

Selkirk.ca Website Project Update

March 2023 – Phase 1: Website Launch

Project Overview

- Selkirk College carried out a procurement process and selected Northern Commerce out of Ontario to design and build a new website using the latest version of Drupal. (9)
- A discovery phase was launched to gain user insight and feedback on the current site. This included various technical and creative internal sessions, student focus groups, a detailed survey and other tactics.
- A new external website is being built and refined in multiple phases.

Phased Approach

- **Phase 1:** New site goes live **March 30, 2023**, as an MVP (minimum viable product). It focuses on prospective and current student audiences while continuing to serve other external audiences.
- **Phase 2:** Planning is underway to increase functionality over the next few years, including integrations with college systems such as **Thesis** and **Unit4**. A priority is a solution for **CEWT** programming.
- **Additional phases** will expand user journeys for partners, funders, donors, alumni and employees. Discovery will explore an upgraded **internal intranet** for employee communication to replace “MySelkirk.”

Goals & Objectives

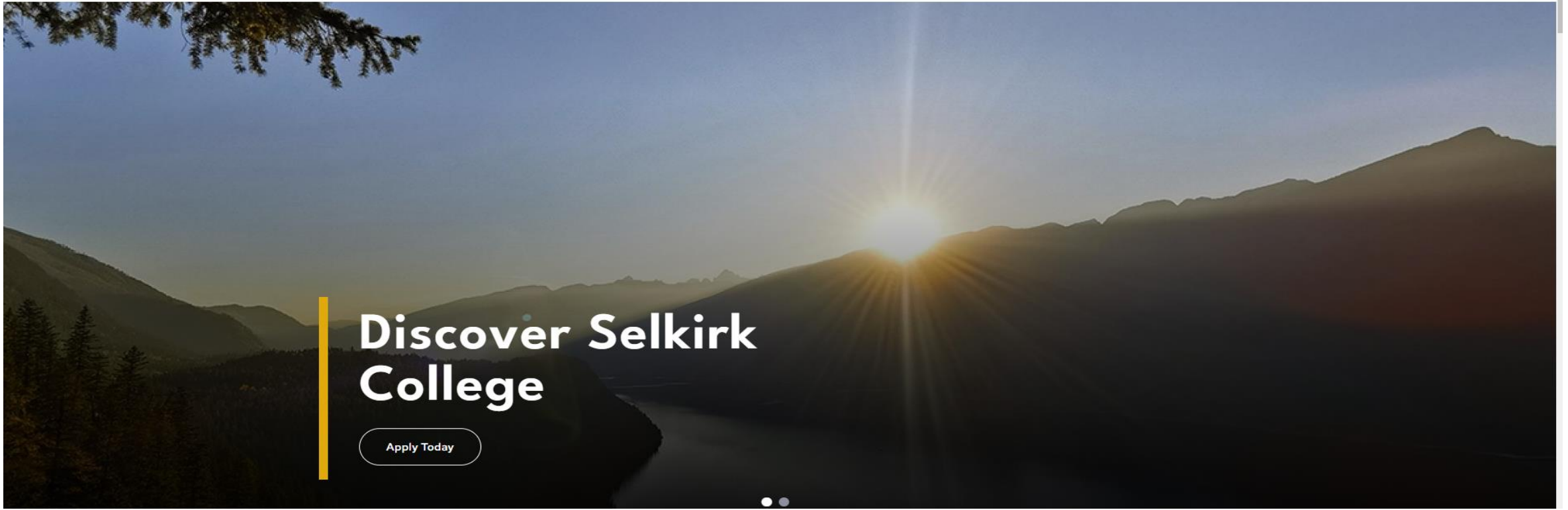
- The primary goal of the website is to encourage prospective students to apply to Selkirk College while supporting the current student experience.
- The project goal is to perform a creative overhaul informed by user experience research and deliver a modern site that is easy to navigate on both mobile and desktop.
- The site aims to provide an engaging experience for prospective students that establishes Selkirk College as a top choice for post-secondary education while reinforcing a strong brand identity through strategic commitments and priorities.

Phase 1 Priorities

- Modern, mobile-responsive design.
- Integrations with college systems. Establish a “source of truth” to support accurate information, streamlined processes and the ability to support data-driven decision-making.
 - Curriculum Strategy Platform/Academic Calendar Integration.

Phase 1 Priorities

- Streamlined information architecture to support the user experience and access to information.
- Refreshed, modernized and consistent language (voice and tone) and visuals to support overall brand perception.
 - EDI and decolonization language and image selection
 - Accessible platform and graphics



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Change Management

- Content refresh will continue after the site goes live on March 30.
- Academic calendar publishing cycle will allow for school and program content updates to be captured throughout March and published in May.
 - **IMPORTANT:** Curriculum Strategy updates at the program level will affect changes directly on Selkirk.ca through governance process and timelines.



Change Management

- The Staff Directory will be a priority for upcoming integration work. Currently, it will continue to be managed manually and may not be fully accurate.
- “Web ranger” training is planned for spring 2023 – training materials will be published in “Knowledge Centre” of the Marketing & Communications Service Desk.
- Web edits and requests are to be submitted via the [Service Desk](#).

Looking ahead to Phase 2

- Enhanced program page functionality for content display, testimonials, news item linkages.
- Enhanced Google Analytics and Google Tag Manager Tracking to support data-driven decision-making.
- Explore subsite functionality for Selkirk Innovates and CEWT content.
- Continue to refine content strategy linkages with the Academic Calendar.
- Scope intranet options and future integrations with Unit4.

THANK YOU, PROJECT TEAM

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