

Progress Report



Yosemite Community College District - January 12, 2022

PROJECT NAME: Yosemite Community College District Website Redesign

PROJECT DURATION: November 2021 - December 2022

PROJECT OVERVIEW: VisionPoint will redesign mjc.edu, gocolumbia.edu, and yosemite.edu into recruitment engines that deliver an improved user experience across devices with contemporary design, intuitive architecture, and fluid navigation. These sites will meet the needs of prospective students and their families, current students, faculty and staff, alumni, donors, community members, the press, and other stakeholders.

This project serves as Phase I of the redesign and will culminate in implementation-ready files for the redesign websites of Yosemite Community College District, Modesto Junior College, and Columbia College.

PROJECT STATUS:

Phase	Task / Area	Responsible	Due Date	Next Date
Kickoff Meeting			Complete	
Kickoff Homework	Schedule Recurring Calls - Initial call scheduled for 1/12	Admin Group	11/10/21	1/12
	Project Blackout Dates - Beyond holidays, are there other dates to be aware of?	Admin Group		1/7
	Share Brand Documents (style guides)	Yosemite		1/7
	Analytics Access	Yosemite	11/10/21	1/7
	Share Marketing Materials (plans and materials highlighting brand and messaging)	Yosemite	11/10/21	1/7
	Share Brand Documents (style guides)	Yosemite	11/10/21	1/7
	Share District or Institution Strategic Plans	Yosemite	11/10/21	1/7
	Share Additional Research/Data/Marketing Tools	Yosemite	11/10/21	1/7
	Share 3-4 Competitors	Yosemite	11/10/21	1/7
	Share Aspirational Websites	Yosemite	11/10/21	1/7
	Analytics Review	VisionPoint		

	Review Brand Marketing & Social Media	VisionPoint		
	Review Strategic Plan w/ Yosemite	VisionPoint		
	Competitor Analysis - Reviewing CA district sites similar	VisionPoint		
	Virtual Listening Tour - Lisa to come to 1/12 meeting with individuals who can help organize participants for listening sessions - VisionPoint holding time Jan. 18-28 for listening sessions. If additional input is needed, VisionPoint will send surveys for additional feedback.	VisionPoint		
	Strategy & Goals Presentation - Lessons from discovery - Situational SWOT Analysis - Success Metrics - Architectural, Aesthetic, and Functional Strategies	VisionPoint		
Information Architecture	First Draft - Dylan beginning 11/29 in progress - Can be customized once VP has additional information	VisionPoint		
	Sitemap Workshop			
	First Draft Homepage & Flexible Interior Page Wireframes			
	First Draft Additional Wireframes			
Visual Design	First Round Design Concepts	VisionPoint		
	Final Design Direction			
	Final Design Direction - Additional Pages			
	Website Visual Style Guidelines			
Content Strategy	ROT Content Analysis	VisionPoint		
	Content Strategy - Priority Pages			
Development	Development Documentation & Environment Setup	Visionpoint		

	Front-end development (flows through several dates)			
	Accessibility (flows through several dates)			
	Quality Assurance Testing			
	Support After Handoff			

ADDITIONAL ITEMS TO DISCUSS:

Upcoming	First progress meeting: 1/12 @ 10:00 Potentially receive all materials from Yosemite by 1/7
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PARKING LOT:

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COMPLETED:

Task / Area	Description	Responsible	Completion Date
Kickoff Homework	Designate Communications Groups <ul style="list-style-type: none"> - Administrative group - Decision-maker group 	Yosemite	12/6
Discovery & Strategy	Comprehensive Site Audit (started week of 11/15) <ul style="list-style-type: none"> - VisionPoint has begun site audit for all 3 sites - Sitemap scan - Quality audit 	VisionPoint	11/29