

Initial development and design of Kirkwood.edu version 3.0

- A cross-functional Web team from IT, the President's Office and Marketing worked with an external vendor to facilitate focus groups of stakeholders including students, staff and faculty, and community members. The vendor created a wireframe of the first few levels of the Web site.
- The Web team wrote new copy, updated existing copy, and created a new design to use on the nearly 7,000-page site.
- The team met with more than 35 internal groups and authored software that features user-friendly templates and a photo library.
- The site was tested by multiple audiences and converted to its new look in late August 2006.

Create shared photo/ad/brochure and Web site database

- A photo catalog identity system has been created and implemented by the creative staff.
- Web-format photos have been scanned and cataloged; select photos have been sent to the archive. Scanned photos are available for viewing in Web Site Manager.
- New photos are added as these become available.
- Print photos will be added as time permits.

Reduce Print Errors and Rework

- Marketing and Print Services staff participated in Lean training and mapped out processes, work rules between departments, timelines, and checkpoints to increase accuracy.
- Today a skilled editor completes a first and final proof; while internal clients remain responsible for content.
- A team maintains a Lean Action Register to address process and quality issues.

- The Print Services area has been remodeled; new duplicators are in place; plate-making and proofing equipment have been upgraded or replaced. Printers have been crossed-trained on press and bindery equipment and equipment maintenance. Printers can also stop a job at any time if they have quality concerns.
- Last year, errors cost an estimated \$32,557; this year's error estimate is \$6,085 (including client and instructor material reprints).

Develop Integrated Marketing Plans for Major Internal Clients

- Aligning internal client needs began with determining what was being printed; setting up budget tracking and monitoring time/expenses for select departments.
- Today we have a cost structure for internal printing, and we have reviewed and refined the bid process for major print needs.
- New print materials and Web site information have a consistent voice and design. Materials for new programs, the Alumni program, parent communications and adult student recruiting are in development.