BU School of Education

SED IA Presentation- 2/23/16

Some things to know before we start:

> You'll see notes like this every so often. They will explain functionality and some best practices for your site content.

We use IA and wireframes to help plan content and how users get from point A to point B in the site. It's a lot easier to understand them when you see them both, so today, we'll look at a few select wireframes to help understand some decisions behind the IA.

You'll see some example content to help you get an idea for how to plan for content in the new site. None of this will be final content.

We use wireframes to talk about content priority and organization. Fine details, such as size of boxes and final layout and interactions, will be dealt with in the design phase.

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What's on the docket today?

Full navigation review

Click through wireframes/examples of how users will get through site

Talk about Academics and Research & Outreach naming

Discuss needs for bringing in @SED

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Resources for you

Full site map

Analytics over past year for first and second level pages

Start interactive wireframe from homepage

Start interactive wireframe from Research & Outreach

Full Sitemap

Home	Academics	Admissions	Research & Outreach	
	Explore Programs	Undergraduate Students	Faculty Research (Profiles list by research area)	
	Undergraduate Education	Graduate Students	Funded Projects	
	Majors	Application Components	Centers, Labs & Institutes	
	{Individual major pages}	Deadlines & Enrollment Information	Community Programs	
	Minors	Costs & Tuition	Get Involved	
	Graduate Education	Financial Aid	Join the Consortium	
	{Degree Type}	Scholarships & Fellowships	Work with Us	
	{Degree Name}	Grants, Loans, & Work-Study	Attend an Event	
	Non-Degree Certificates & Courses	Repayment & Loan Forgiveness	Support SED	
	{Certificate Name}	Graduate Positions		
	Student Life	Part-Time Students		
	Life in Boston	International Students		
	Clubs & Activities	Request More Information		
	The Education House	Meet & Contact Us		
	Practicum & Fieldwork Opportunities	Policies		
	Advice for Student Teachers	Non-Degree & Certificate Students		

Content on the Explore Programs and Research & Outreach pages will be organized by topic.

Possible examples: Early Childhood Education, Higher Education

We can list current research projects alongside profiles. If you click a research item and it is linked, it will go to that research.

If you click the profile name or picture, it will take you to the full profile in the faculty directory.

About Us	Resources	News	Events (formerly Calendar)
Dean's Welcome	Students	@SED Magazine	{SED Event individual pages}
History	Faculty & Staff	Dean's Blog	
Administration	Alumni	{News categories}	
Faculty	Licensure		
Job Opportunities	Technology		
Contact Us			
Directions			

Resources (Expanded view)

Students	Faculty & Staff	Alumni	Research	Licensure	Technology
Admitted Graduate Students	Directory	Giving	Get started	Steps to Licensure	Accounts
Housing	Communications Guide	Joan Dee & Boyd Dewey Book Awards	{Research Student Resources pages}	License Types & Tests	Backups
International Students	Room Reservations	The Daniel Davis Memorial Scholarship Fund	{Research Resources pages}	Approved Programs	Computer Deployment
Forms	(Google Calendar embeds for each room)	Alumni Awards	{Research Handbook pages}	Fingerprinting Information	Email
{Child pages for each collapsible}		Nominations	{Funding Opportunities pages}	Applying Outside of Massachusetts	ePortfolio
Electronic Flyer Submission Form		Past Winners		No Child Left Behind (NCLB)	Request a website update
Policies		@SED Alumni Magazine		Sheltered English Instruction (SEI)	Get help
Attendance		Submit an Opinion Piece to @SED		SEI Background Information	
Grades		Class Notes		FAQs Concerning SEI Endorsement	
General Policies		Alumni Services		Other SEI and RETELL Resources	
Traditions		Events		Employment Resources	
Graduation		Stay Connected		Contact the DESE	
Graduate Student Reception					
Graduation RSVP					
Resources					
Career Services					
Research Requirements					
Scholarships					
Book Awards					

This is all in the Resources section - it's just easier to see how things are organized in this view.

We can link to outside resources or across the site to other resources that may not be in these sections on each landing page.

Check out bu.edu/com for a similar navigation style.

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Academics | Admissions | Research & Outreach | Full Menu

This condensed navigation makes it easy for students and alumni to quickly get to the main places they're interested in
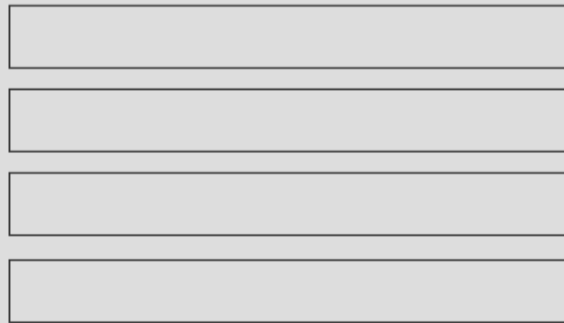
The full first and second tier navigation is available by clicking Full Menu
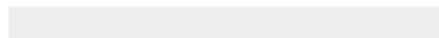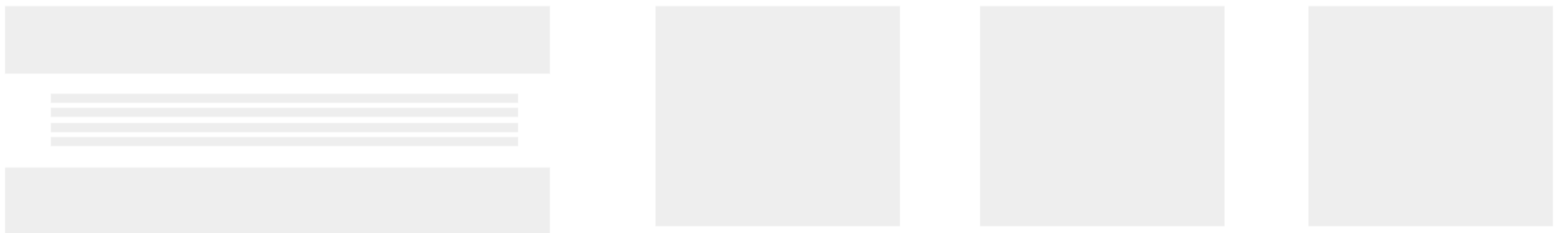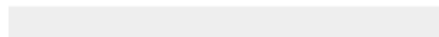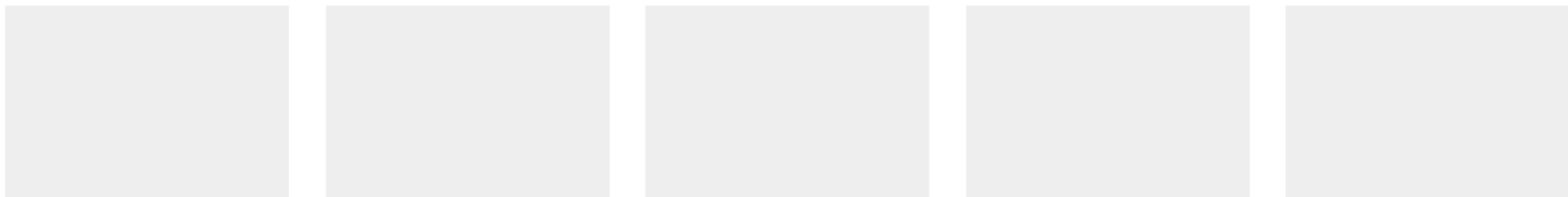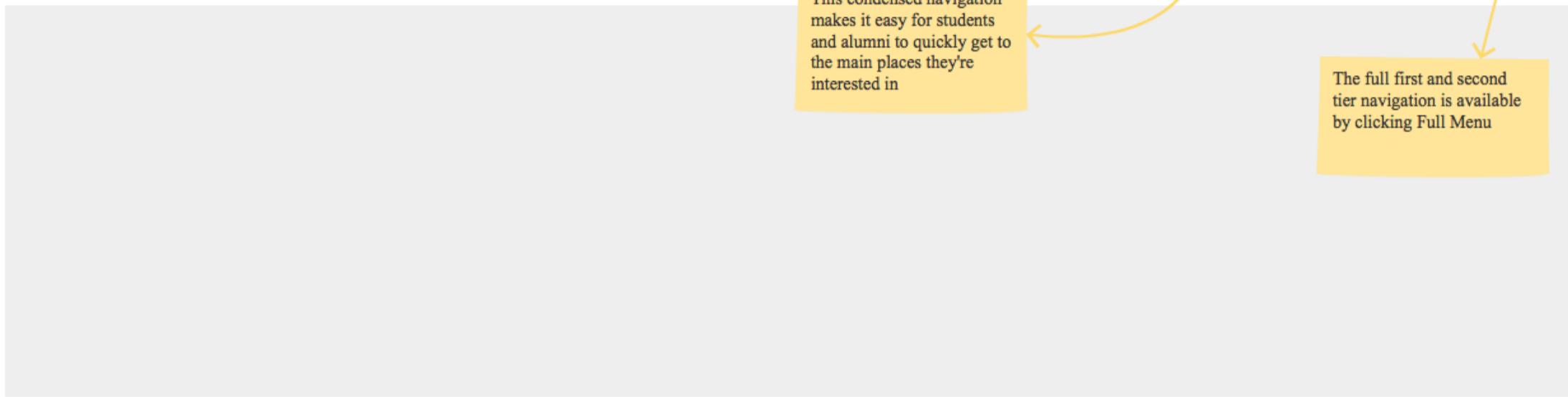
News
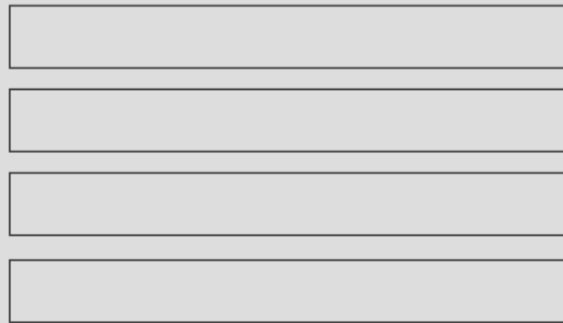
Events

Resources

Students
Faculty & Staff
Alumni
Licensure
Research
Technology

Connect with us

Facebook
Twitter
LinkedIn
Instagram
YouTube
Pinterest

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BU | School of Education

Academics | Admissions | Research & Outreach   Close

Condensed nav items will animate out so focus stays on full nav - - - - - - →

About Us
Dean's Welcome
History
Administration
Faculty
Job Opportunities
Contact Us

Academics
Explore Programs
Undergraduate Education
Graduate Education
Non-Degree Certificates & Courses
Student Life
Practicum & Fieldwork Opportunities

Admissions
Undergraduate Students
Graduate Students
Non-Degree & Certificate Students

Research & Outreach
Faculty Research
Funded Projects
Centers, Labs & Institutes
Community Programs
Get Involved

Resources
Students
Faculty & Staff
Alumni
Research
Licensure
Technology

All first and second tier nav items will be listed for easy access

Stay connected: News | Events | @SED Magazine

Social Media Buttons

We can also include items that aren't in first or second tier nav, but are still very important

search

Menu will push content down
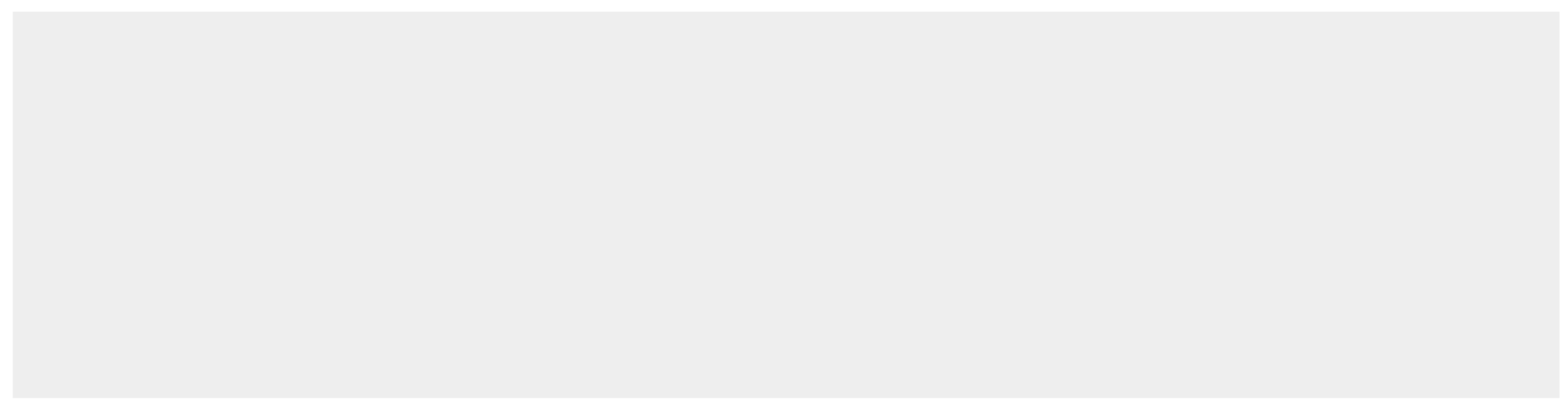
News
Events
Resources
Students
Faculty & Staff
Alumni
Licensure
Research
Technology

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1

The homepage banner will be designed to accept these types of media:

- Photo
- Video (autoplay loop, no sound)

This is not the final layout or design of the banner, but the homepage banner will be larger and have more prominence than other banners on the site.

2 # Be prepared to change lives.

SED students make differences in the classsoom, the community - and even the world.

Start with yours

The homepage will start with a strong call to action. This should change throughout the year based on your admissions and giving cycles.

This shows the content you may see when a student is in the research phase of choosing schools. An example of a call to action during the application phase could be:

Change doesn't wait
Submit your graduate application by XX date to be considered for XXXX program.
Apply now

You don't just make a difference. You are the difference.
A subtitle about how SED students get in the field and make a difference early.

| Fact about how teachers are needed | Fact about how many kids SED students work with | Fact about job security and public school growth | Fact about school acheivement in America | Fact about how many research and outreach programs are here |

See fieldwork opportunities

In this section, we should explain not only why teachers are needed - but also why highly motivated SED teachers are needed.

To combat inequalities at the highest level, we believe you start on the ground

Hear Brandon's Story ▶

Choose your best video story - switch regularly throughout year depending on target audience

Prepare for every environment
Learn to teach in the birthplace of modern education.

Student Name
Student Degree

Faculty Name
Faculty Department

Alumni Name
Current Position

Find your program

It's best to point to Explore Programs here, since undergraduate and graduate students have significantly different application processes. This also gives us a chance to show the range of options and make sure SED is the right choice before a prospective student applies.

News

Events

Resources

Students
Faculty & Staff
Alumni
Licensure
Research
Technology

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Who is SED?

One sentence mission statement about SED here.

Meet Our Faculty

We are active.
Subtitle describing more here.

We push education forward.

Research

We give back to Boston.

Outreach Programs

Title title title

Student Life

We are driven.
Subtitle describing more and appealing to prospective students here.

123
admissions statistic

456
career placement statistic

789
classroom/ practicum statistic

101
outreach program statistic

112
research opportunities statistic

Explore programs

We are professionals.
Subtitle here.

Student Name
Student Degree

Faculty Name
Faculty Department

Alumni Name
Current Position

Academics

Job Openings

Alumni Events

And we need you.

Subtitle about supporting the future of teaching.

Take action
Explore degree programs
Apply to the graduate school
Join an outreach program
Support future teachers

More in About Us
Dean's Welcome
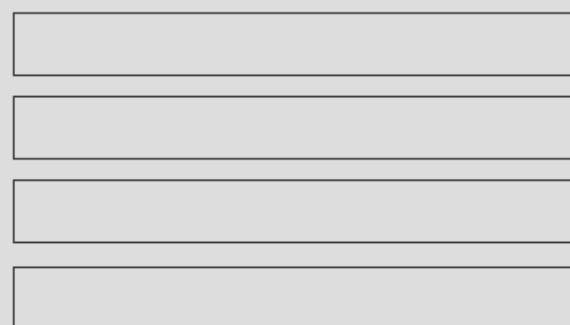History
Administration
Faculty
Job Opportunities
Contact Us

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Title about Academics

This subtitle should give context to where the call to action below is going.

Specific Call to Action

Intro section about Academics
You can use this section to talk about practical fieldwork in this section - it's a huge part of what sets you apart.

| Student quote with fieldwork tie-in | Student quote with outreach program or research tie-in | Student quote with outreach or research tie-in |

Title about what students learn here
You can use this section to talk a bit about Boston life or the special housing

Student interview

Student life at SED

Title about alumni success in changing the world
Showcase alumni from all kinds of careers that show how SED helped them make a difference

Successful Alumni Here

Successful Alumni Here

Successful Alumni Here

Successful Alumni Here

Successful Alumni Here

Find the right program for you

A title about how change starts here.

A subtitle which explains the main goal you want the user to accomplish.

Get ready to apply
Find the right program for you
Apply as an undergraduate to BU
Prepare your graduate application materials
See costs & tuition information
Learn about financial aid and loan repayment

More in this section
Explore Programs
Undergraduate Education
Graduate Education
Non-Degree Certificates & Courses
Practicum & Fieldwork Opportunities
Student Life

News

Events

Resources
Students
Faculty & Staff
Alumni
Licensure
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Consortium callout title

This subtitle should give context to where the call to action below is going.

Learn more and apply

Academics

Explore Programs
Undergraduate Education
Graduate Education
Non-Degree Certificates & Courses
1 Practicum & Fieldwork Opportunities
Student Life

Non-landing pages will have the second tier navigation easily accessible in the left sidebar so it's easy to get to related information.

Practicum and Fieldwork Opportunities

Contact button for getting placement here

All pages will have clear indicators of the current active page and section so it is easy to tell where you are in the site.

Who we work with

Public Schools
Universities
Organizations

Consortium

Learn more and apply

News

Events

Resources

Students
Faculty & Staff
Alumni
Licensure
Research
Technology

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Title about Admissions

This subtitle should give context to where the call to action below is going.

Specific Call to Action

Intro section about Admissions
A brief description that backs up or explains your point further.

Undergraduate	Graduate	Nondegree

A title about preparing to apply as a graduate student at SED
Make sure important information is readily available to your graduate applicants here.

Prepare your materials	Find your application deadline	Learn about costs & tuition	Financial aid resources	Learn about loan repayment and forgiveness

Start your application

Optional Section Type: Media Focus
Maybe answer some questions here about the type of student that is successful at SED and how to prepare to apply.

Admissions rep?

Button

Required Section: Next Steps

A subtitle which explains the main goal you want the user to accomplish.

Get ready to apply

Apply as an undergradute to BU

Prepare your graduate application materials

See costs & tuition information

Learn about financial aid and loan repayment

More in this section

Undergraduate Students

Graduate Students

Non-Degree & Certificate Students

News

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Resources

Students

Faculty & Staff

Alumni

Licensure

Research

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This is a Research & Outreach page template. It will gather news, events, research projects, and outreach projects in one easy to find place, organized by topic.

The main goal with pages of this type is to show how SED is pushing forward and making progress in general areas and topics that alumni and students are studying in. We should work together to identify up to 8 areas which will be the areas we highlight in this section. They should be the same as areas you will be grouping programs by in the Explore Programs page.

BU | School of Education

Academics | Admissions | Research & Outreach | Full Menu

Featured @SED Story

Dek for featured @SED story

Read More

Title about research & outreach programs at SED
Use this top section to showcase how all of SED - students, researchers, and alumni - participate.

Researcher Profile

Student Profile

Alum Profile

Making a difference in Boston - and beyond
This section brings together top news, events, statistics, and research/outreach programs to drive this point ho

Featured Outreach Program

Participate

123
people helped
in this program

Link to program

Research

Link to research

of kids in this program go on to do something

Link to program

Research Conference

Reserve your spot

@SED headline

Link to story

Featured Researcher

See their research

Journal of Education Headline

Read More

Featured Volunteer

Participate

Outreach Event

Reserve your spot

Why I help

Join in

123
people helped
in this program

Link to program

@SED headline

Link to story

Research Conference

Reserve your spot

See how we're making even more progress in:

Early Childhood & Development | Higher Education | {topic} | {topic} | {topic} | {topic} | {topic}

To help alumni and students find out how SED pushes education forward in their focus area, we will have landing pages for each focus area.

These are suggestions. Final topics of interest are TBD. These should be the same as those used in Explore Programs.
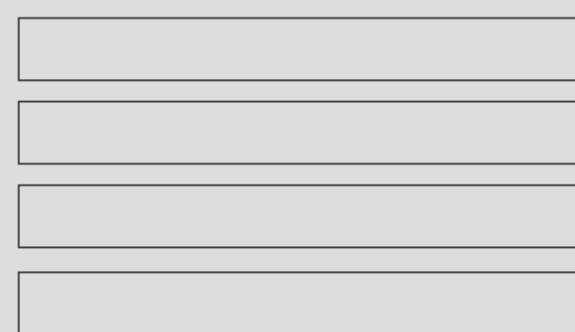
Help us shape the future of education.

A subtitle which explains the main goal you want the user to accomplish.

Participate
Support the School of Education
Learn about proposals and funding
Browse student research opportunities
Connect with fellow alumni
Attend an event
Contact us

More in Research
Faculty Research
Funded Projects
Centers, Labs & Institutes
Community Programs
Get Involved

News

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Licensure
Research
Technology

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Featured Early Childhood and Development story

Subtitle for story

Read More

Title about Early Childhood and Development programs at SED
Use this top section to showcase how all of SED - students, researchers, and alumni - participate.

Researcher Profile

Student Profile

Alum Profile

Make a difference in Early Childhood and Development
This section brings together top news, events, statistics, and research/outreach programs to drive this point home

Featured Outreach Program

Participate

123
people helped
in this program

Link to program

Research

Link to research

of kids in this program go on to do something

Link to program

Research Conference

Reserve your spot

@SED headline

Link to story

Featured Researcher

See their research

Journal of Education Headline

Read More

Why I help

Join in

Featured Volunteer

Participate

Outreach Event

Reserve your spot

123
people helped
in this program

Link to program

@SED headline

Link to story

Research Conference

Reserve your spot

Show more

Help us shape the future of Early Childhood and Development.

A subtitle which explains the main goal you want the user to accomplish.

Participate	More in Research & Outreach
Support the School of Education	Faculty Research
Learn about proposals and funding	Funded Projects
Browse student research opportunities	Centers, Labs & Institutes
Connect with fellow alumni	Community Programs
Attend an event	Get Involved
Contact us	

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BU | School of Education

Academics | Admissions | Research & Outreach | Full Menu

Featured Higher Education story

Subtitle for story

Read More

Title about Higher Education programs at SED
Use this top section to showcase how all of SED - students, researchers, and alumni - participate.

Researcher Profile

Student Profile

Alum Profile

Make a difference in Higher Education
This section brings together top news, events, statistics, and research/outreach programs to drive this point home

Featured Outreach Program

Participate

123
people helped
in this program

Link to program

Research

Link to research

of kids in this program go on to do something

Link to program

Research Conference

Reserve your spot

@SED headline

Link to story

Featured Researcher

See their research

Journal of Education Headline

Read More

Featured Volunteer

Participate

Outreach Event

Reserve your spot

Why I help

Join in

123
people helped
in this program

Link to program

@SED headline
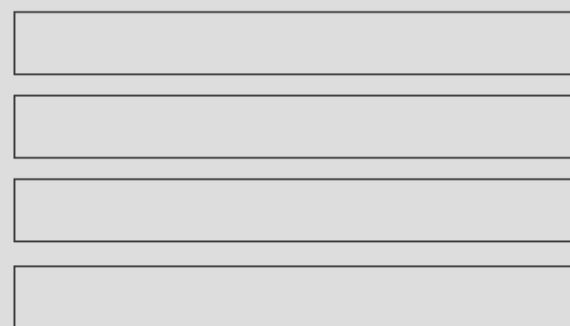
Link to story

Research Conference

Reserve your spot

Show more

Help us shape the future of Higher Education.

A subtitle which explains the main goal you want the user to accomplish.

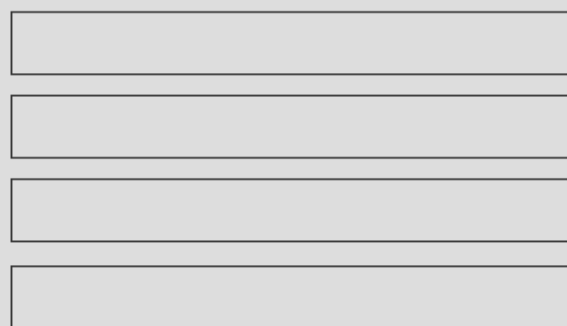| Participate	More in Research & Outreach
Support the School of Education	Faculty Research
Learn about proposals and funding	Funded Projects
Browse student research opportunities	Centers, Labs & Institutes
Connect with fellow alumni	Community Programs
Attend an event	Get Involved
Contact us	

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Resources

Intro section about Resources
subtitle

callout

callout

callout

Resources section name

Small section title	Small section title	Small section title
Link	Link	Link
Link	Link	Link
Link	Link	Link
Link	Link	Link
Link	Link	Link
Link	Link	Link

Resources section name

Small section title	Small section title	Small section title
Link	Link	Link
Link	Link	Link
Link	Link	Link
Link	Link	Link
Link	Link	Link
Link	Link	Link

News

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Analytics - Top and second level pages

Page Title	Pageviews	Unique Pageviews	Entrances	Bounce Rate	% Exit
About Us	8646	6943	262	0.00%	10.61%
Dean's Welcome	786	524	131	0.00%	16.67%
History	262	262	0	0.00%	50.00%
Administration	524	262	0	0.00%	0.00%
Faculty	11397	2882	262	0.00%	1.15%
Job Opportunities	2489	2358	655	80.00%	47.37%
Contact Us	4192	3013	655	40.00%	28.13%
Directions	917	917	393	33.33%	42.86%
Academics	19913	15590	131	0.00%	5.26%
Explore Programs					
Undergraduate Education	7336	5764	131	100.00%	8.93%
Graduate Education	32751	23581	3537	48.15%	10.40%
Non-Degree Certificates & Courses	6419	4585	786	33.33%	10.20%
Student Life	1310	917	0	0.00%	10.00%
Practicum & Fieldwork Opportunities	1179	1179	262	50.00%	33.33%
Admissions	16638	13231	524	25.00%	3.94%
Undergraduate Students	3144	2358	393	0.00%	8.33%
Graduate Students	35633	25153	2751	19.05%	8.46%
Request More Information	1048	786	0	0.00%	12.50%
Meet & Contact Us	1965	1572	262	100.00%	20.00%
Policies	1048	1048	0	0.00%	0.00%
Non-Degree & Certificate Students	1310	786	262	0.00%	0.00%
Research & Outreach	4454	3275	262	0.00%	5.88%
Journal of Education	4585	3275	2358	33.33%	25.71%
Research Projects	524	524	131	100.00%	50.00%
Centers & Institutes					
Outreach Projects & Programs	4978	2489	131	0.00%	5.26%
Resources					
Students	1703	1179	0	0.00%	7.69%
Faculty & Staff	4716	3144	1310	10.00%	5.56%
Alumni	393	393	0	0.00%	33.33%
Licensure	1179	655	393	66.67%	33.33%

Alumni is the second-worst performing page in this category. Of the first and second level pages, only History does worse.

Keep in mind that Alumni has the benefit of being easily accessible at all times in the current site using the utility navigation. The low page views, combined with no entrances, suggest very low interest in general alumni information. Items that do well in this section (but aren't included here) tend to be either @SED or resources-type items.

These numbers are from the past year's analytics.

Definitions:

Pageviews - all pageviews for that page over the past year.

Unique pageviews - this is a good rough indicator of the unique people who came to that page. It won't count the same person twice. If this number is significantly lower than the pageviews, it suggests people come back regularly and use the page as a resource later on. If it's the same as pageviews, it suggests people come once and then don't come back.

Entrances - the number of pageviews where people started at this page. These are the people who Googled for this page, bookmarked it, or were pointed at the page from Facebook, Twitter, or other social media.

Bounce Rate - the percentage of people who leave the page without interacting with anything. This isn't always a bad thing for information-heavy pages with few interactive elements. You should look at this metric along with the exit rate metric and the intention of the page.

Exit Rate - the percentage of people who left the site from this page. You always need to take into account the intention of the page before making a judgement on this. For example, an apply page should have a high exit rate to be successful, because you are directing people to an outside application. A regular text page like History that has a high exit rate is a cause for concern, because it means people read that page and left the site without completing your goals.