

MySelkirk Staff Intranet

Project Summary & Site Overview

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1.0 Project Overview

In 2010, the Selkirk College Communications Audit identified four areas which act as barriers to excellent internal communications at Selkirk College: timeliness of receiving information, the quality of the information, the method of delivery and communication skills.

To overcome these barriers and look to improve internal communication, MySelkirk will help provide institutional and communications on a timely basis and provide a hub for employee communication and interaction.

Internal research has identified that employees need a website that gives them access to Staff Resources, HR, Forms, Policies, Helpdesk and many other functions they need to do their jobs. Currently these functions are located within www.selkirk.ca and are diluting the messaging of selkirk.ca away from its target audiences – prospective students and their influencers.

MySelkirk is also intended to supplement the internal newsletter (Grapevine) that communicates softer Selkirk Community news such as weekly updates, news, HR Matters, The Gallery, What's Happening, Bits n' Bytes and Classified Ads. MySelkirk has been identified as a more consistent hub for this information than a bi-monthly pdf emailed.

The vision for MySelkirk is an intranet that offers staff timely, relevant and needed information which will contribute towards enabling employee engagement. The objective is to create a functional and high-quality intranet that will:

- Improve communication to and interaction with the college's community of employees;
- Help transmit and receive clear, concise, informative, timely and transparent information;
- Provide a "one-stop shop" for disseminating internal information which is not appropriate to share with the general public;
- Be a tool that helps staff to access information they require to do their jobs or to provide service to students; and,
- Research, study, understand and build web products to continually enhance our audience's User Experience.

With respect to current scope or functionality, MySelkirk is intended to be a "communication and information sharing intranet" with a few areas of self-service for the purposes of this project. At this stage of development, implementing a *Self-Service Portal* or *Personalized Digital Dashboard* are not feasible but are considered for the future. Within 2012, the site will include *Discussion Forums* and *Comment Sections* which will allow employees to interact with each other in a forum private to the college only.

1.1 Project Success Criteria

As outlined within the MySelkirk Requirements and Deliverables, the following aspects will determine the success of the project:

- The project deliverables were met on time and on budget;
- The site is visited consistently by the college's community of employees;
- The site is accessible to employees (time, hardware, software and login);
- The site is compatible with Selkirk's current IT platforms (i.e., LAMP stack).

We will look to measure the success by whether:

- Users can perform their top tasks as identified by analytics and survey (measured & verified by usability testing);
- Users go to MySelkirk as their "first stop" for internal college information (verified by analytics); and,
- Users actively participate in the intranet (measured by number of people commenting, number of comments, forum usage, new content submitted by the community).

2.0 Site Navigation

The site has three main areas for navigation:

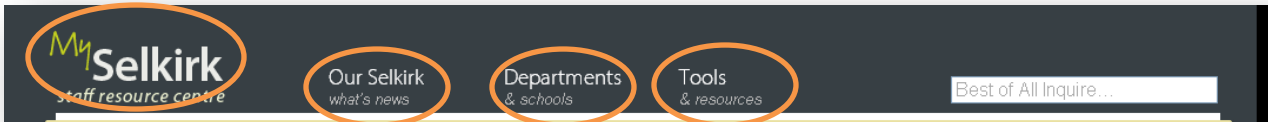
- Primary Navigation / Header
- Secondary Navigation
- Footer

Taking the time to learn these main sections of MySelkirk will greatly improve your ability to access information. The sections are clearly identified and logically organized.



2.1 Primary Navigation

The primary navigation for the site is found at header section of each page and is currently divided into four main sections.



- **MySelkirk (homepage)** will primarily feature the latest news, internal events, updates and some HR news. These features will link to the complete articles that will appear within either Our Selkirk or Departments sections of the site.
- **Our Selkirk** is essentially *The Grapevine* with a few extras sections featuring social media and the success of our learners.
- **Departments & Schools** will have important descriptions of the teams, functions, policies, tools and communications for each department. There is currently only content for the Departments but will expand to include internal content for the School in 2012.
- **Tools & Resources** are the staff resources we have been using on selkirk.ca. It is organized by: Dates & Schedules, Helpdesk & Web Submissions, Room Bookings, Additional Tools and Instructor Tools.

2.2 Secondary Navigation

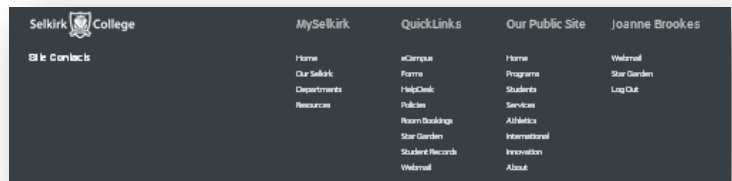
The left hand side navigation is a subset of the primary navigation. For example, under the primary section of **Our Selkirk**, the secondary navigation circled on the left hand side has the sub-sections:

- Featured Stories
- What's Happening
- Operational Updates
- Celebrating The Learner
- Our Social Campus
- The Classifieds



2.3 Footer

The footer repeats the main sections of the Primary Navigation/MySelkirk, provides some Quicklinks and access to our public site. The Quicklinks are just some of the tools that are provided within the Tools & Resources section.



3.0 Page Designs & Feature Tools

MySelkirk has been designed with various feature tools to highlight important content, quick tasks and important downloads for each page.

3.1 Feature Links

Located at the top right, these four links are designed to be the four most visited parts of each page (E.g. In the HR section, Payroll, Benefits, Pension and Forms are top priority sections of content).

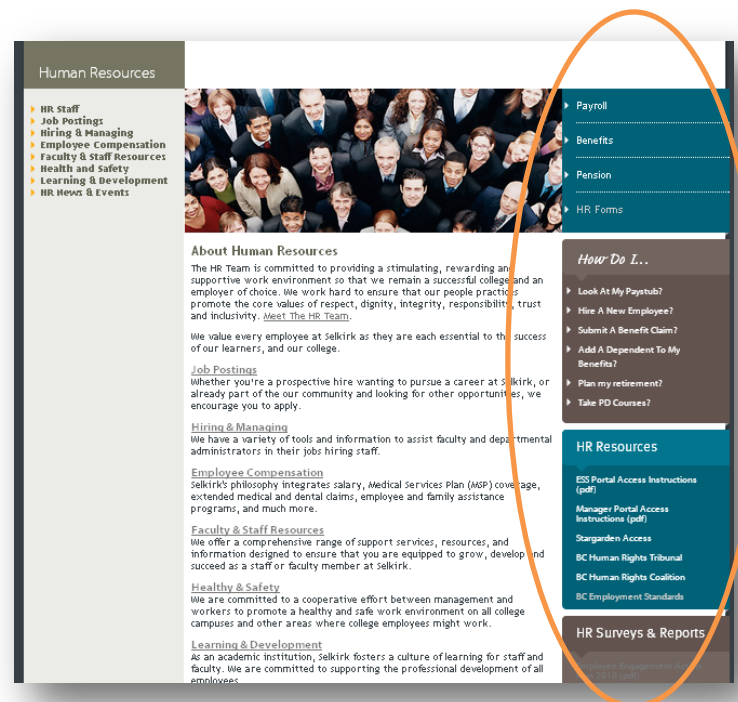
3.2 How Do I (Top Tasks)

These tasks are the Top Tasks for each section (E.g. In the HR section, examples are "How do I look at my paystub? How do I submit a benefit claim? Etc)

3.3 Feature Content Boxes

These boxes highlight content that may be important such as a new department initiative, important downloads or forms etc.

Should the page content not have any specific content that requires highlighting, these boxes will not exist on the respective page.



4.0 Homepage Overview

The content for the homepage is broken out into nine highlighted sections that each lives within the website elsewhere.

- Featured Story.** This content will be the main article of interest over a weekly or bi-weekly period that will range in topic from institutional, success story from staff or student to a large event summary (e.g. Gala event) etc. It will always be supported by a large picture.
- Internal Event.** These events will be either entirely internal such as training sessions or will be external but will contain internal communication around the external event. They will be listed rather than in a calendar form for this phase on MySelkirk.
- Operational Update.** These updates will contain content such as policy changes/reminders, organization around initiatives as well as updates from various committees.
- What's Happening.** This content is similar to the news that was published in Bits n Bytes and Weekly Updates in Grapevine.
- @SelkirkPrez Twitter Feed.** This is a newsfeed that comes directly from the President's Twitter feed.
- Strategic Planning Updates.** This content will update the latest news around the collaborative strategic planning initiative and will link directly to the Strategic Planning section under the Governance section of the website.
- Exceeding Expectations.** This content highlights various successes of Selkirk staff that are inspiring each of us with their achievements. It feeds from the HR News and Events page within the HR Department section.



- **Celebrating The Learner.** This content highlights various successes of Selkirk students and alumni who are epitomizing the Selkirk College mission. It feeds from the Celebrating The Learner page within the Our Selkirk section.
- **The Classifieds.** The Classifieds are continued on from the Grapevine Newsletter in the past. This box features the most recent ad as they are sent into MySelkirk Editor.

5.0 Providing Content For Submission

5.1 Online Submission

Staff can submit your content by emailing MySelkirk@selkirk.ca. The MySelkirk Editor will work with you on ensuring it meets both your needs and the content strategy for MySelkirk.

Content submitters will be required to ensure their content meets both the writing for the web guidelines and the ongoing content standards as explained below.

5.2 MySelkirk Content Guidelines

Web content has a tendency to grow and if left unattended, it will grow until your audience is unable to find the information it needs. MySelkirk is designed to improve communication within the college and be a tool that helps staff access information they need to do their jobs and provide service to students.

To do this, we need to ensure that it follows the MySelkirk overall content strategy and that when content that is submitted, is written for the web in plain language.

5.2.1 Writing For The Web

Unlike writing for print, writing for the web should be quick, concise and easy to follow for screen-weary eyes. Reading words on a computer screen is tedious. Visitors to websites are most likely scanning, grabbing the information they need and leaving again. Assume that readers will have a short attention span and write accordingly. You should make it as easy as possible for people to get the information they need about Selkirk. Consider the following tips:

- Keep it short. If possible, pages should have no more than 500 words, paragraphs no more than 70, and sentences no more than 20.
- Use simple and informal language. While bureaucratic phrases like “due diligence” are commonplace in the work world, content posted to Brock’s site should be easily understood for students and community members rushing through.
- For a page of text, use “inverted pyramid.” This term describes a writing method of putting the most important information at the top, followed by information of decreasing importance as the article progresses. If important information is buried in a page of text, web readers are less likely to find it.

- Consider your audience. Many people write for their colleagues and members of their own department. For pages designed to inform other departments, look at it through their eyes when it comes to text and presentation.
- Use the active voice, and get rid of "helper" words. Rather than *"Joe was running,"* use *"Joe ran."* Both make the writing tighter, more engaging and more immediate.

5.2.2 Ongoing Content Maintenance

We will be auditing content on MySelkirk on a monthly basis asking the following questions:

- Is the content current and relevant?
- Is the content written with the audience in mind?
- Is content written in Selkirk College writing style?
- Is the content intended for an internal audience?
- Who is the best person in the submitting department to review this content?
- Is there any content missing that needs to be created?
- Does it have appropriate design content (including images) to support the text?
- Is the page too long or too short?

Appendix A: Project Team & Related Documents

Project Team

The project is a collaborative project that includes members from the Communications & Development (C&D) and the Web Departments, with particular roles by the following individuals:

- **Steering Committee** - Directors of IT and C&D (Charles Pickens & Barry Auliffe)
- **Project Management** - Communications Coordinator (Carrie Voysey / Joanne Brookes)
- **Web Development** - Web Developers (Jason Friesen & Justin Beaulieu)
- **Visual Design / Look and Feel**- Graphic Designer (Marian Lowe)
- **Content Strategy & Development** - Communications Coordinator (Joanne Brookes)
- **Site Communication & Promotion** - Communications Coordinator (Joanne Brookes)

Related Planning Documents

- **Web Management Policy (#2505)**: outlines policy around adherence to college brand, among other things, and is applicable to all web content representing Selkirk College.
- **Website Usage Survey Report**: summarizes the results of the Website Feedback Survey completed in May, 2011 to research the ‘top tasks’ staff used the current website for.
- **Project Charter (Phase 1)**: outlines the process for implementing Phase One of an intranet. Various features/functionality such as “personalization using a dashboard of the intranet” will occur in Phase Two.
- **MySelkirk Intranet Development Process**: outlines key outputs from eight basic process steps (Analysis & UX Strategy, Specifications, Design & Develop, Content Writing, Coding & Testing, Promotion and Maintenance).
- **MySelkirk Requirements and Deliverables**: identifies terms, goals, requirements and deliverables.
- **Information Architecture Tree**: a visual map of the architecture of the site.
- **Page Layout Wireframes**: a ‘sketch’ of the basic sections of the pages.
- **Design Templates (DT-0, DT-1 and DT-2)**: Photoshop files depicting the layout, look and feel and visual image of the site.
- **MySelkirk Style Guide**: outlines all dimensions, typographic font stacks, HTML elements such as body, headings, links, block quotes, lists, forms, tables, margins, padding, borders, images, pull-quotes etc.
- **MySelkirk Content Strategy**: outlines the overall site priorities, voice/tone, target audiences, content related features (user aides, editorial features etc.), integration of new content strategies and recommendations on delivery channels for various content (e.g. website vs. email vs. social media etc.)