mobile-friendly, responsive design
- Increased compliance with accessibility, security, and privacy guidelines
- Increased collaboration between departments and College marketing staff
- Reduced or eliminated department costs for technical staff and vendors

FEEDBACK

"Thanks so much for working with us in building this beautiful website. I very much valued your clarity, efficiency, and attention to detail throughout this process. It felt very good to be listened to and to have our department ethos and goals reflected in the site design."

"Thank you! You ROCK!!!"

"AH! So exciting! This website is SO interactive, navigable, and innovative. Happy that I'm featured in it."

"You have all been AMAZING AMAZING to work with. The site looks fantastic! I'm pretty thrilled."

GOALS AND OBJECTIVES

- Provide departments with a well designed, informative website that reflects the culture and personality of the unit
- Ensure department websites are on brand with University guidelines
- Enhance the ability of departments to update content
- Offer departments ongoing maintenance and technical support so websites continue to function

BUILD PROCESS

We start with a base website structure that has already been selected to meet the needs of academic units.
- Each department convenes a committee of 3-5 faculty, staff, and students.
- The committee meets regularly with web and marketing specialists from the College to make decisions about the design and organization of the new site.
- Our web specialist builds the site and trains department editors.
- Department faculty and grad students preview the site.
- The old site is archived offline and the new one is launched!
- Timeline: typically 12-14 weeks.

ONGOING SUPPORT

- Training for new staff or re-training as necessary.
- Responding to questions, feature requests, and bug reports.
- Applying server and application updates.
- Mailing list for communicating with editors about system changes, new features, and other items of interest.
- Quarterly users group meeting to share ideas and best practices.

PARTICIPATING DEPARTMENTS

American Ethnic Studies
American Indian Studies
Asian Languages & Literature
Classics
Comparative History of Ideas
Comparative Literature
Dance
DIARTS
French & Italian Studies
Gender, Women & Sexuality Studies
Germanics
Law, Societies & Justice
Linguistics
Music
Scandinavian Studies
Slavic Languages & Literature
Spanish & Portuguese Studies

UPCOMING

2015: Economics, Philosophy, Political Science, Sociology
2016: Anthropology, English, Geography

REACHING A WIDE AUDIENCE

Department websites have a diverse audience: prospective and current students, faculty here and at peer institutions, staff, alumni, donors, and friends.

IN NUMBERS

Since our first Department Web Framework site launched in March 2012, our sites have served over:
1.1 million visits
3.5 million pageviews

PAGEVIEWS OVER TIME

PAGEVIEWS BY DEPARTMENT