FROM STRATEGIC PLAN TO CONTENT STRATEGY

Alaina Wiens
#heweb16 #mcs4
October 17, 2016

Hi.

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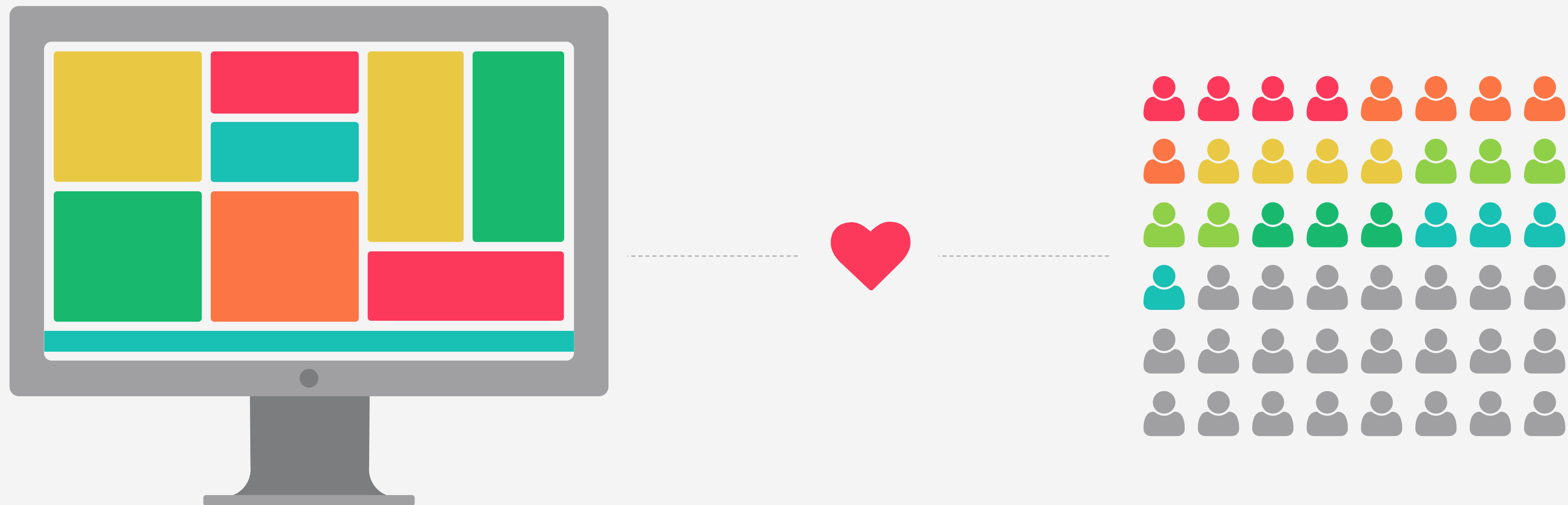@alainawiens | alainawiens.com

1855 CITY OF Flint

Michigan Municipal League

Greetings from FLINT MICHIGAN

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The Web Project Machine

Business Goals

Leadership Approval

Outlined Priorities

Shared Vocabulary

Aspirational Language

Target Audiences

STRATEGIC PLAN

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Read your Strategic Plan like it's your job.

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Some Strategic Plan Goals and Objectives

Increase and diversify investment to impact the quality and quantity of jobs

- Grow jobs
- Grow investment
- Increase revenue

Enhance knowledge and skills of our community through innovative programs

- Raise awareness of Chamber role & services
- Increase student/business workshops and workforce training
- Increase participation/ attendance in Chamber knowledge/skills programs

Improve public perception of Flint and Genesee County

- Influence enhanced image perception/opinion
- Expand local and regional exposure to positive messages

*Achieve enterprise efficiency and effectiveness

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Core Values

Integrity

Credibility

High Standards

Inclusiveness

Leadership

Respect

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Start at a high level.

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The High Level

awareness of Chamber role & services

- New priorities and business units do not fit into the framework.

- Nearly 40% of the site's annual traffic comes via mobile, but many features do not function properly on mobile. innovative

- Much of the site's content does not comply with WCAG 2.0 or Section 508 of the federal Rehabilitation Act of 1973. inclusiveness

- The website cannot be maintained internally. efficiency

Make the business case.

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The Deeper Dive

awareness of Chamber role & services
effectiveness

- Almost 60% of visitors exit after a single page view.

- The average time spent on the website is just over two minutes. effectiveness

- Most visitors immediately navigate to the Contact page, then exit.
effectiveness

- Less than 10% of site traffic flows to the membership section, and only 0.4% to the Join page. participation/attendance
effectiveness

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Apply values and vision.

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The Website Vision

- Support strategic goals and shared objectives.

- Deliver results for key calls to action.

- Allow for evaluation of tactics and adjustments in real time.

- Allow for growth in content and message.

- Show how we, as an organization, value **inclusiveness**, **respect**, and **integrity** for visitors by making our content accessible to all audiences.

- Exemplify **leadership**, **credibility**, and **high standards**.

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Trust, but verify.

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Target Audiences
Calls to Action
Design
Measurement
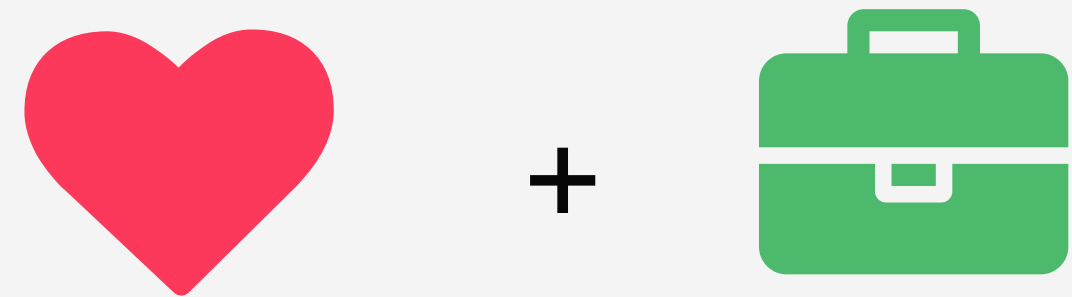
- Who are we talking to?
- What do we want them to do?
- How do we get them there?
- How do we measure success?

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- Each business unit relies on multiple constituencies to drive business.

- The website must target *primary* audiences, whose actions *directly impact* the objectives identified in the strategic plan.

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Target Audiences

Businesses

Residents

Visitors

Community

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Strategic web content cannot only provide value to our audiences, but must also support business objectives.

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Calls to Action

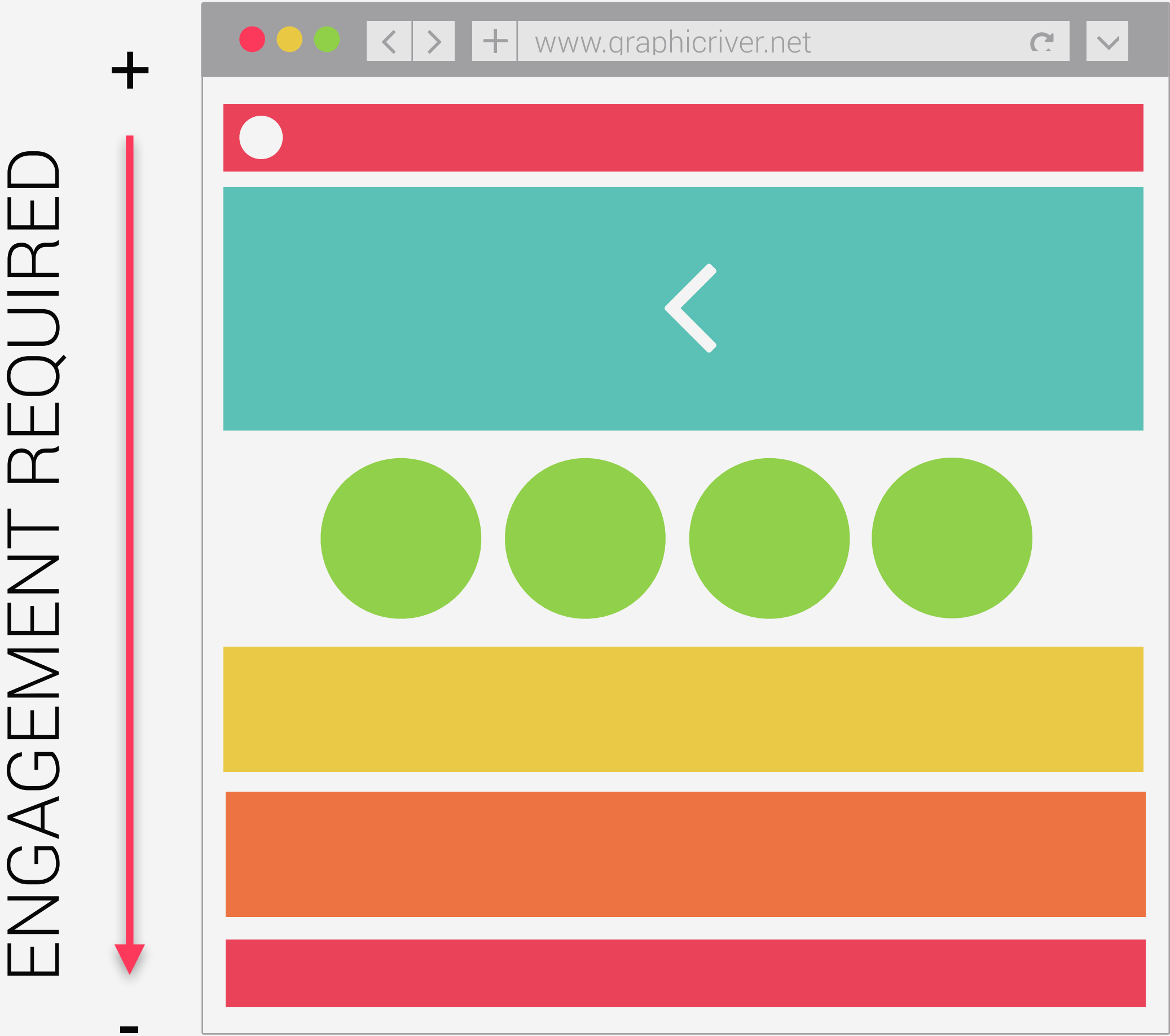| CALL TO ACTION	RESULT	AUDIENCES	STRATEGIC GOAL SUPPORTED
Click "Visit"	Tourism	Visitors, residents, community, businesses	Goal #3. Improve public perception of Flint & Genesee
Click "Living Here"	Relocation	Visitors, residents, community, businesses	Goal #3. Improve public perception of Flint & Genesee
Click "Join Now"	New members	Businesses	Goal #2. Enhance knowledge & skills of our community through innovative programs
Register for an event/ training	Event/training attendance	Businesses, community	Goal #2. Enhance knowledge & skills of our community through innovative programs

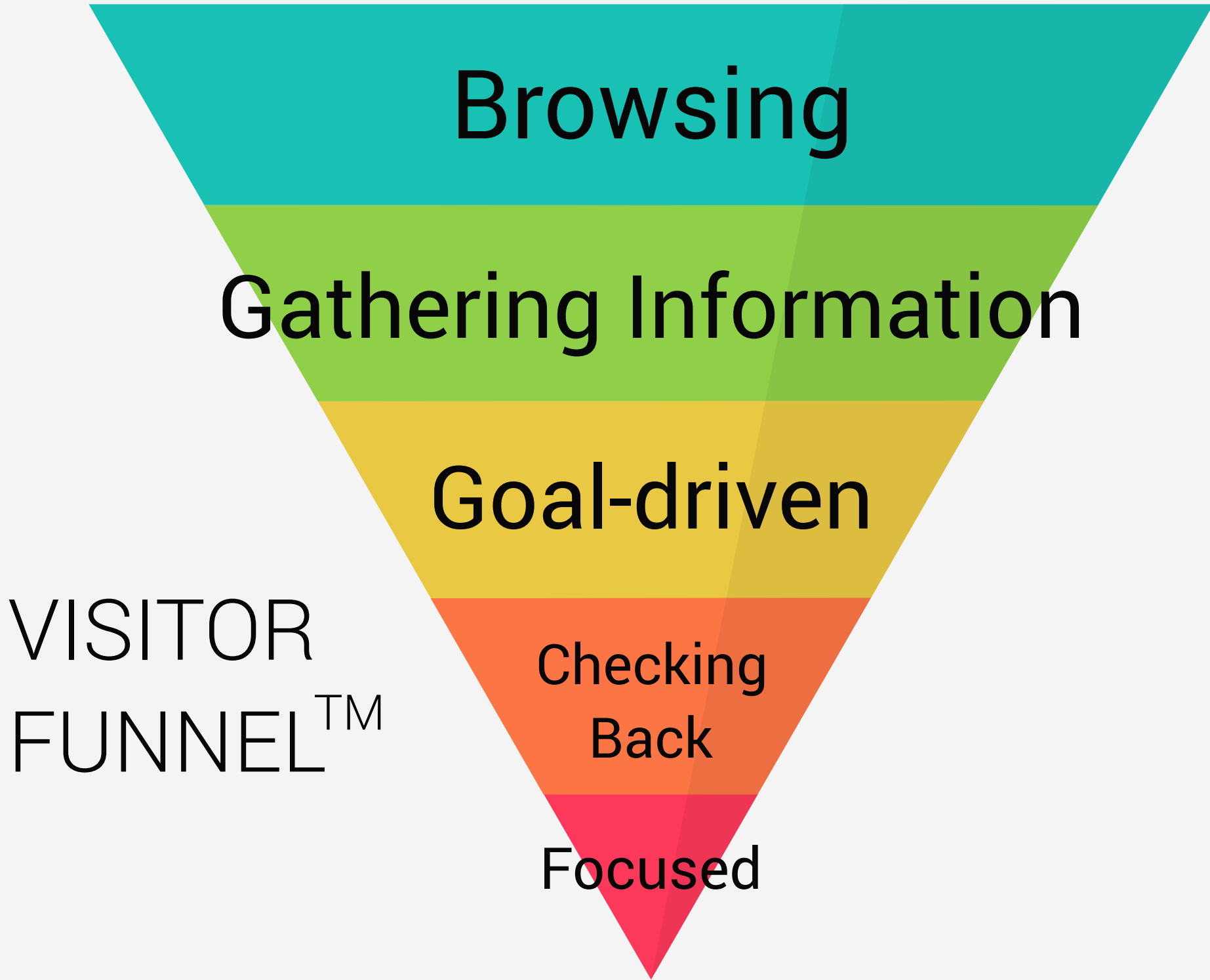# How we're *not* getting them there.

- The current navigation structure doesn't work.

- Users are unsure where to start.

- There is no single navigation path that will take varied audiences to every conversion point.

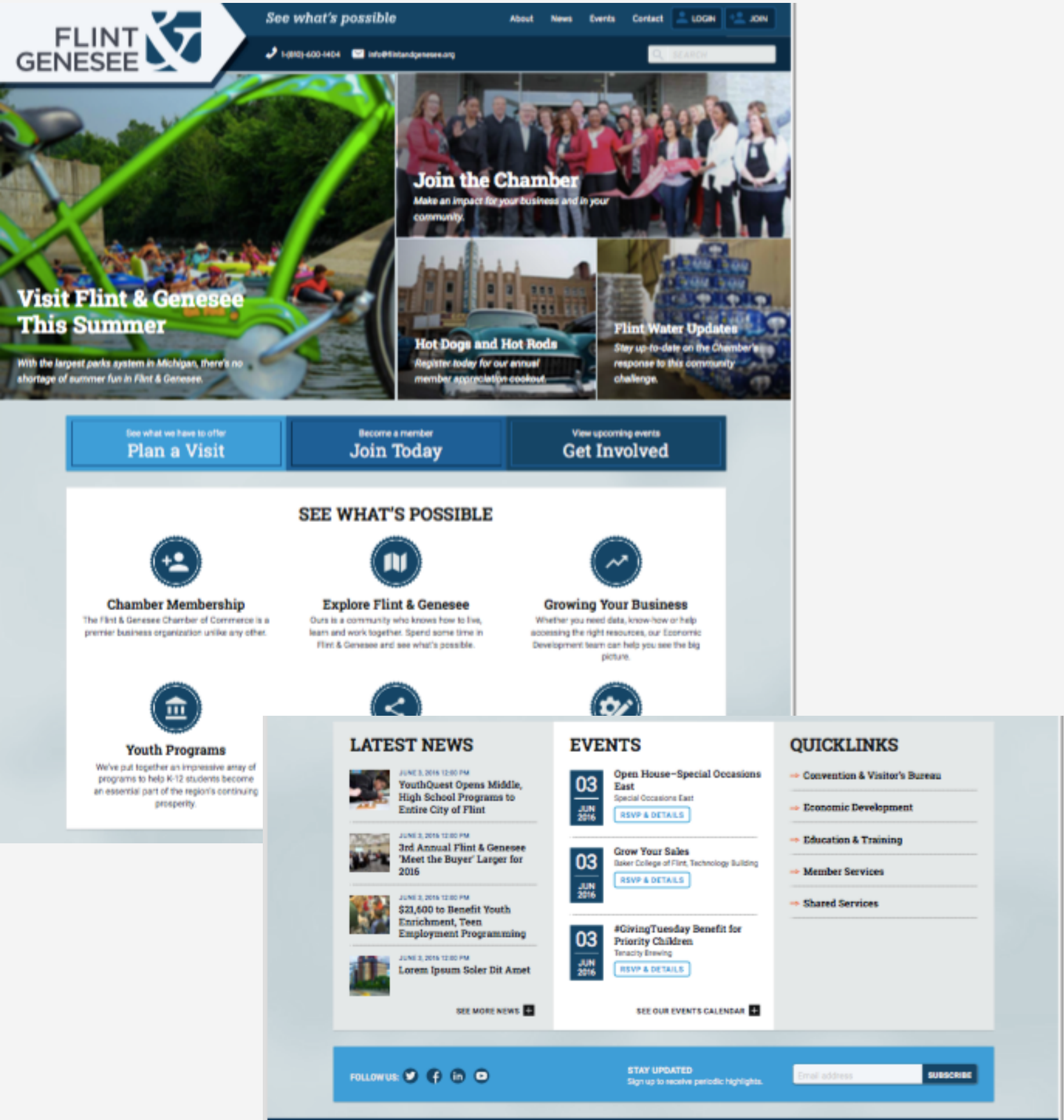- Traditional top-level navigation may not work.

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So, how *do* we get them there?

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Design

How do we measure success?

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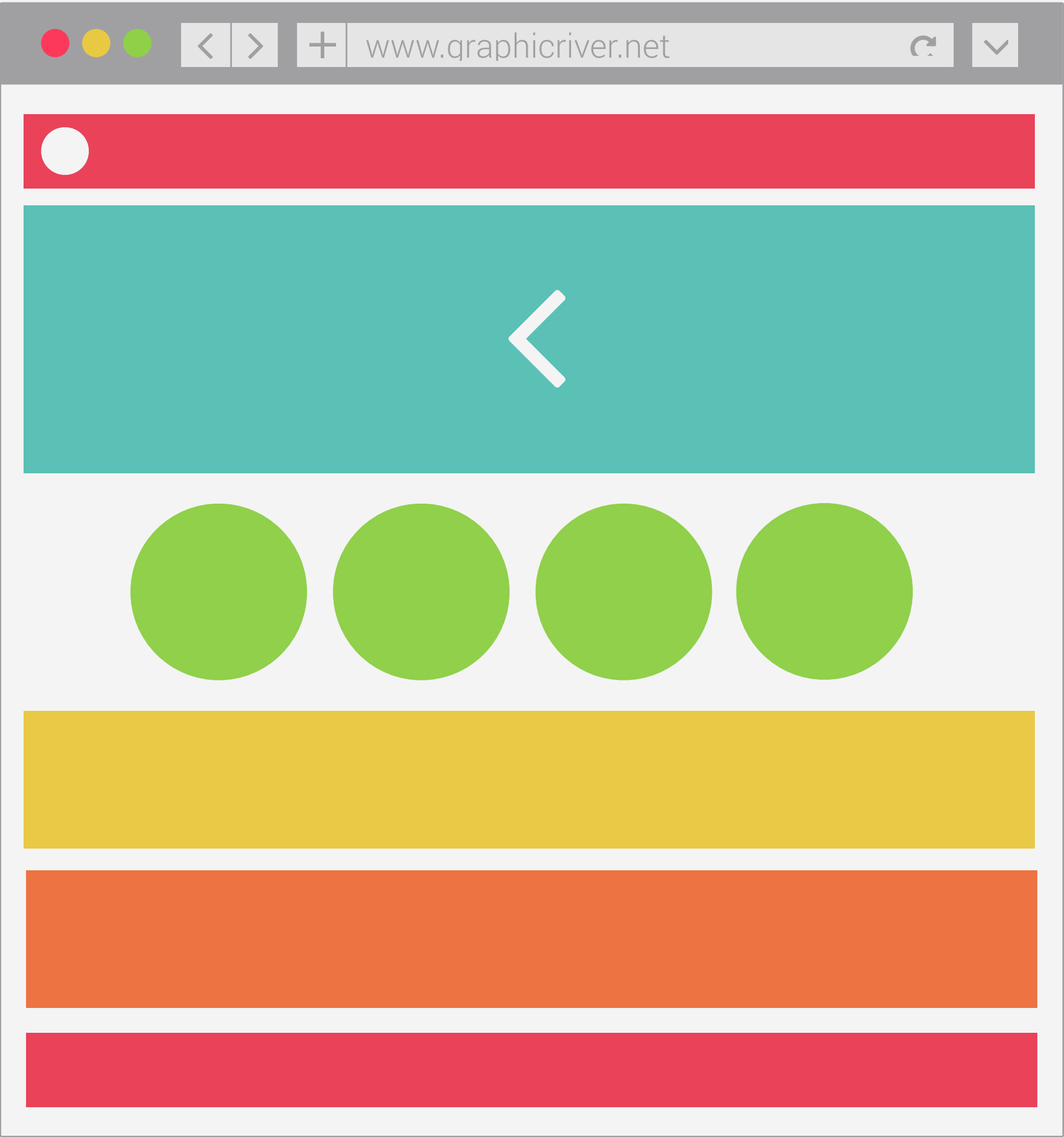
Measurement

- Align reporting with strategic goals.

- Benchmark against past data.

- Establish a baseline for new metrics.

- Set new goals and track progress.

- Adjust when needed.

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Set standards.

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Our website will:

- Be fully responsive. **innovative** **high standards**
- Be compatible with all modern browsers and operating systems. **innovative** **efficiency**
- Be designed to load quickly, without taxing user resources. **efficiency** **inclusiveness**
- Adhere to accessibility standards outlined in the WCAG 2.0 and Section 508 of the Federal Rehabilitation Act of 1973. **integrity** **inclusiveness**
- Be fully supported internally. **efficiency** **respect**

leadership

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Our website will:

Support the strategic goals and objectives of the organization.

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What can your website be when it grows up?

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What can your content achieve?

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Switchboard Ask Me Anything Week

- Strategic Plan called for meaningful connections between students and alumni.

- May Day was designed to allow students to ask for what they need and seek connections for life after graduation.

- Used language from strategic plan to craft communications.

- Measured connections as engagement, or "someone doing something on the Oberlin Switchboard that benefits more than one person like creating a post, making a comment, or sending a message."

Ma'ayan Plaut

OBERLIN
COLLEGE & CONSERVATORY

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Oberlin College & Conservatory

IU Libraries Content Strategy and New Strategic Plan

- Considering new strategic goals to anticipate new needs for support.

- Help people consider the bigger picture, working with 100+ content creators.

- Use strategic priorities to dictate content and project decisions.

- Planning for project briefs that outline how requests align with strategic goals.

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Social Media Strategy
Aligned with Strategic Plan

- Strategic goals serve as a framework for making decisions.

- Evaluates content based on how it does/can serve strategic goals.

- Encourages content creators to use strategic framework to filter submissions.

- Communicates results in terms of strategic goals.

Your turn.

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Thank you.

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