

Progress Report



Yosemite Community College District - January 26, 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
Kickoff	Project Blackout Dates	Admin Group	1/7
Yosemite Research Materials	Research Needed: <ul style="list-style-type: none"> - Share Visual Brand Documents (style guides) - Share Marketing Materials (plans and materials highlighting brand and messaging) Examples of direct mail pieces, digital ads - Google Analytics access <ul style="list-style-type: none"> - We have access to MJC - Recent enrollment trends 	Yosemite	1/7
Discovery & Strategy	Virtual Listening Tour <ul style="list-style-type: none"> - Fri Jan 21 1pm – Decision Making Listening Tour - Mon Jan 24 10am – Classified/Management Listening Tour - Wed 1/26 12:30 – Student Services Listening Tour - Thu Jan 27 11:30am – Faculty Listening Tour - Fri 1/28 @ 1pm Student Listening Tour. 	VisionPoint	1/28
	VisionPoint Research Conclusion	VisionPoint	2/4
	Strategy & Goals Presentation Wednesday, Feb. 9 at 11am PST <ul style="list-style-type: none"> - Lessons from discovery - Situational SWOT Analysis - Success Metrics - Architectural, Aesthetic, and Functional 	VisionPoint	2/9

	Strategies		
	Provide remaining Strategy & Goals feedback or approval	Yosemite	2/16
Information Architecture	First Draft of Sitemaps - Dylan began 11/29: in progress - Can be customized once we have initial strategy feedback	VisionPoint	TBD
	UX 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	VisionPoint is closed for a company-wide summit February 17-18.
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PARKING LOT:

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COMPLETED:

Task / Area	Description	Responsible	Completion Date
Listening Tours	Scheduled Listening Tours	Yosemite	1/28