Virtual Guides

Using our websites as 24 hour customer service tools

NASPA Region 4E

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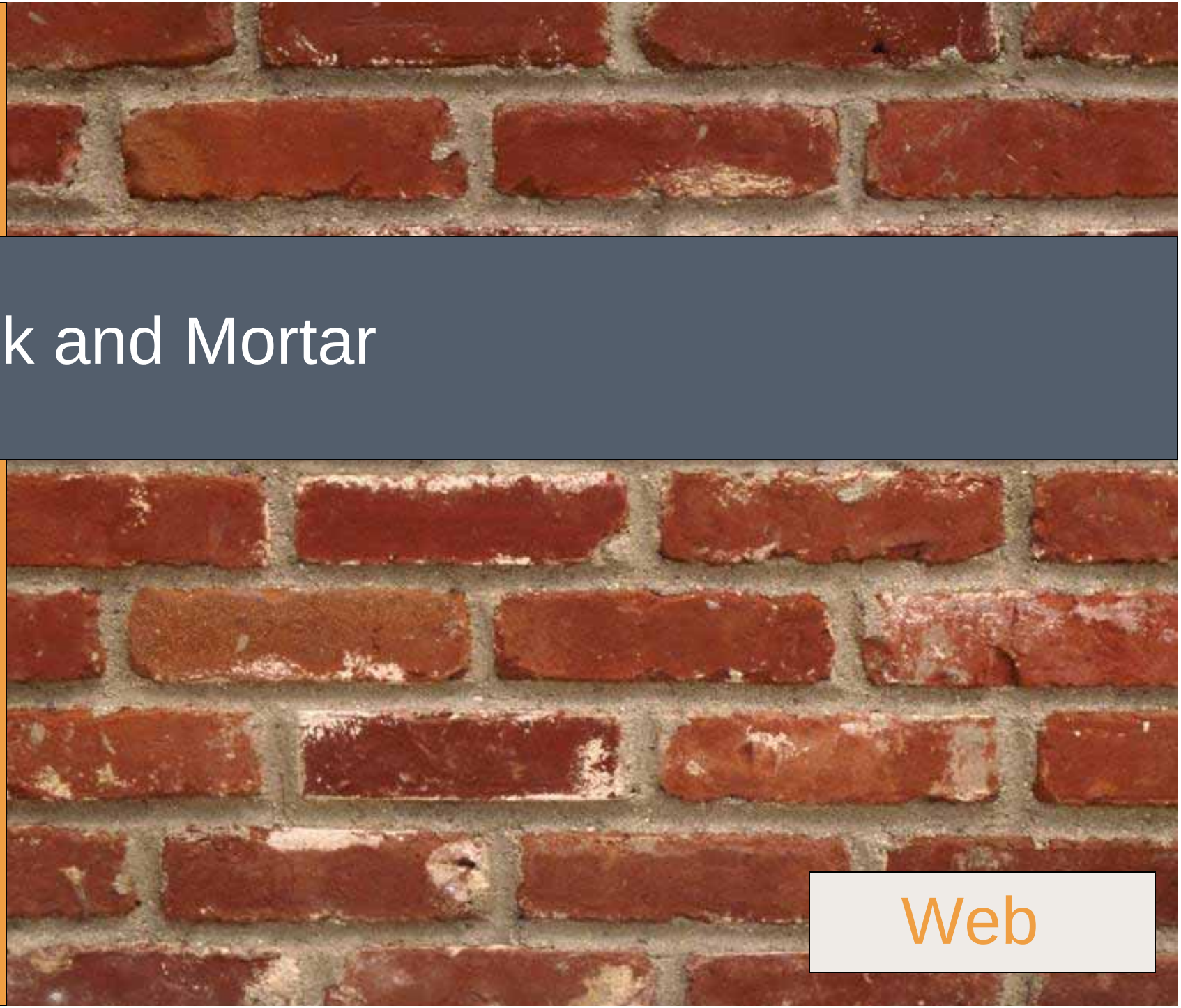
University of Illinois at Chicago

Customer Service and Technology

Brick and Mortar



Millennials expect technology

The Plan

Do you know your building manager?

Do you know your web server admin?

Receptionists and FAQ’s

Web team member?

Virtual Receptionist

The UIC Wellness Center

- Bricks and Bytes
- Reactive and Proactive

Introducing the Wellness Center website

www.wellctr.uic.edu

the wellnesscenter

Gathering dust

Search engines will find outdated information.

Traffic

and Content

Why should we monitor our website statistics?

Research – focused on e-commerce.

STUDENT AFFAIRS
Annual Report
Includes:
office utilization #'s
progress report
goals/objectives
and
web statistics???

Hits

- Images
- Movies
- Scripts

Visits

Site visit within a 30 minute time limit.

Hits are for baseball players.

What can you use to monitor your stats?

Internal solution

- WebTrends
- Webalizer
- NetTracker

External solution

- Deepmetrix
- Reinvigorate.net

Using web stats to drive content

- Emergency contraception
- Error page not found
- 4,500+ visits per month

the wellnesscenter

Using web stats to drive content continued

- Browsers
- Monitor resolution
- Entry pages
- Exit pages
- Referrals

Virtual Doors

Penn State

"…very carefully monitor our Web traffic here in Student Affairs at Penn State."

- Craft web strategies
- Find dead links
- Access technical quality

5 Others

Do you currently monitor your website statistics?

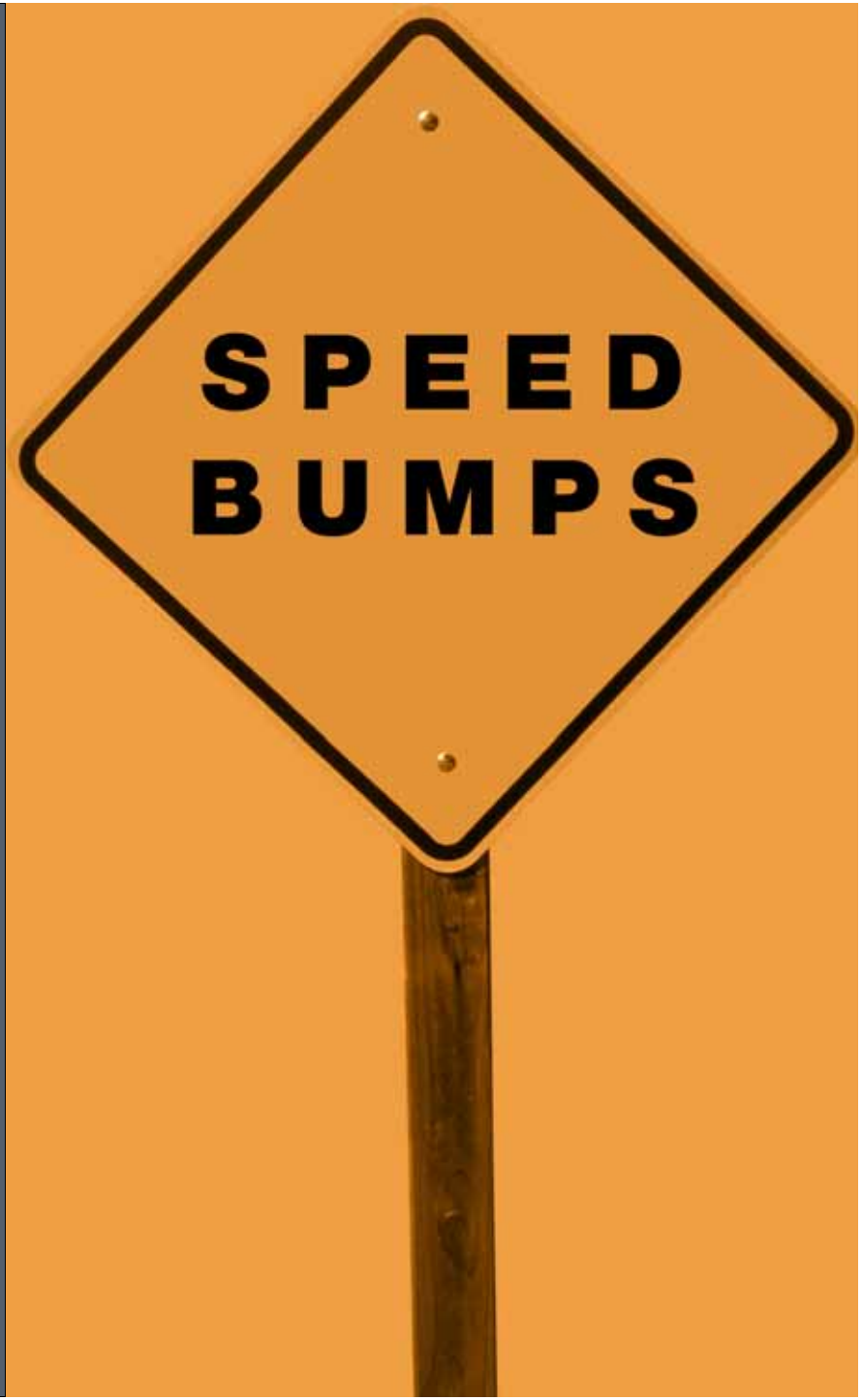
NO

Would you build an office and then close your eyes?

Accessibility

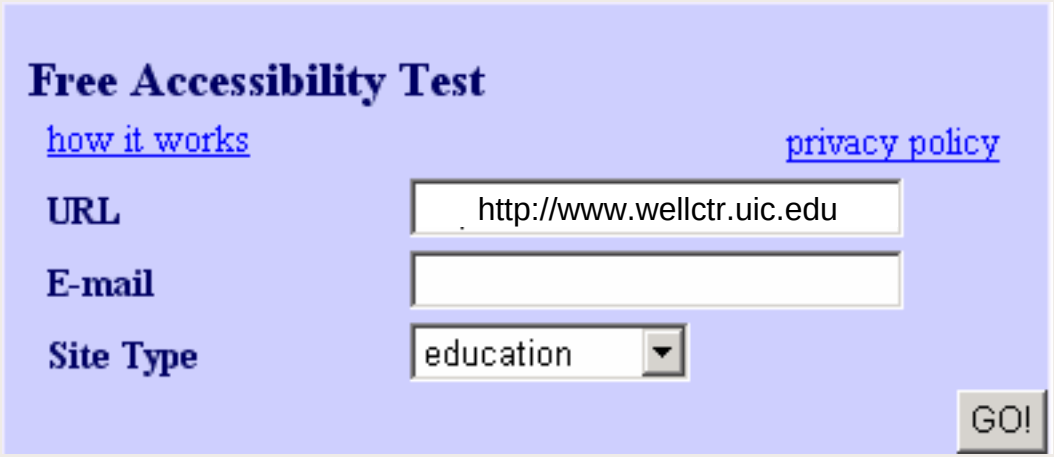
and Usability

- Flash
- Java
- Too much code
- Script errors



Usablenet.com

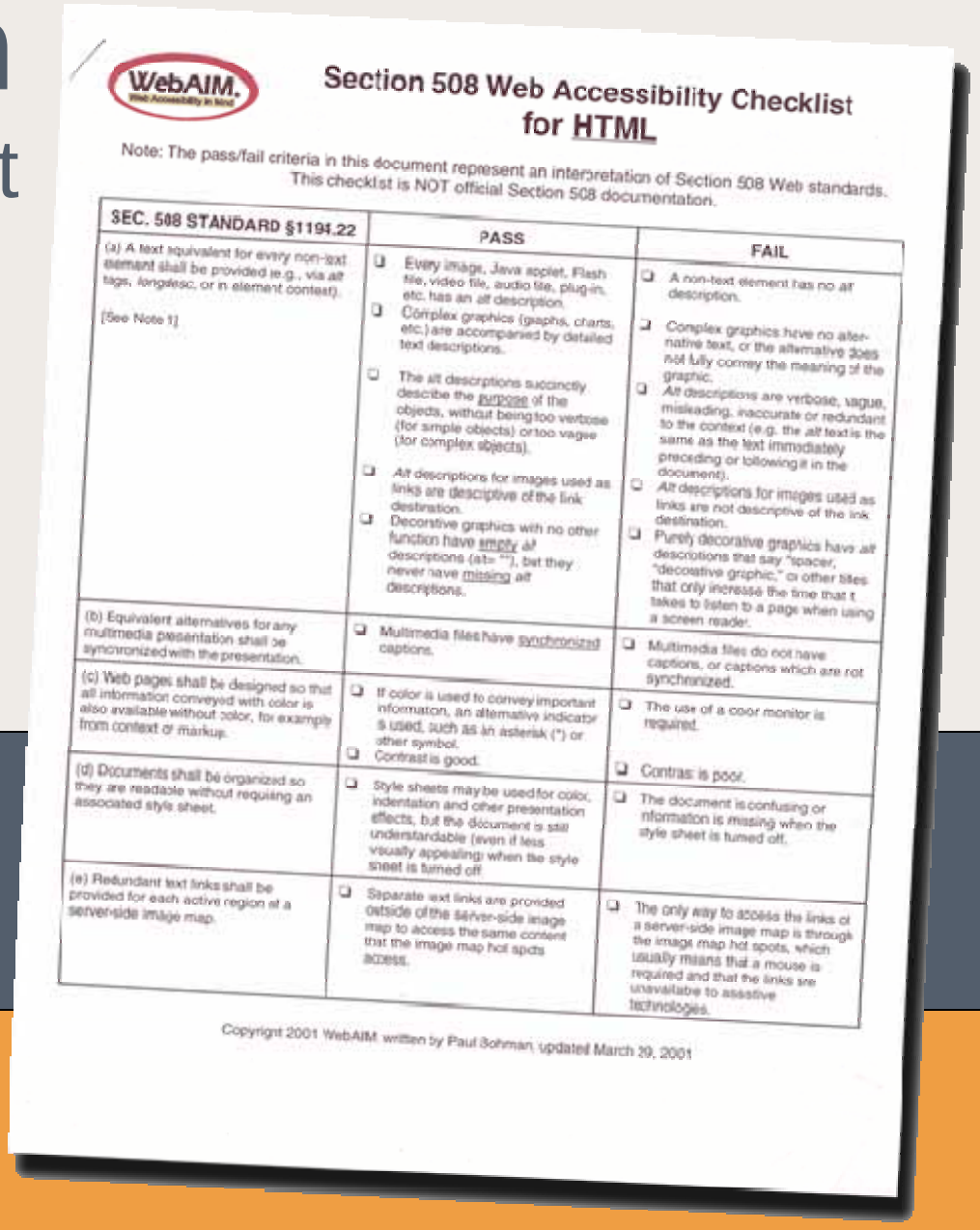
Free accessibility test



Aberdeen College - Alamo Community College - Arizona State University - Austin Community College - Brigham Young University - Capella - College of Natural Sciences and Mathematics - College of the Desert - College of the Redwoods - Columbus State University - Crafton Community College - CSU Hayward - Depaul University - Duke University - East Carolina University - Eastern Connecticut University - Eastern Illinois University - Eastfield College - Edge Hill - Emporia University - Franklyn Arts University of Georgia - George Washington University - Georgia Tech University - Illinois State University - Indiana University - Johns Hopkins University - Kalamazoo - Kansas State University - Kapiolani Community College - Lake Forest College - Las Positas College - Liverpool John Moores University (UK) - Long Beach City College - Los Angeles Mission College - Louisiana State University - Massachusetts Institute of Technology - Michigan State University - Midland College - Minnesota State Colleges and Universities - Montana State University - Mount Hood Community College - Newcastle College - New York University - Northeastern - Ohio State University - Oklahoma State University - Oregon State University - Paris Junior College - Penn State University - Pensicola Junior College - Portland Community College - Queensland University of Technology - San Diego Mesa College - San Jose State University Foundation - Santa Clara University - Sierra College - Sonoma University - Southern Connecticut State University - Spring Arbor University - St. Francis College - St. Petersburg College - St. Xavier University - Tarleton State University - Texas A & M University - Texas School for the Blind - Trinity College - Trinity College Carmarthan - Unipalm-Bell College of Technology - University of Akron - University of Alaska - University of Arizona - University of Brighton - University of California Davis - University of California Irvine - University of Central Lancashire - University of Cincinnati - University of Connecticut - University of Delaware - University of Florida - University of Glasgow (UK) - University of Illinois - University of Iowa - University of Kansas - University of Kentucky - University of Leeds - University of Maine - University of Manchester (UK) - University of Maryland - University of Michigan - University of Montana - University of Newcastle upon Tyne - University of New Hampshire - University of North Carolina - University of North Texas - University of Oklahoma - University of Southampton - University of Southern California - University of Stirling (UK) - University of Strathclyde - University of Texas - University of Victoria - University of Wisconsin - Virginia Tech University - Western Illinois University - Western Washington University - William and Mary College - Yale University

WebAim.com

Accessibility checklist



WebAIM
Web Accessibility in Mind

Section 508 Web Accessibility Checklist for HTML

Note: The pass/fail criteria in this document represent an interpretation of Section 508 Web standards. This checklist is NOT official Section 508 documentation.

SEC. 508 STANDARD §1194.22	PASS	FAIL
(a) A text equivalent for every non-text element shall be provided (e.g., via *alt*, *longdesc*, or in element content). [See Note 1]	❑ Every image, Java applet, Flash file, video file, audio file, plug-in, etc. has an *alt* description. ❑ Complex graphics (graphs, charts, etc.) are accompanied by detailed text descriptions. ❑ The *alt* descriptions succinctly describe the purpose of the objects, without being too verbose (for simple objects) or too vague (for complex objects). ❑ *Alt* descriptions for images used as links are descriptive of the link destination. ❑ Decorative graphics with no other function have empty *alt* descriptions (alt=""), but they never have missing *alt* descriptions.	❑ A non-text element has no *alt* description. ❑ Complex graphics have no alternative text, or the alternative does not fully convey the meaning of the graphic. ❑ *Alt* descriptions are verbose, vague, misleading, inaccurate or redundant to the context (e.g. the *alt* text is the same as the text immediately preceding or following it in the document). ❑ *Alt* descriptions for images used as links are not descriptive of the link destination. ❑ Purely decorative graphics have *alt* descriptions that say "spacer," "decorative graphic," or other titles that only increase the time that it takes to listen to a page when using a screen reader.
(b) Equivalent alternatives for any multimedia presentation shall be synchronized with the presentation.	❑ Multimedia files have synchronized captions.	❑ Multimedia files do not have captions, or captions which are not synchronized.
(c) Web pages shall be designed so that all information conveyed with color is also available without color, for example from context or markup.	❑ If color is used to convey important information, an alternative indicator is used, such as an asterisk (*) or other symbol. ❑ Contrast is good.	❑ The use of a color monitor is required. ❑ Contrast is poor.
(d) Documents shall be organized so they are readable without requiring an associated style sheet.	❑ Style sheets may be used for color, indentation and other presentation effects, but the document is still understandable (even if less visually appealing) when the style sheet is turned off.	❑ The document is confusing or information is missing when the style sheet is turned off.
(e) Redundant text links shall be provided for each active region of a server-side image map.	❑ Separate text links are provided outside of the server-side image map to access the same content that the image map hot spots access.	❑ The only way to access the links of a server-side image map is through the image map hot spots, which usually means that a mouse is required and that the links are unavailable to assistive technologies.

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Web Standards

W3C.org

- Increased Compatibility
- Enhance non-computer browsing
- Compliance with accessibility regulations

Web browsers / User Agents

Internet Explorer 6

Internet Explorer 5

Netscape Navigator 5

Netscape Navigator 4

Safari

Internet Explorer 4

Opera 7

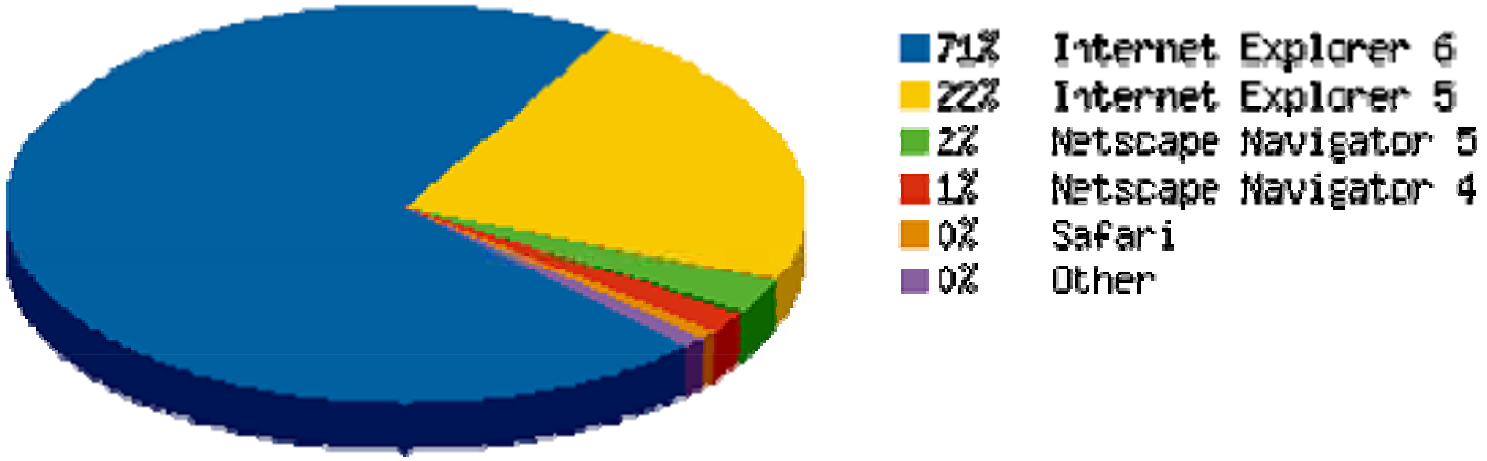
WebTV 2

Opera 6

Konqueror 3

Opera 5

Konqueror 2



Monitor resolutions

1024 x 768

= %87 of all site visits

800 x 600

1280 x 1024

1152 x 864

640 x 480

HTML + Text only

= 2 versions

CSS + Web Standards

= 1 version

Testing

1, 2, 3

What to do

- Role play
- Try a screenreader
- Ask your students
- Listen to feedback

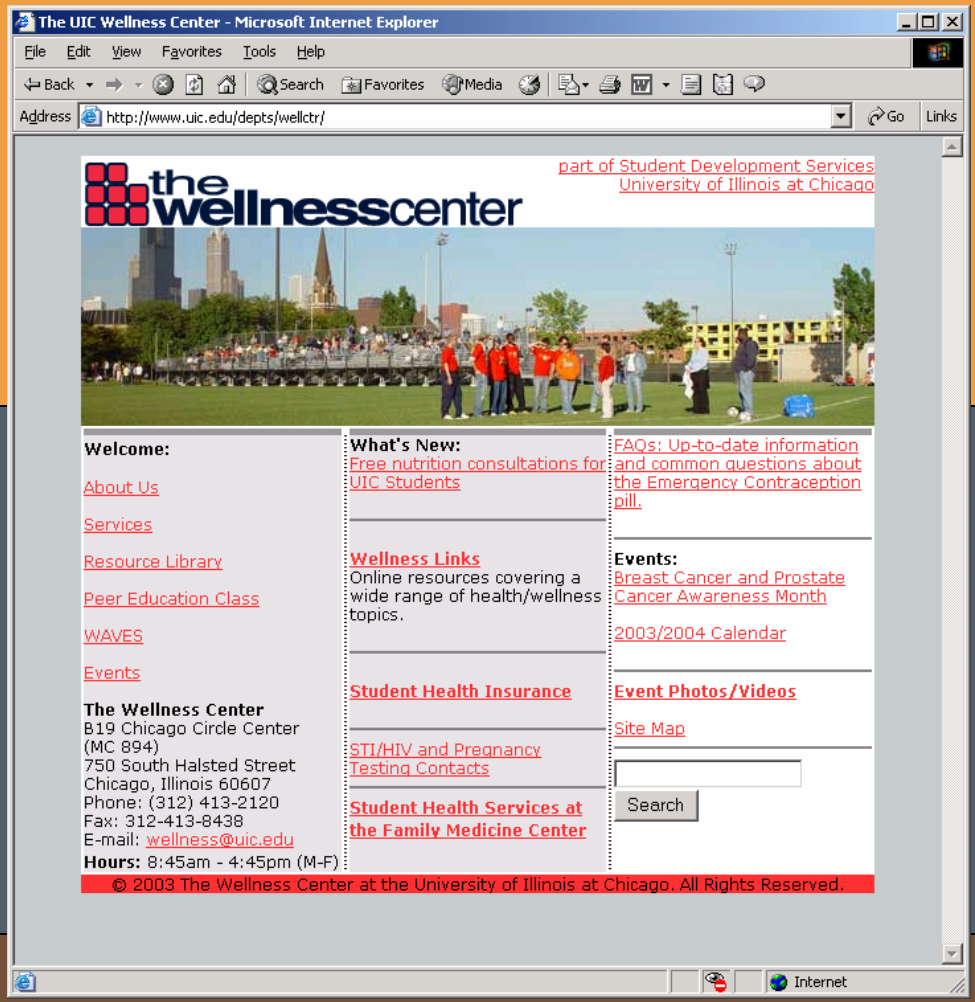
Have you seen JAWS?

Return on investment

Who is in charge of your website?

Staff, Students, ???

Brochures vs. Websites



4 color brochure

1,000 copies

8.5 x 11

= $1,456.03 at Kinko’s

Student worker

$8 per hour

10 hours a week

= $2,400 a year

Macromedia
Dreamweaver MX

$99.00

Adobe
GoLive CS

$89.00

Thank You