Geopolitics for the Web

The Uneasy Alliance Between Marketing and IT

Jason Beard

Web Designer, Seattle University

Worked as web designer at four universities

Designed first website in 1996

Gets nervous in front of groups larger than 7 people

Chris Heiland

Web Developer, University of Washington

Has done web work for universities and non-profits

Started coding (C++) in 1998

Types on Dvorak to be more efficient

Together,
we got things done

We each eventually left
for “greener pastures”

But the grass wasn’t as green as we had thought

We encountered some new problems

We got frustrated

We had stumbled upon a successful relationship between Marketing and IT

We wanted to know why it had worked

We set out on a mission to understand why

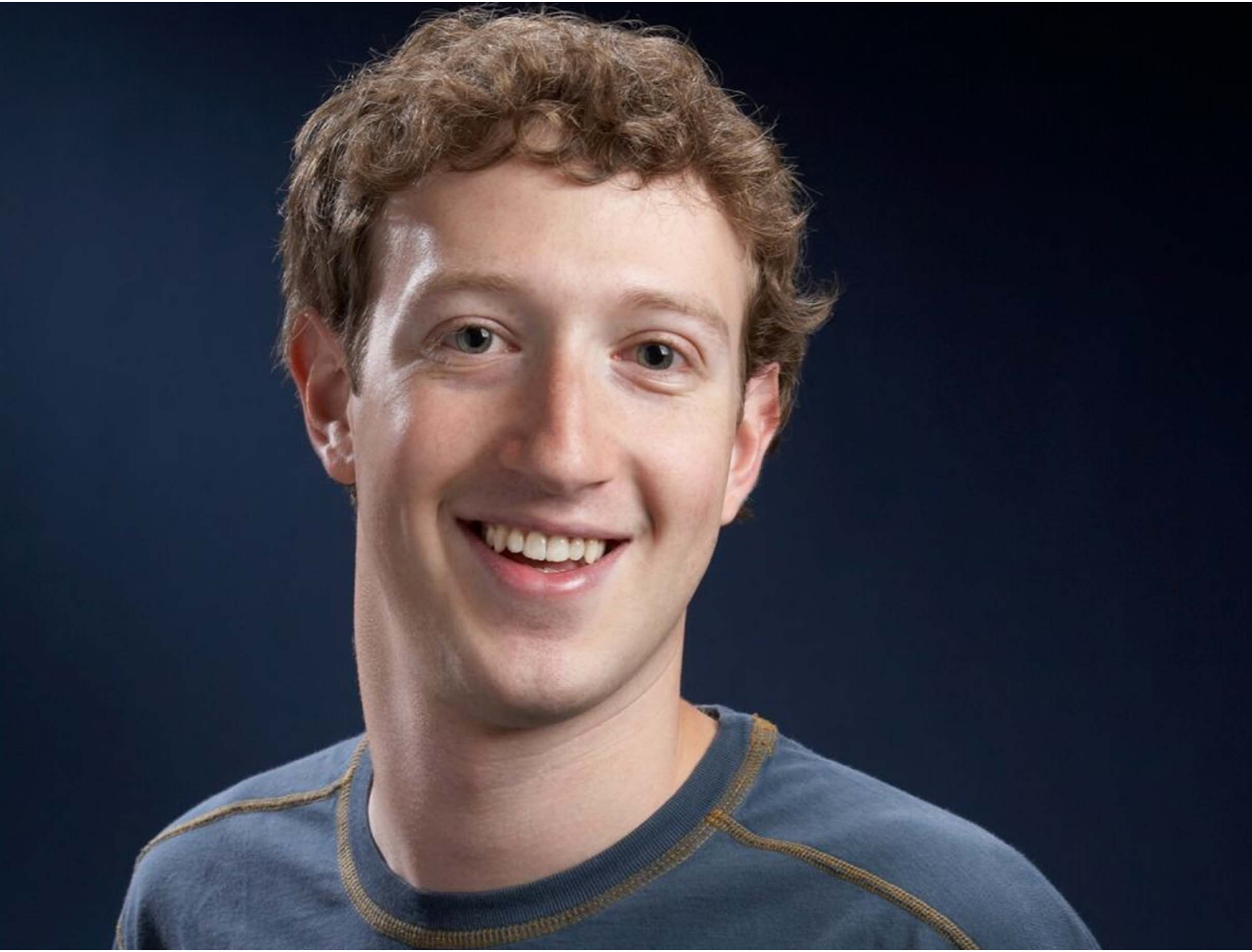
We looked at existing research and opinions

Then we did our own research

We asked our colleagues

(You)

We collected lots of information



The Survey

Survey

Follow-ups

Survey

What is a web team?

Survey

We see web teams providing 6 functions

Survey

1. Design

Mockups, wireframes, color schemes, and graphics

Survey

2. Front-End Development

HTML, Javascript, CSS,
Templating

Survey

3. Back-End Development

Server-side languages (coding), deployment, database

Survey

4. Content

Written works and images not used for layout purposes

Survey

5. User Support

Answering questions, creating documentation, training

Survey

6. Overall Governance

Everything, the 10,000 foot view

What’s everyone doing?

WARNING
GRAPHS AHEAD

What's everyone doing?

1. Design

What's everyone doing?

2. Front-End Development

What's everyone doing?

3. Back-End Development

What’s everyone doing?

4. Content

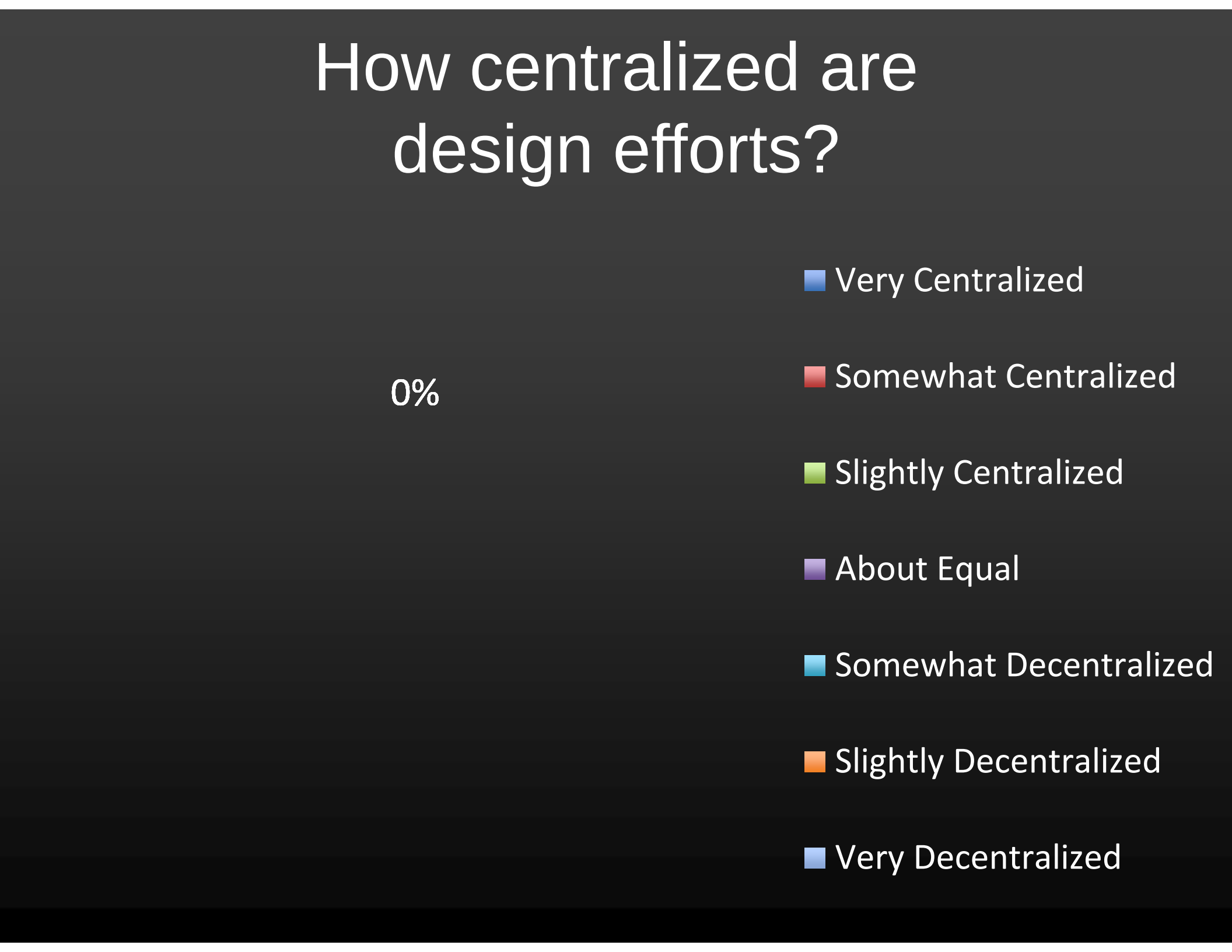
What's everyone doing?

5. Support

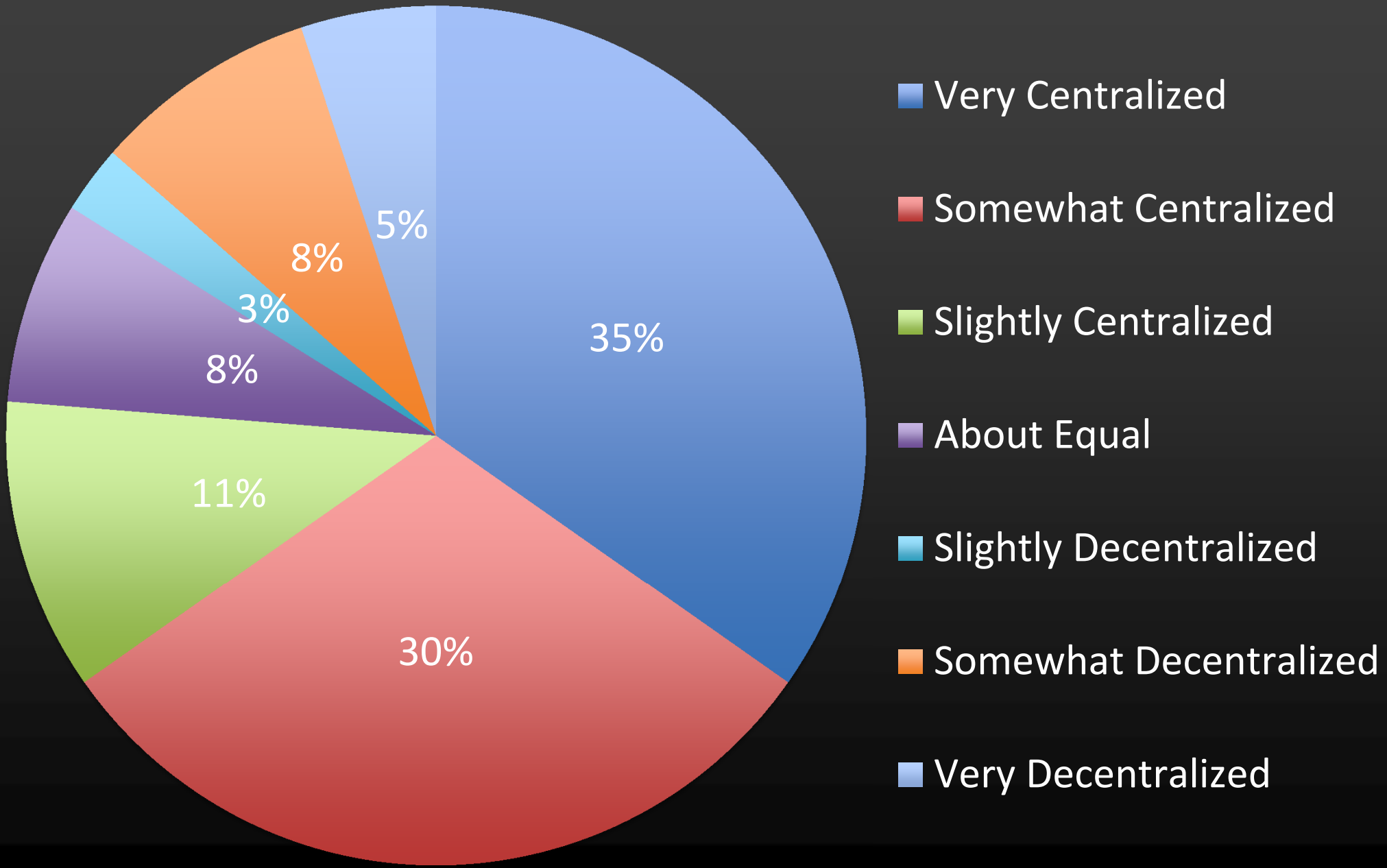
What's everyone doing?

6. Governance

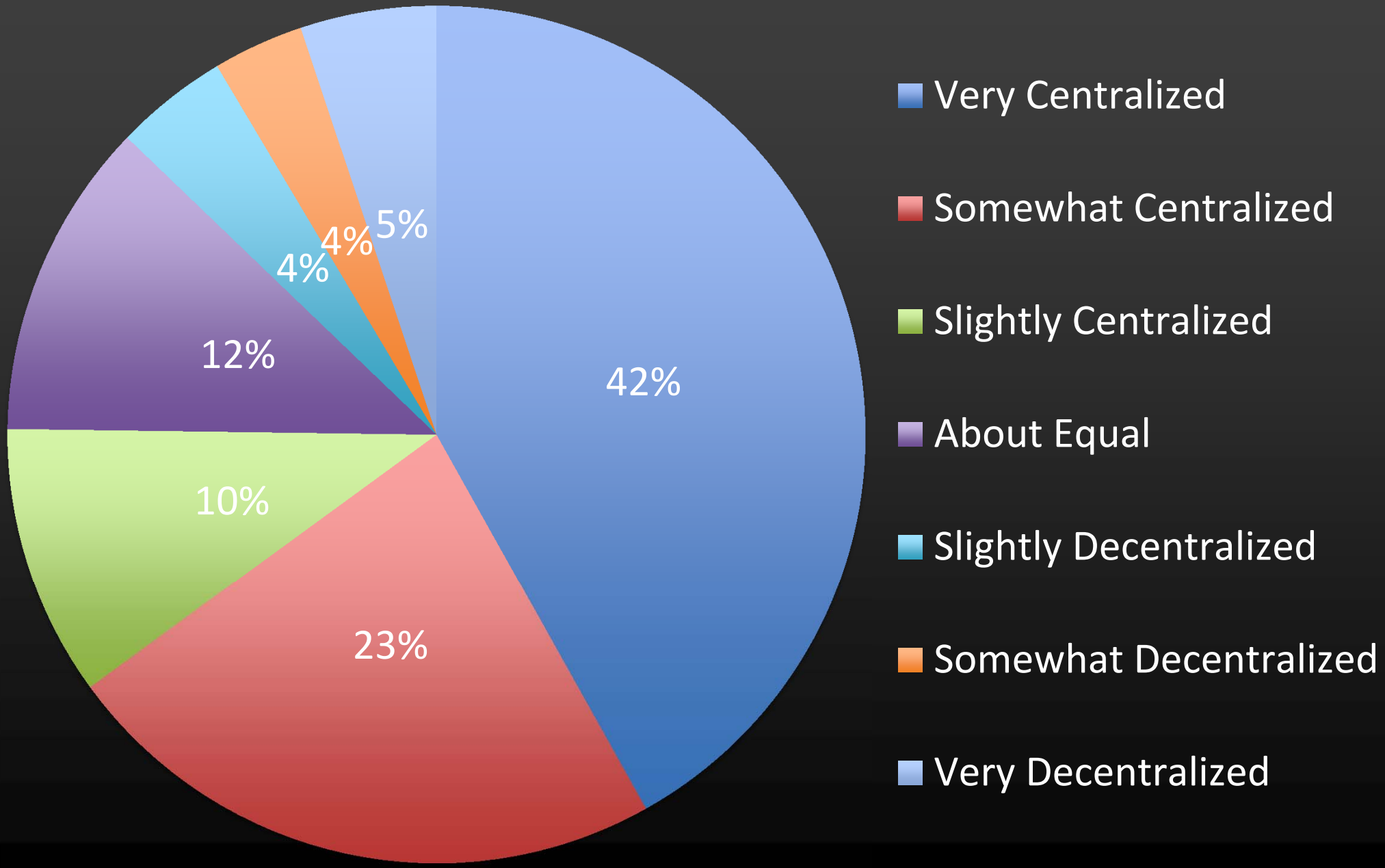
How centralized are design efforts?



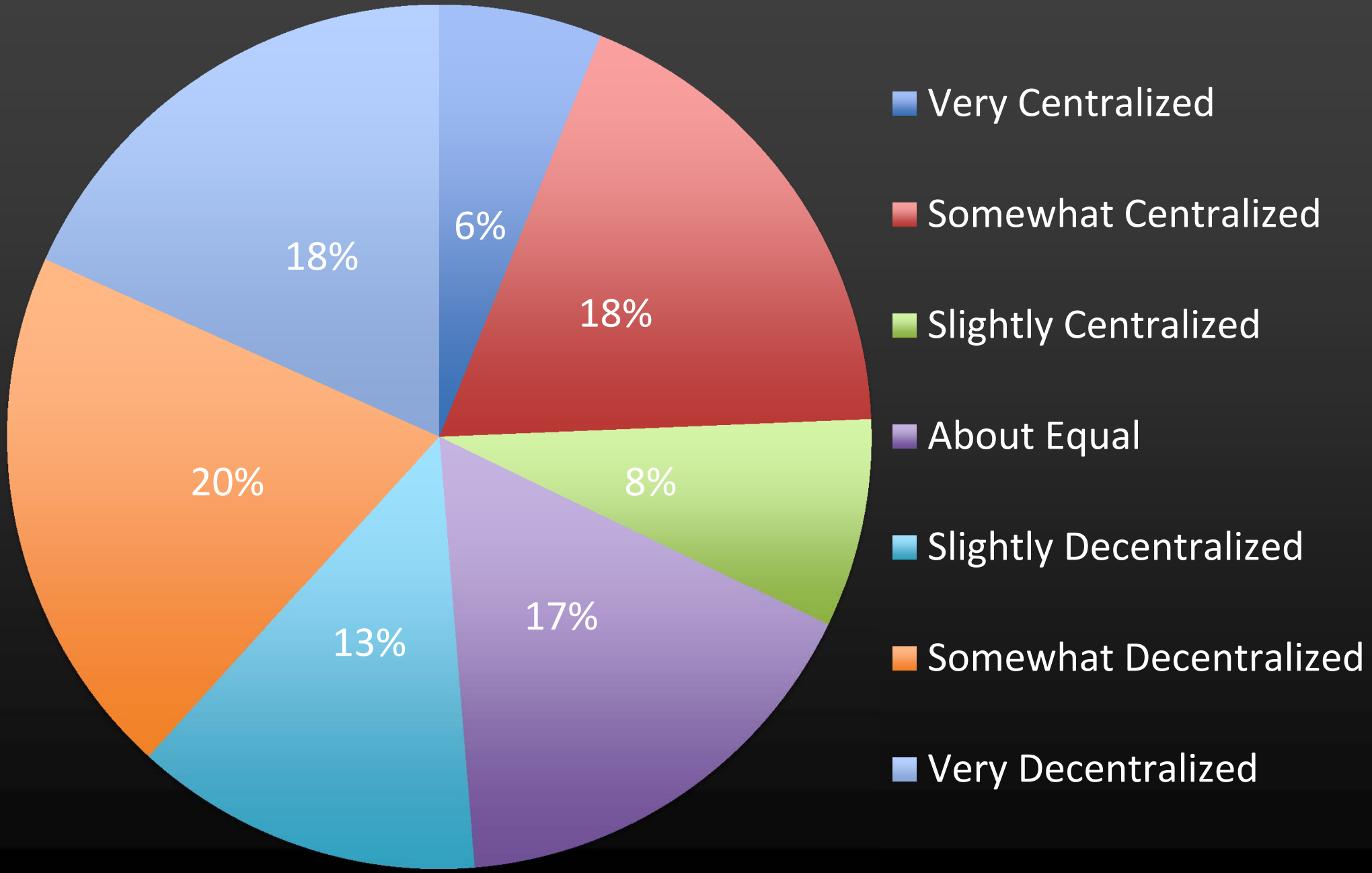
How centralized are front-end development efforts?



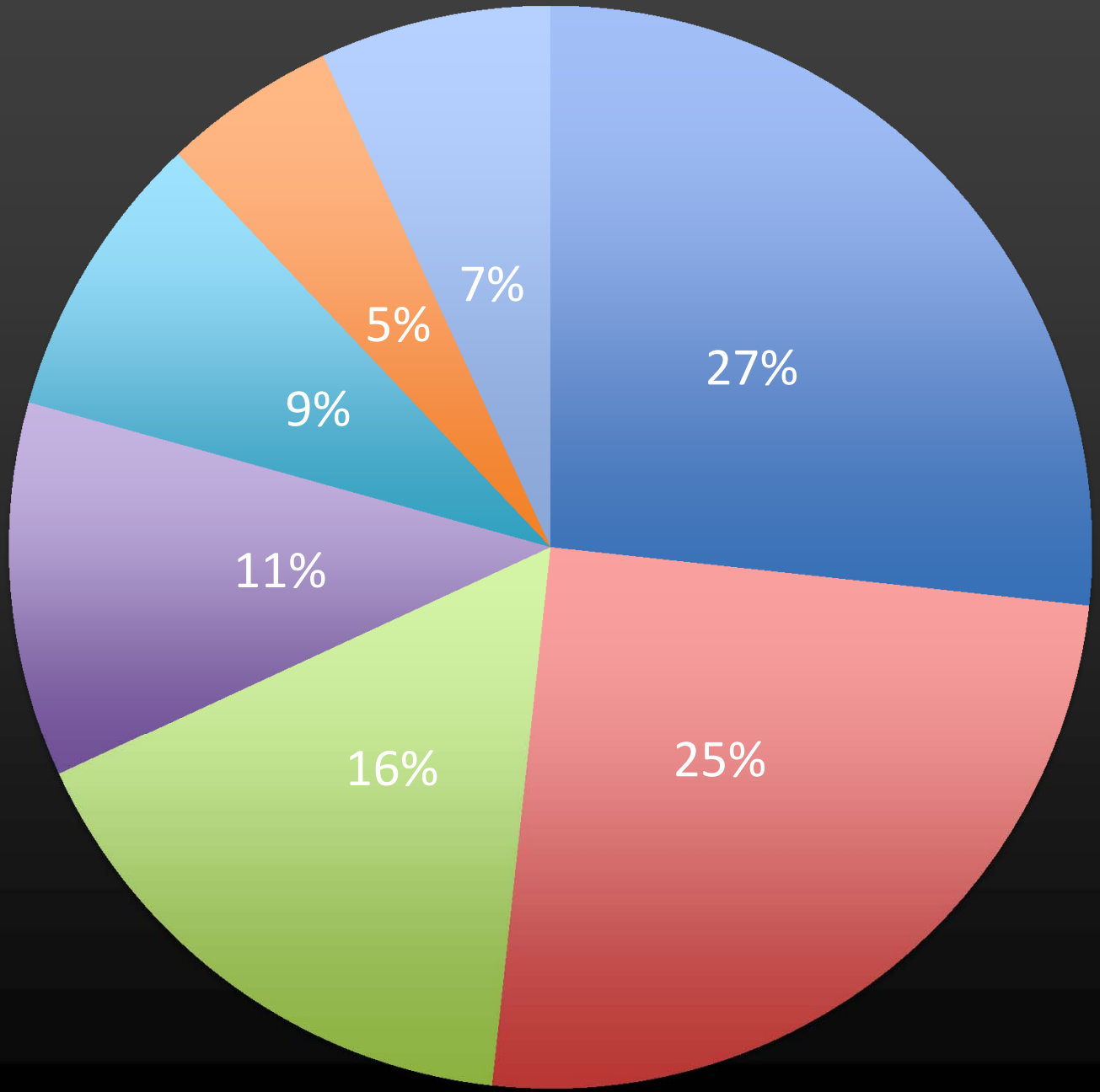
How centralized are back-end development efforts?



How centralized are content efforts?

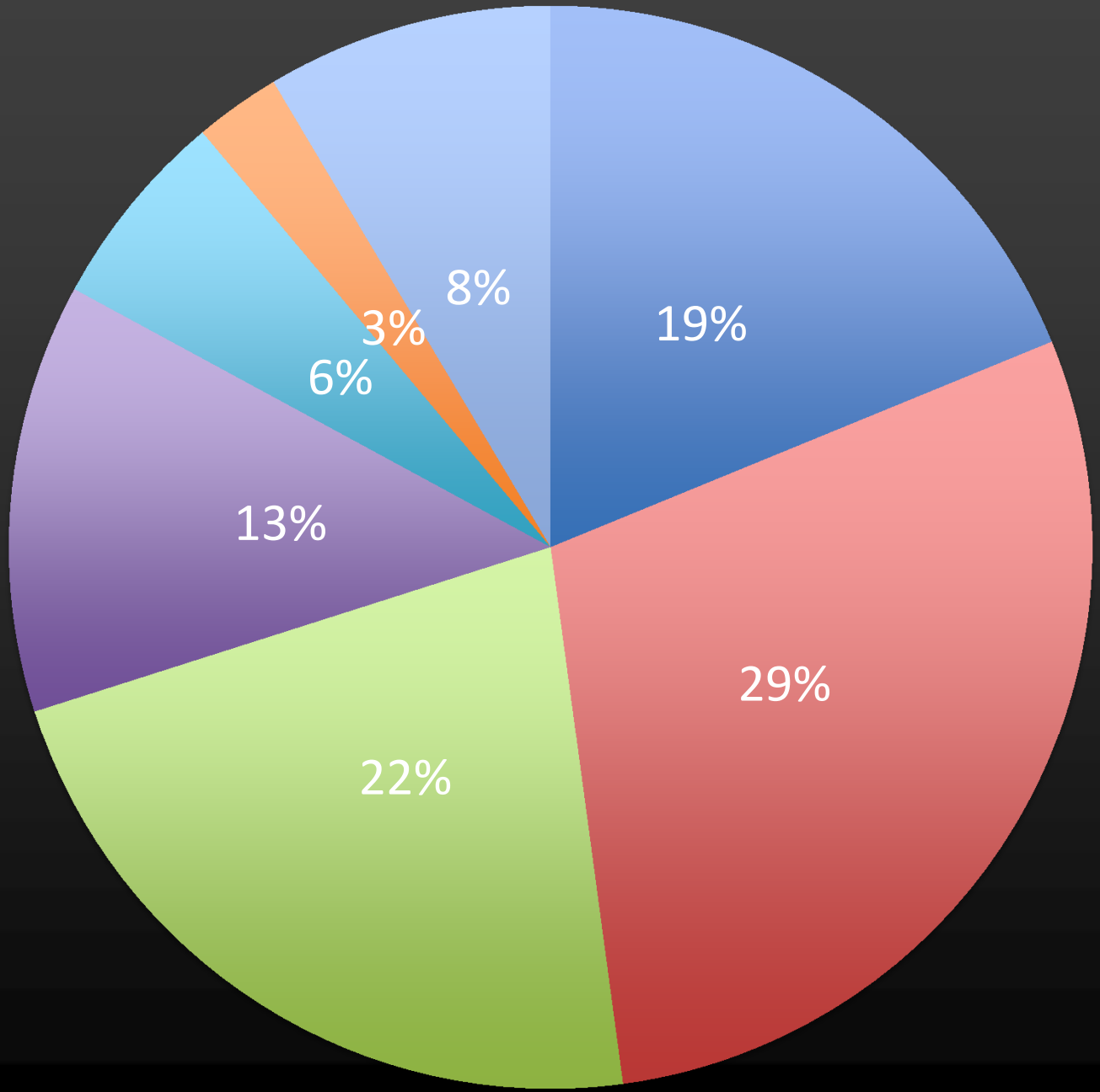


How centralized are support efforts?



- Very Centralized
- Somewhat Centralized
- Slightly Centralized
- About Equal
- Slightly Decentralized
- Somewhat Decentralized
- Very Decentralized

How centralized are governance efforts?



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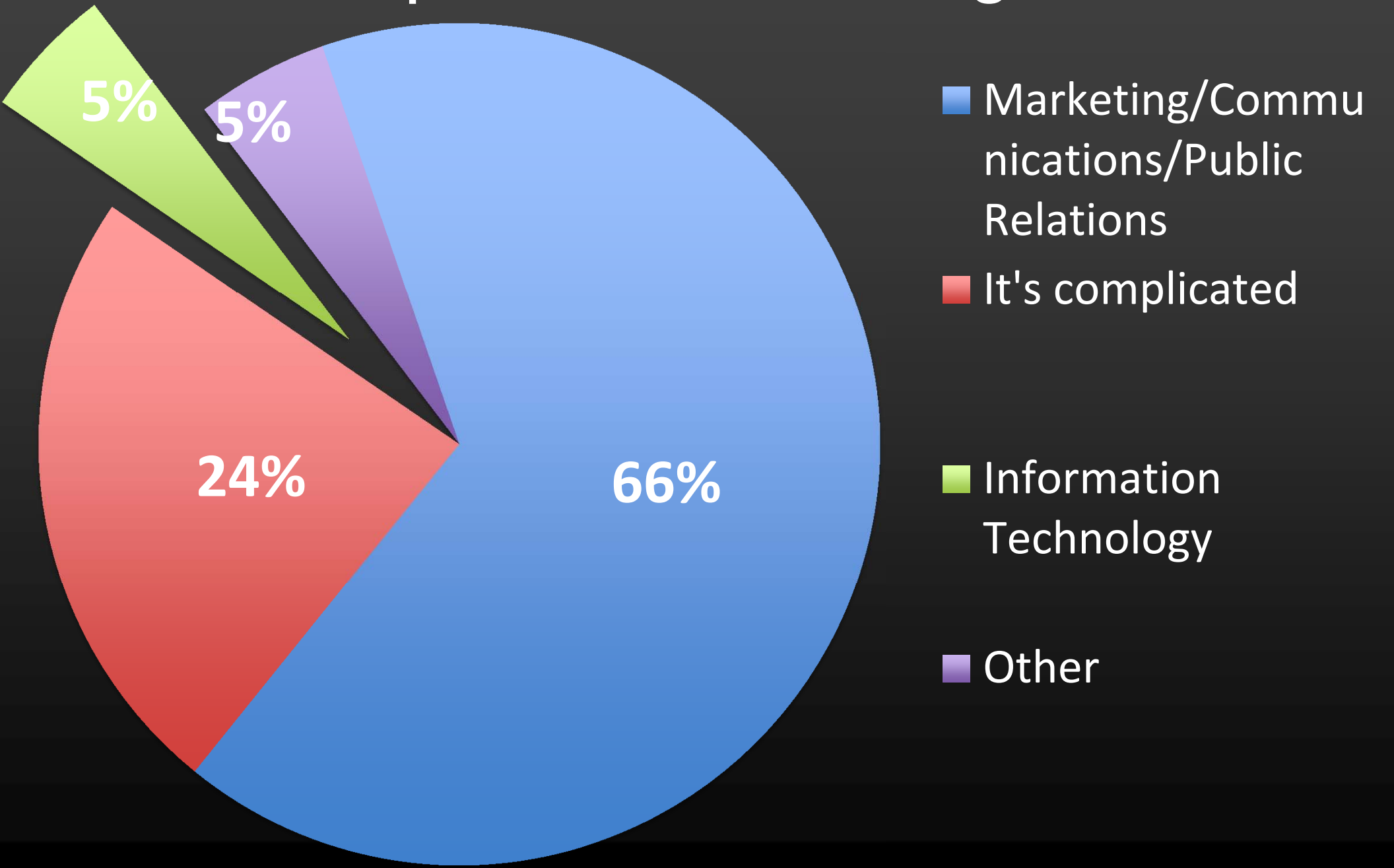
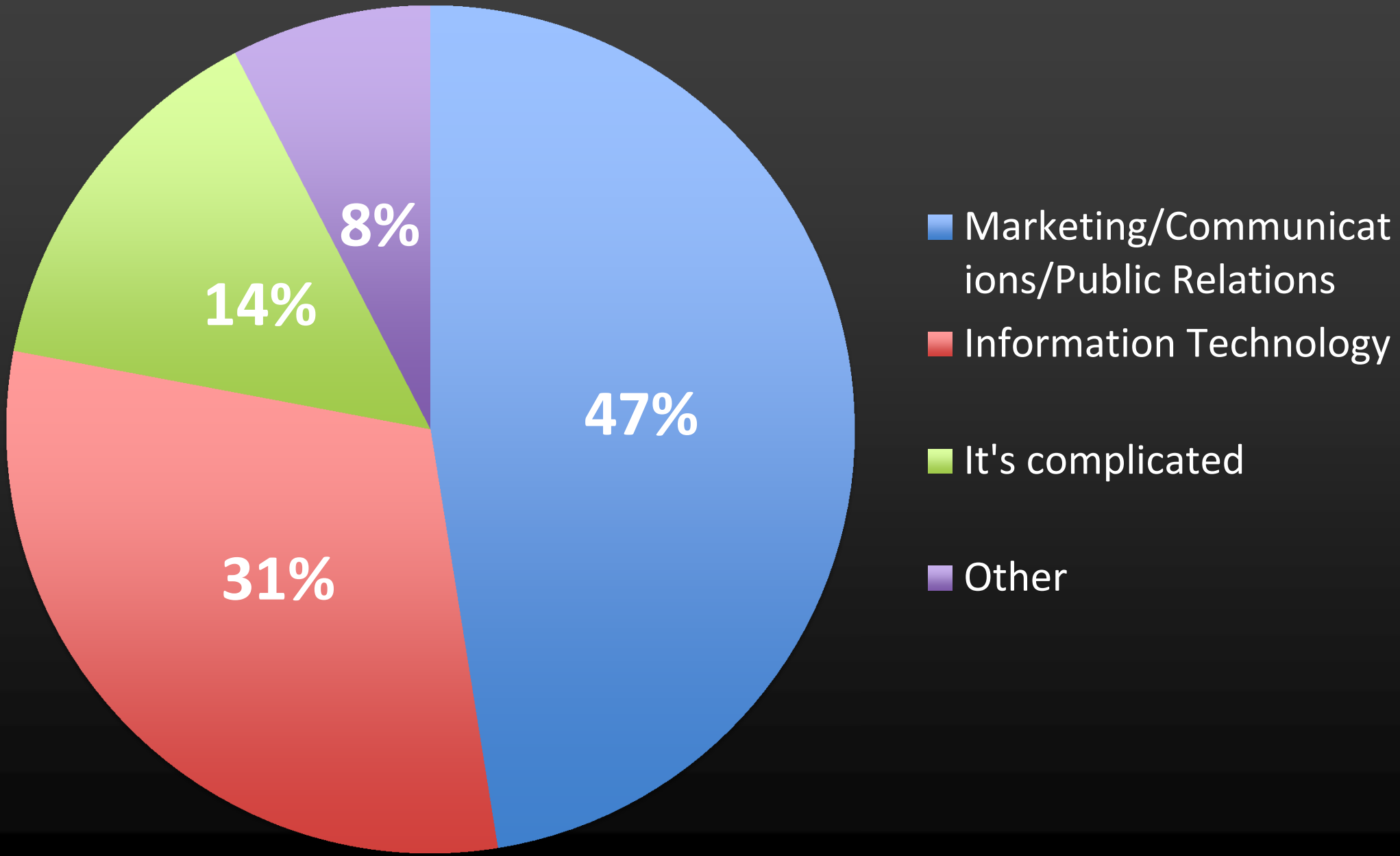
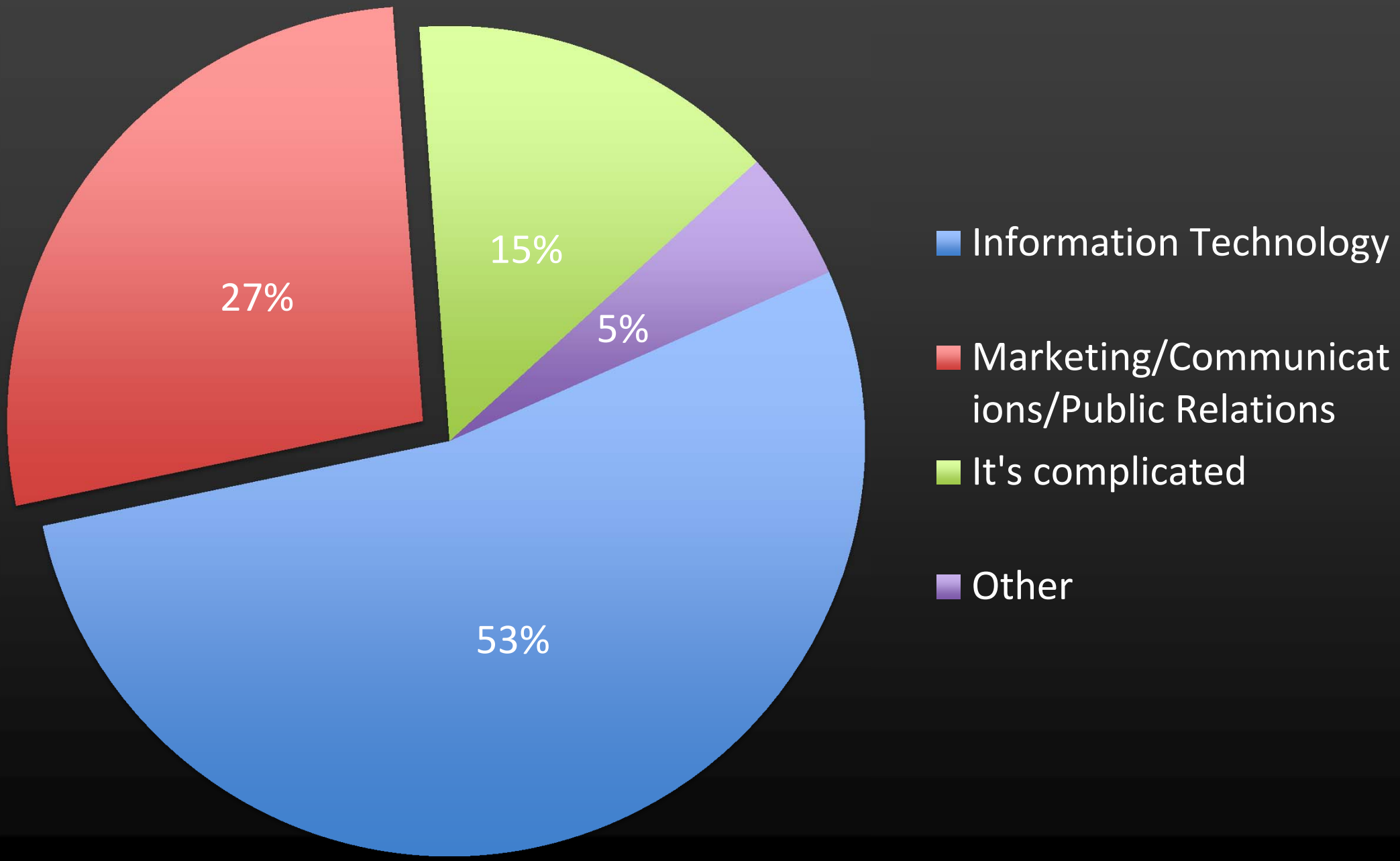
What departments are primarily responsible for design?



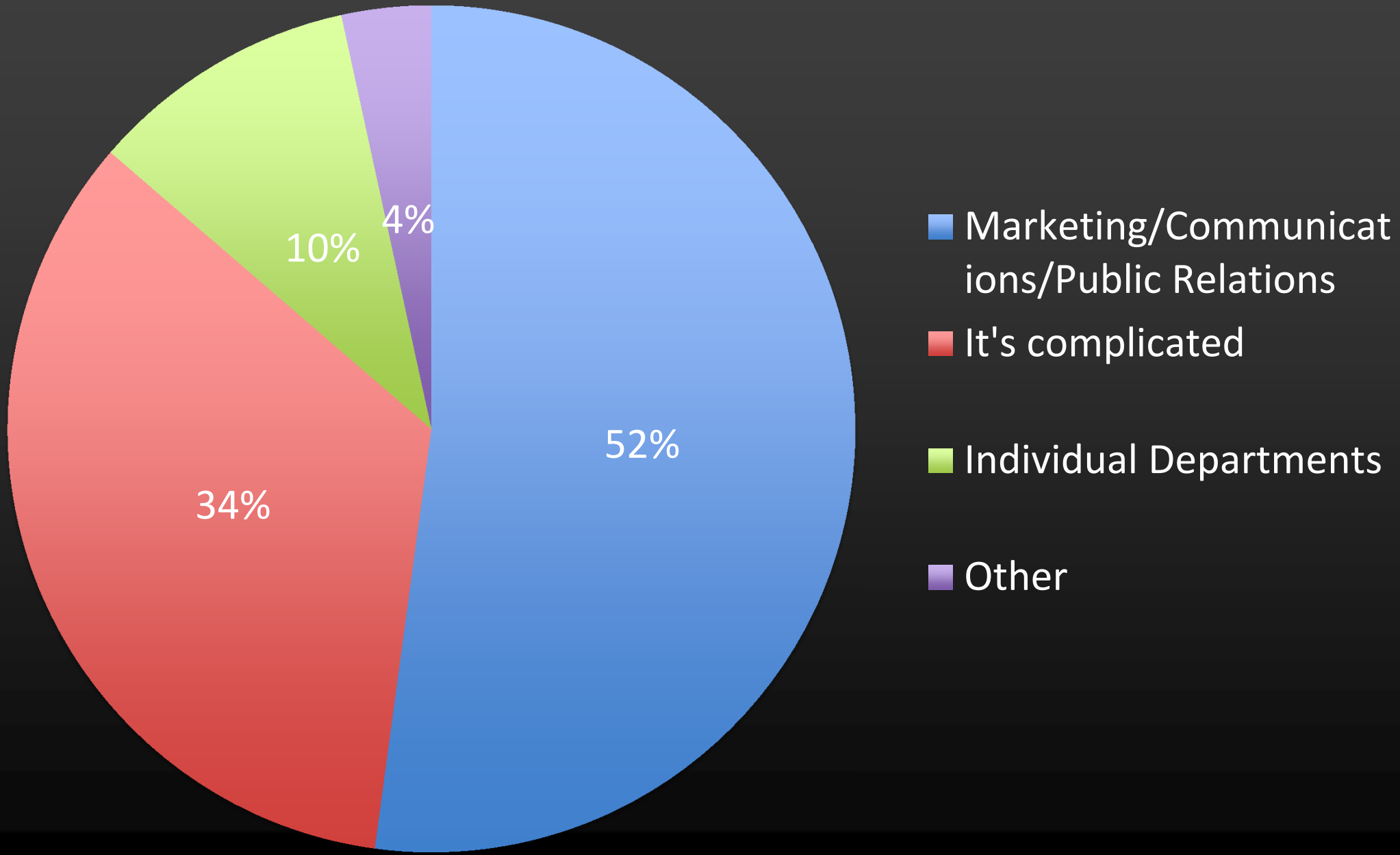
What departments are primarily responsible for front-end development?



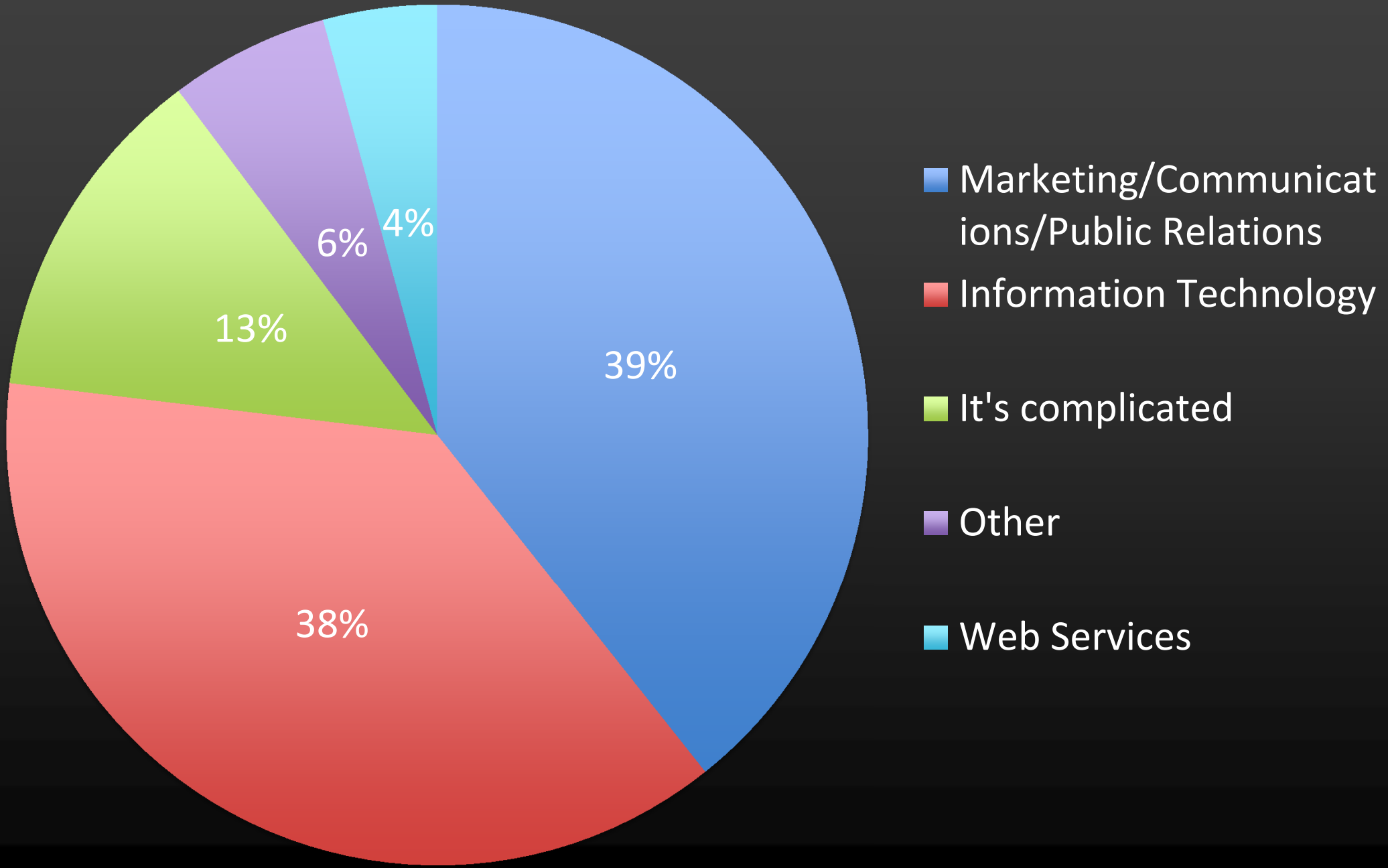
What departments are primarily responsible for back-end development?



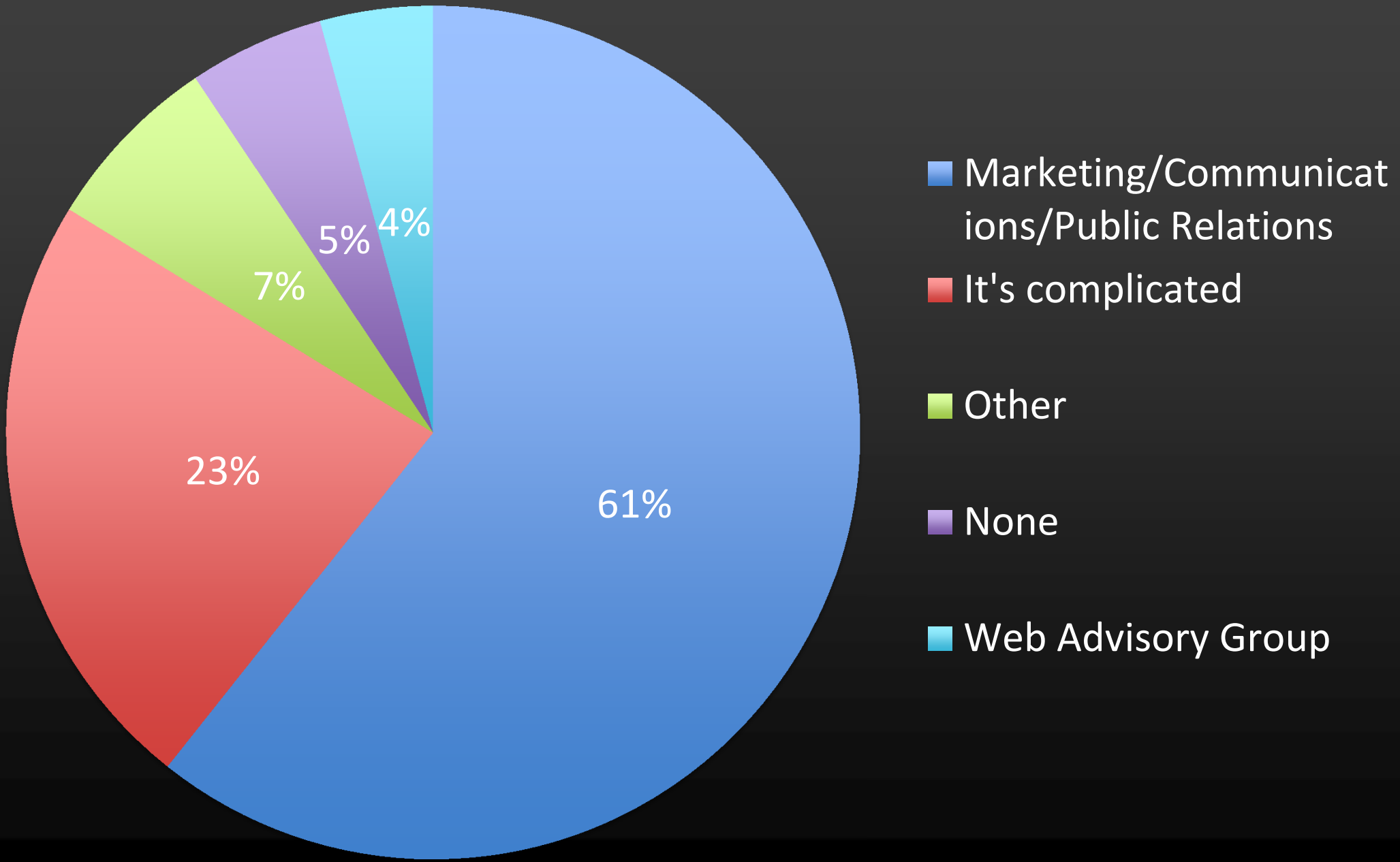
What departments are primarily responsible for content?



What departments are primarily responsible for support?



What departments are primarily responsible for governance?



Success

79%

of design efforts are successful

75%

of front-end development efforts are successful

79%

of back-end development efforts are successful

60%

of content efforts are successful

69%

of support efforts are successful

66%

of governance efforts are successful

4.1%

of all efforts are very successful

5.74%

of all efforts are unsuccessful

Common themes

Common Themes

Most institutions lack proper resources to be successful

“They were building [the website] out of spit and sealing wax.”

--Anonymous

Common Themes

A desire for campus leadership to be more involved

Common Themes

A desire for campus leadership to be willing to take a risk

“The President’s cabinet understands the strategic value of the web”

-Michael Vedders

Bethel University

Common Themes

Most institutions are successful in most areas

Common Themes

Our jobs are constantly evolving

Common Themes

There is a strong correlation between centralization and success

Common Themes

There is a constant struggle between independence and unification

"Our schools and departments are fiercely independent; any effort to force centralization is doomed to fail."

-Steve McConnell

University of California Berkeley

“We’ve never had the herding cats problem.”

-David Jaeger

Florida Gulf Coast University

What can we do?

Communicate Better

“There may be a lack of communication between the IT department and the web communication department”

-Anonymous,
Midsize public university

Communicate Better

Meet early, meet often.

Communicate Better

Speak the same language.

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Communicate Better

Describe problems, not solutions

Communicate Better

Build relationships

“We have easy access to the IT server guys, they’re our buddies.”

-Christina Heikkila

Cape Fear Community College

Communicate Better

Unify departments to facilitate communication

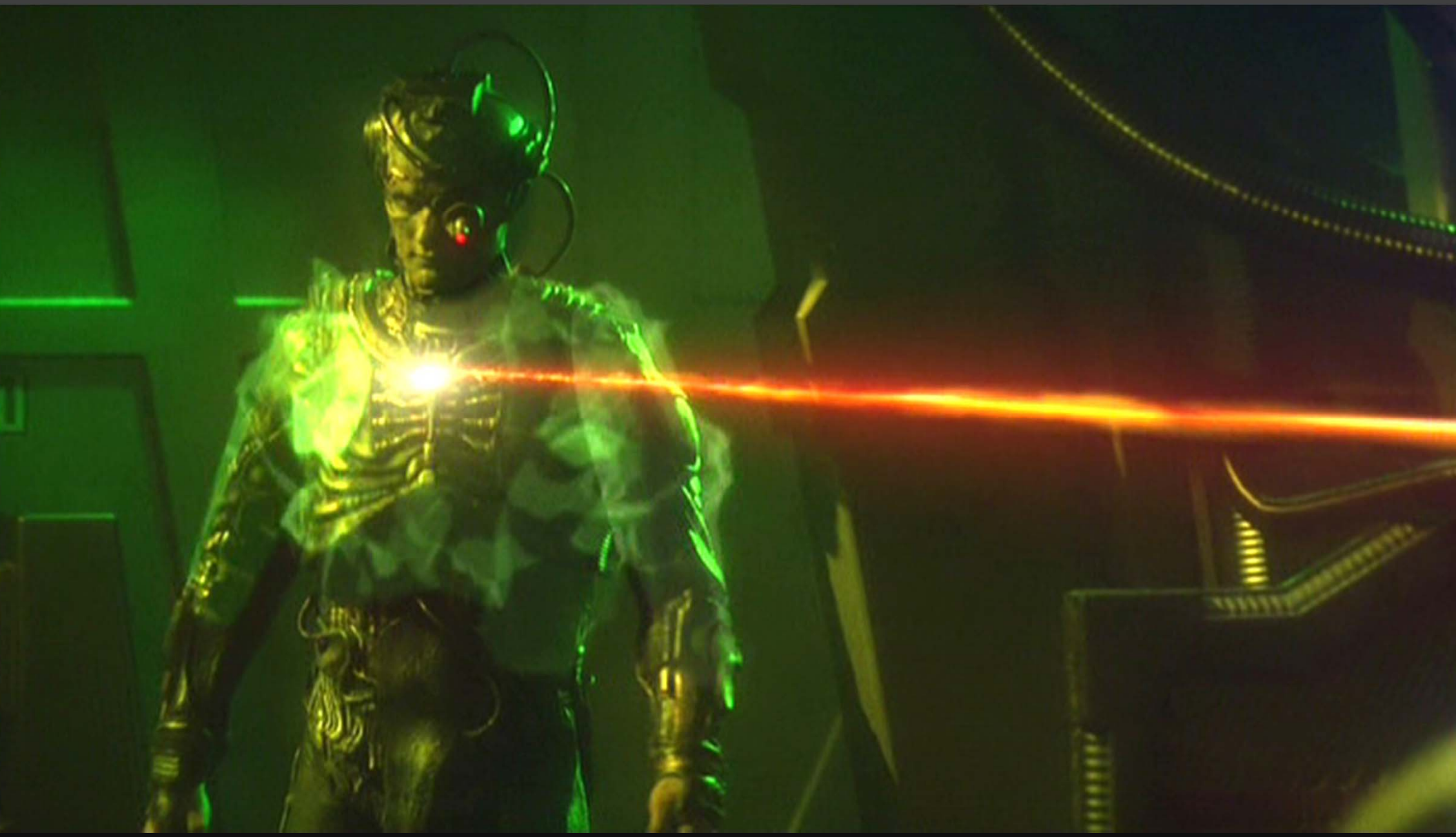
HARVESTORE
HARVESTORE

“When you’re on the outside of the IT office, you get a different level of access to tools, knowledge, and resources.”

-Michael Vedders

Bethel University

Adapt to Your Environment



Adapt to Your Environment

Invest in better equipment and tools

“We're able to provide the tool and a relatively low barrier to entry.”

-Christina M. Dulude
Dartmouth College

“Just once a semester” is sometimes is all that’s needed to maintain content.

-Doug Ruschman

Xavier University

Adapt to Your Environment

Focus on what is important

“It's a gigantic coral reef with hundreds of layers, many of which are dead. Enhance what's living and strip away the rest.”

-Anonymous,
Midsized public university

“We have to do less better”

-Michael Fienen

Pittsburg State University

Adapt to Your Environment

Plan to change staffing for the future

Create experts

EXPERT
ALL THE THINGS
memegenerator.net

“If you’re working on the web you need some level of expertise”

-Seth Meranda

University of Nebraska - Lincoln

We Must Have Experts in all Things

We have experts doing design, development, and servers.

We Must Have Experts in all Things

We need to have content and support experts, too.

We Must Have Experts in all Things

Web writing takes expertise in subject matter along with web writing skills

We Must Have Experts in all Things

Effective tools make it easier to grow and train experts

Get Buy-In

Get Buy-In

Campus leadership must grant you proper authority

Get Buy-In

Campus community must believe in what you're doing

Get Buy-In

Lead

Get Buy-In

Understand your institutions culture

Get Buy-In

Do your homework

What can we do?

What we do?

Communicate

Adapt

Create Experts

Get Buy-In

T.HANKS

Survey Data
http://bit.ly/heweb11MMP5