New WKU Website

VFTH

1/27/11

WKU’s window to the world, it’s website, is undergoing a major transformation.

In this week’s View from the Hill, Amy Bingham gives us a preview of the redesign that’s already been a year in the making.

The main page of WKU dot EDU will have a fresh look next Tuesday, February 1st with the launch of phase one of the website redesign. But that’s just the beginning for this project that spans the entire university.

“We have about three seconds to get somebody’s attention and to hold it.”

Bob Owen, WKU’s VP of Information Technology, says that’s exactly what the redesigned website hopes to do.

I.T. has teamed up with Public Affairs to give the site a facelift.

It’s a much cleaner design, straight forward, the types of information a user would want to have or a visitor to our site, it’s readily available.”

Two different committees, made up of a cross section of people from across the campus have met for the past year planning the redesign.

“The process really has been a lot of behind the scenes work for many months and now we’re at a point where it’s broadscope and we can take it out to everybody.”

The board of regents recently got the first look at what the website will look like.

 “The reaction has been overwhelmingly positive. Most people are of the opinion that this already should have been done a long time ago.”

A content management system will now be in place, making it much easier to change information.

 “The beauty of this new CMS is it’s very user friendly, anyone should be able to log into the web based system and put in their content.”

After the initial home page and select web pages are unveiled next week, the process begins for implementing the new design for colleges and divisions throughout the university.

What we’re doing now is pulling everything together to have a common look and feel of the university and I think everyone will like what they see.”

The second phase of the web project, when all the academic units go live, is set for July first, followed by the rest of the campus on September first.

With this week’s View from the Hill, I’m Amy Bingham.