

Modern Campus CMS **Web Editor Summit**

Fall 2025



Agenda

New Things and Updates

We've acquired some great new things such as more team members, additional icons, a different way to look at site analytics.

Digital Collegium Recap

Our "golden nuggets" from this years conference and how they apply to you.

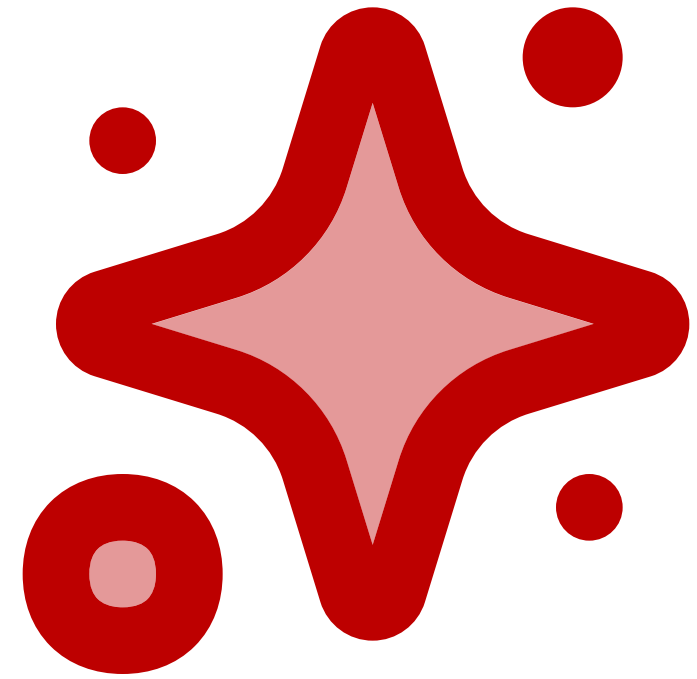
Our Services

Find out what services we provide including some you may know and know you might not.

Wrap-Up

A combination of all we talked about with some helpful resources and options for what you can do next.





New Things and Updates

We've acquired some great new things such as more icons and a different way to look at site analytics.



Our Team

Web Support

Provides support for main campus including general questions, website redesigns, new site builds, etc.

UX/UI

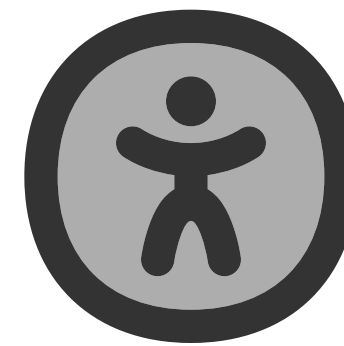
Conducts user testing and refines designs for campus mobile applications and websites based on feedback.

CRM/Salesforce

Designs and builds Salesforce solutions for student-focused services, including projects for UCL and the Graduate School.



Accessibility Update

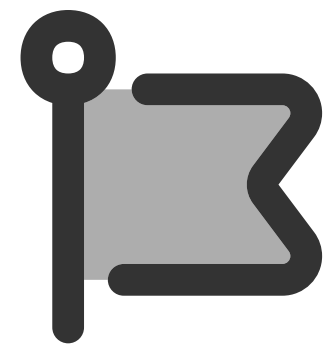


ADA Title II

Campus websites must be compliant with **WCAG 2.1 AA** **by April 2026!** Stay connected with the University Webmasters Community of Practice for ongoing updates and training.



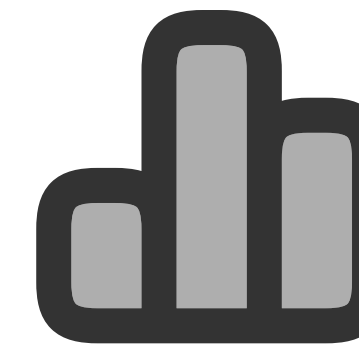
Icons and Tools



Font Awesome

New Icon Packs

Chisel, Etch, Jelly, Notdog, Slab, Thumbprint, Utility, and Whiteboard. More are planned to come.



Site Analytics

Looker Studio

A way to look at your site analytics without needing access to GA4.





Digital Collegium Recap

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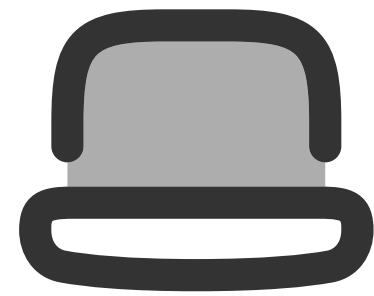


Golden Nuggets

- Improving SEO
- Keeping your site relevant
- AI in workflows



Improving SEO



Optimizing Keywords

Use keywords that people are searching for. For example, “tuition” rather than “cost of attendance”.

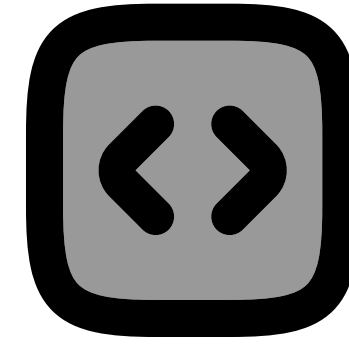


Optimizing for AI

Search engines are becoming more conversational. They want to know the questions people are asking.

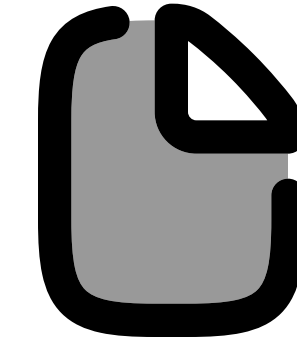


Keeping Your Site Updated



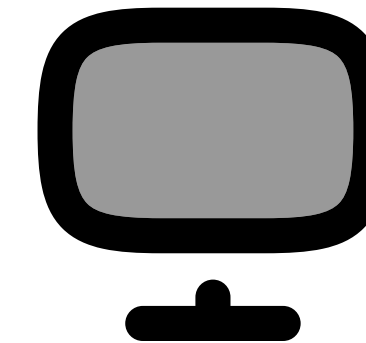
Robots.txt

LLMs (ChatGPT, Claude, Copilot, etc.) do not respect robots.txt. This content will still be read by AI and potentially served to users.



Old PDFs

LLMs can and will find old PDFs on your site and use them for answers given to users.

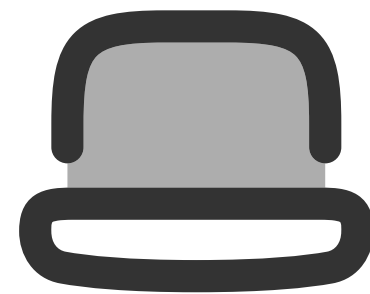


Old Content

Best practice is to remove any old content you do not want to be used in searches done with AI.



AI in Workflows



Prompting

Instructions to the LLM that assist it in completing a desire task.



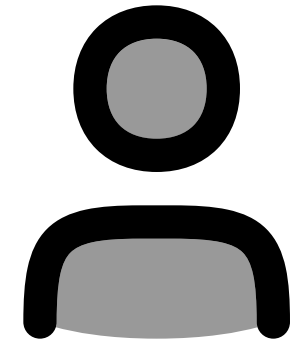
Custom GPTs

AI agents that are configured and optimized for a particular purpose.



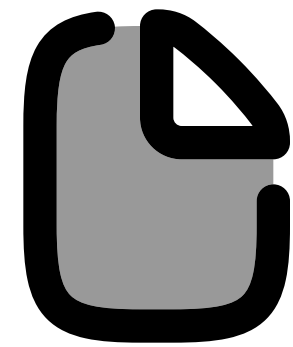
Prompting

The RACE Method



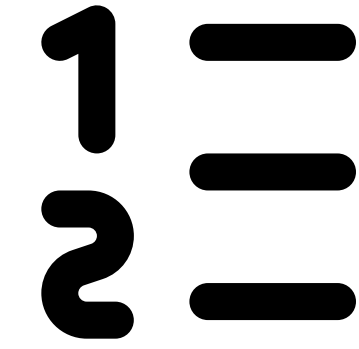
Give a Role

"You are a web designer specializing in higher education."



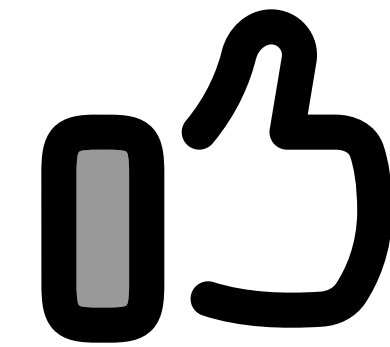
Give it Content

Copy and paste content or upload a PDF.



Define an Action

"Please take the following content, and provide a webpage outline."



Tell it to Execute

"Let me know if you have any questions. Take your time. Thank you!"

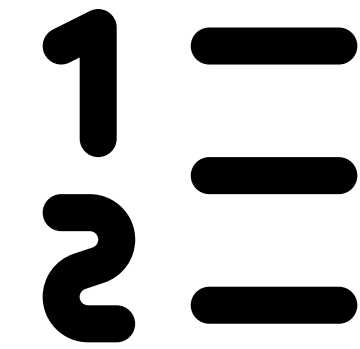


Custom GPTs

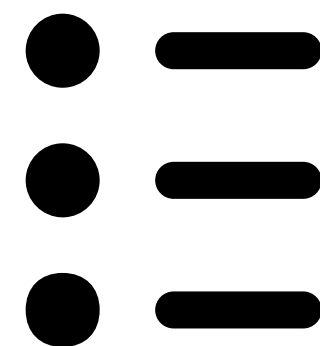
When to Create A GPT



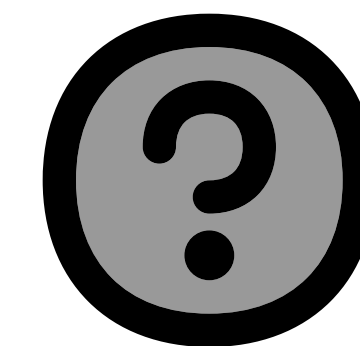
Prompts you keep using



Tasks with multiple
steps

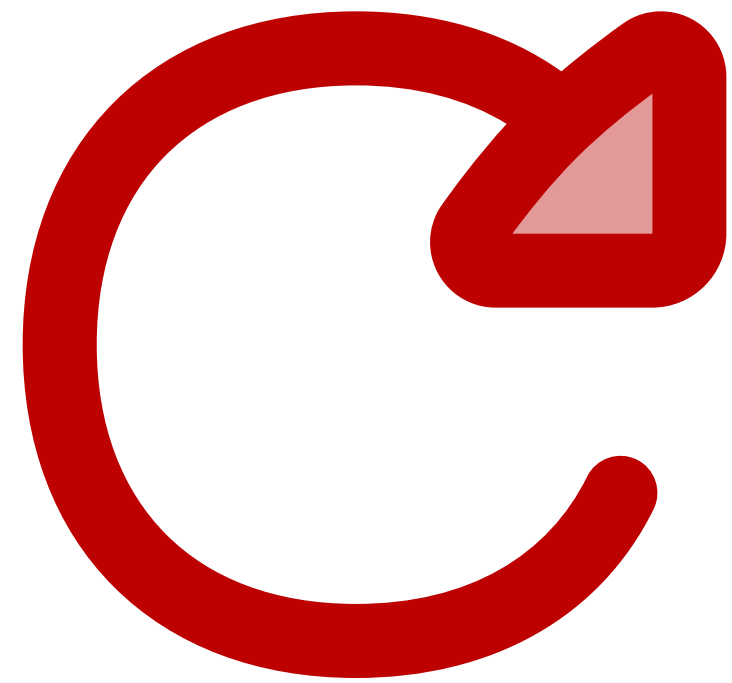


Repetitive workflows
with specific
requirements



Answering common
questions based on
specific resources





The Website Journey

Learn how strategic design and user feedback create websites that truly connect with your audience.



Web Design Process

- Discovery
- Planning
- Design
- Testing

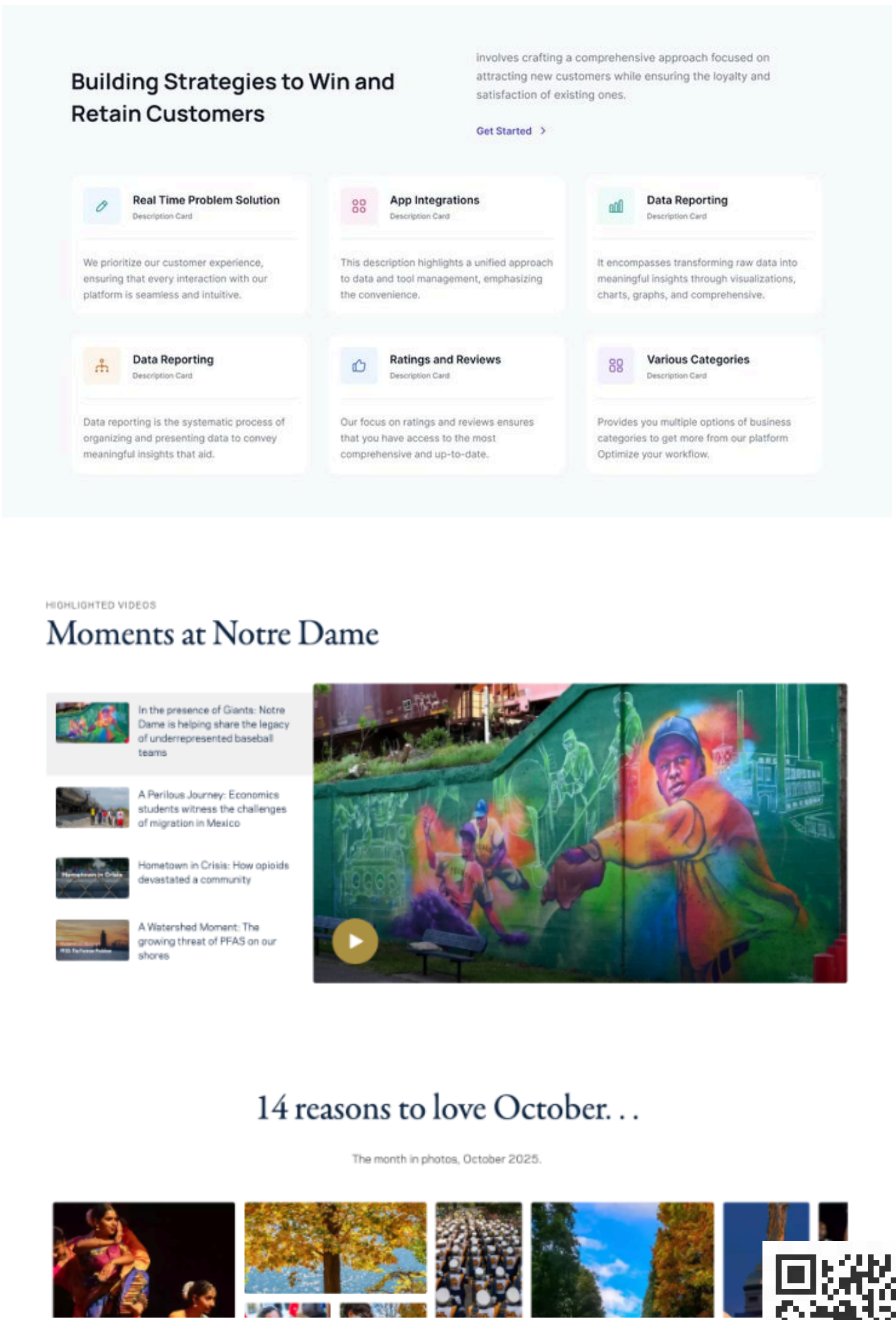
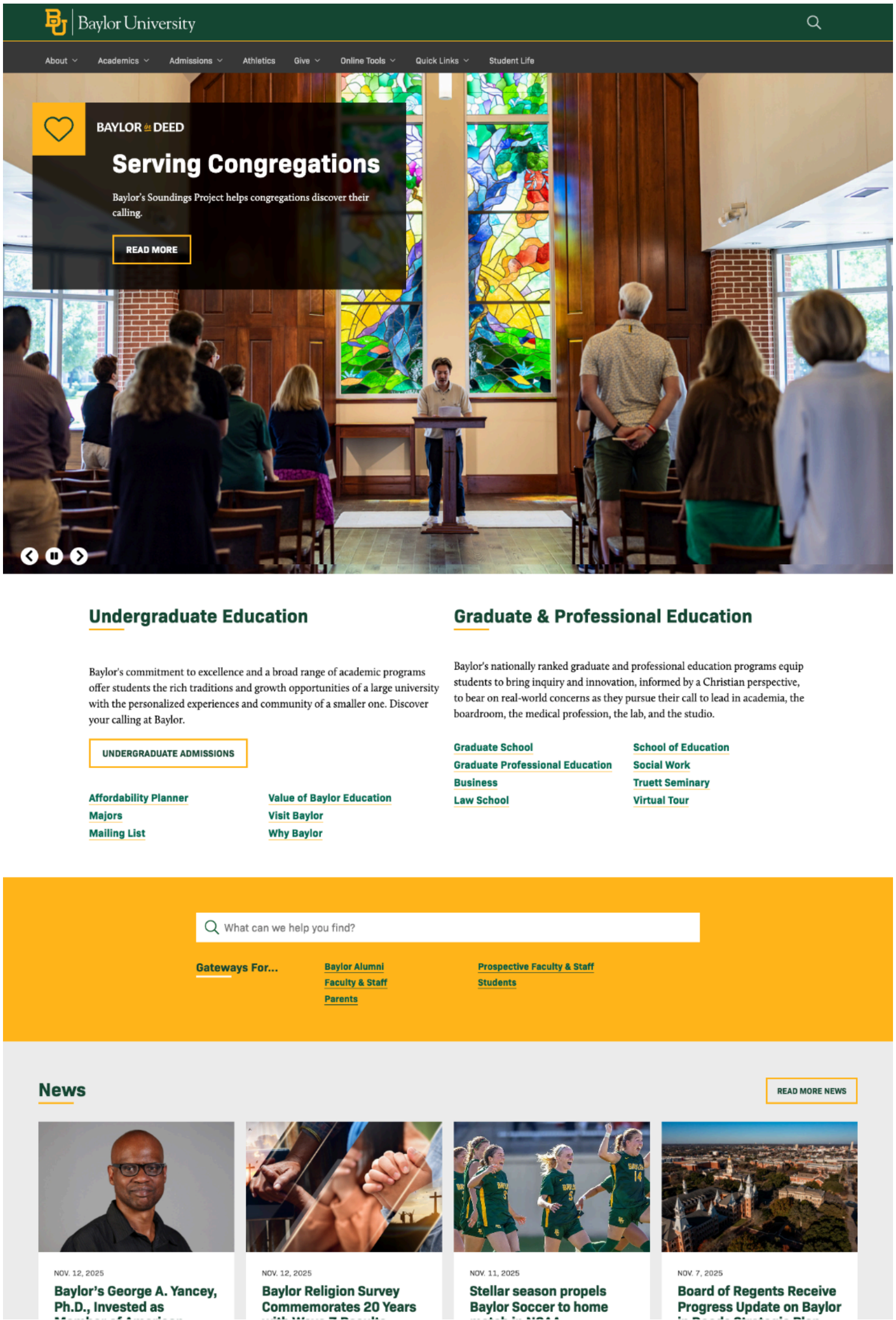


The Website Journey

Discovery

The Discovery Phase of the process includes initial testing, example gathering, and mood-boarding.

- University Website
- Dribbble.com
- Pinterest
- Other Websites

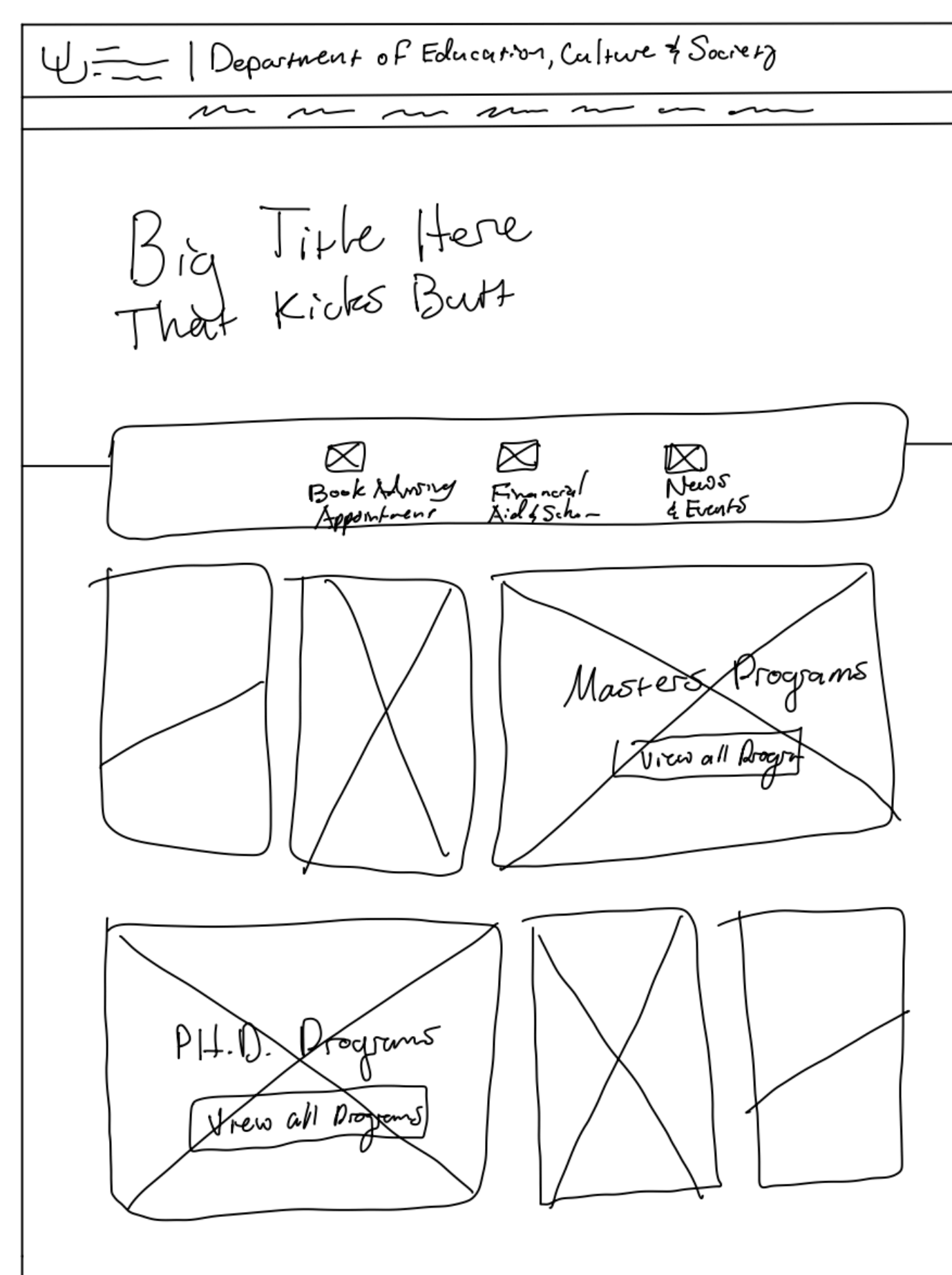


The Website Journey

Planning

The Planning Phase of the process can include sketching and other low risk pre-design activities.

- Pen & Paper
- Tablet
- Whiteboard & Marker
- Figma/XD



UX Research

- Being UX Blind
- Problem and Why
- Treatment
- Finding help



UX Research

Nose Blindness

Olfactory fatigue: when your sense of smell becomes less sensitive to certain odors overtime.

UX Blindness

We feel like we know our users and how they would interact with the site.

Become comfortable using the site and location of items



What's the Problem?



Users come to the site and can't find what they need easily (they have to deal with the smell)



UX Research

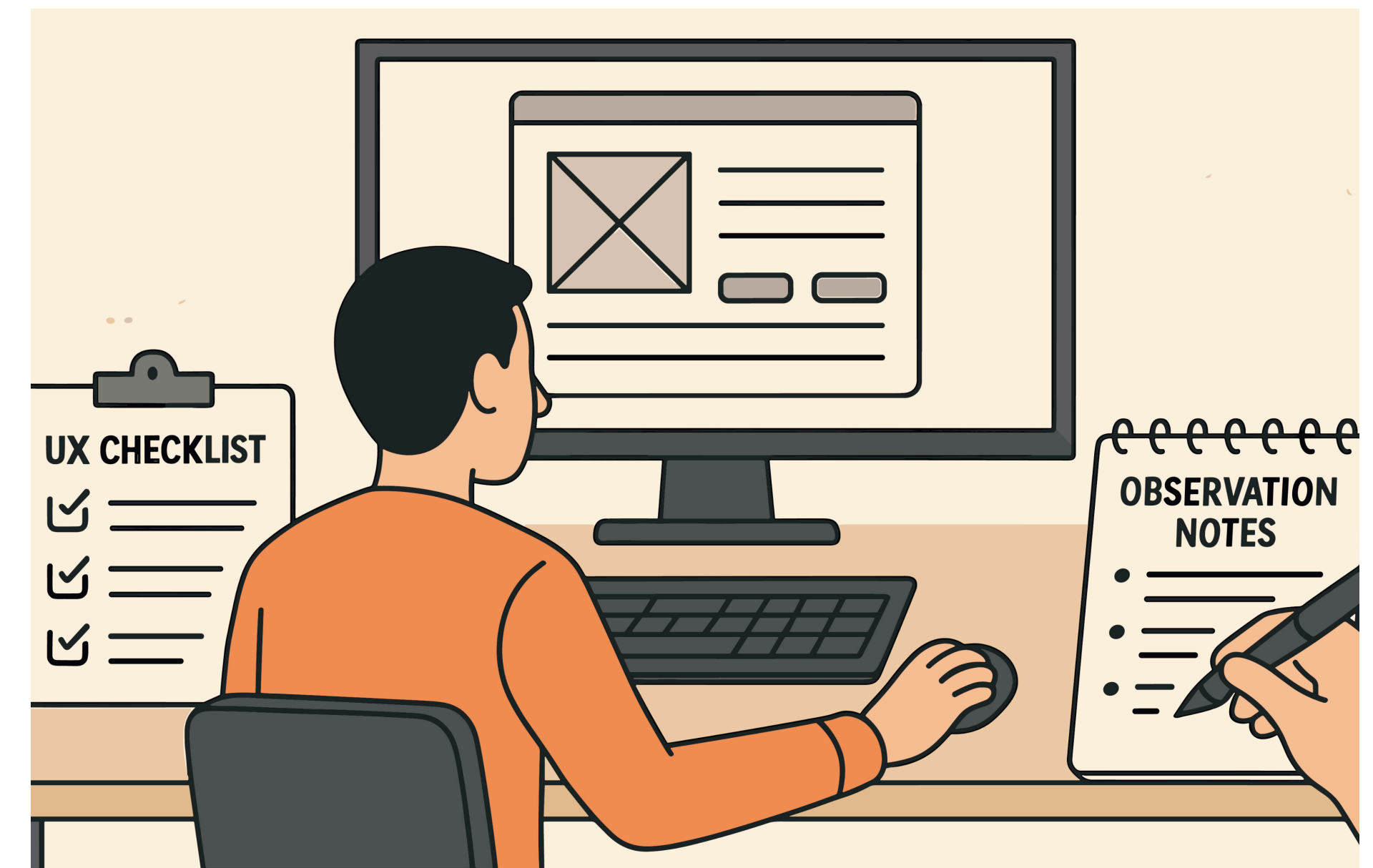
Why UX?

We have the tools and experience to work with you to make better decisions.

- Tree Jack
- First Click testing
- Card Sorting
- Website Analytics

General Rules

- Specific, clear, and distinguishable section names
 - Staff vs. For Staff
- Reevaluate ambiguous labels that lead to incorrect assumptions
 - “Involvement”





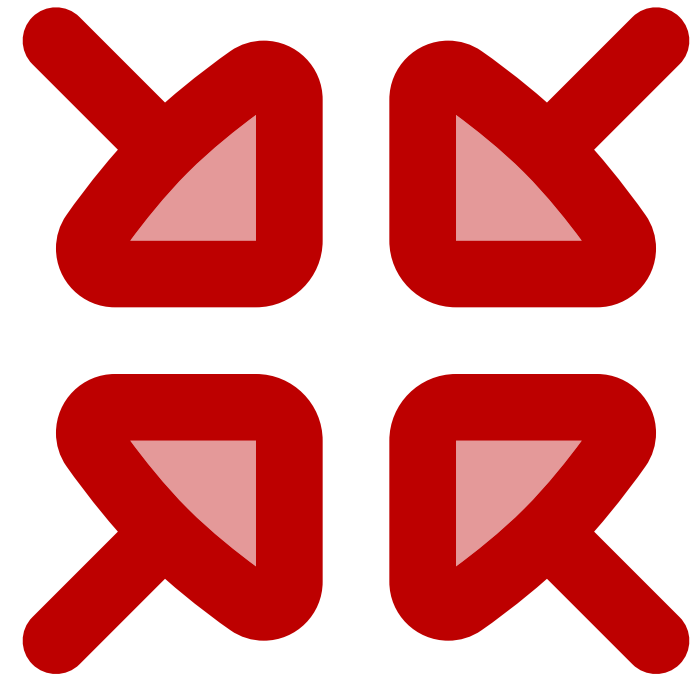
UX Research

There is treatment

Remove the what is causing the offending odor.

Contact us to help find and remove any “UX Smells”.



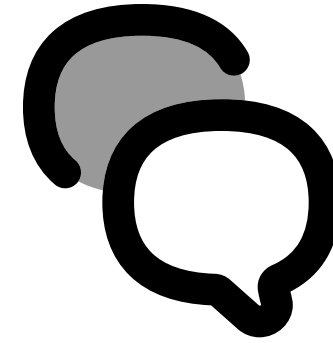


Wrap-Up

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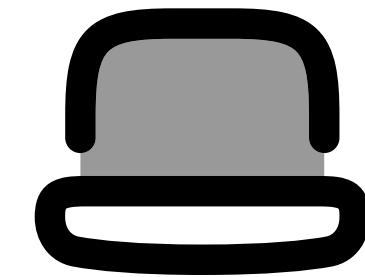


What we can offer you



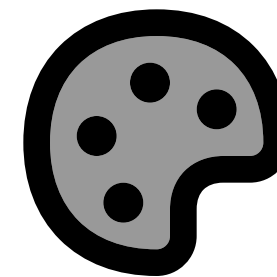
Support & Training

Join our University Webmasters Community of Practice Teams channel or tune in to our Bits & Bytes forums each month.



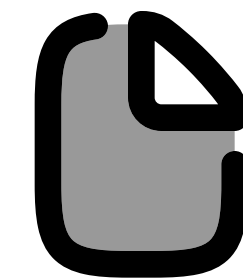
Webmaster Services

We offer routine content updates, accessibility checks, and prioritized assistance through our support queue. (fee-based)



Website Redesigns

We offer website design/redesigns that include user testing, accessibility audits, and documentation to keep your site going. (fee-based)



Document Remediation

We will ensure your PDF documents are accessible to all users, regardless of how they interact with technology. (fee-based)



Thank You

