

# iCAP Team Recommendation

Name of iCAP Team: Engagement

iCAP Team chair(s): Ann Witmer, Kratika Tandon

Date submitted to iWG: 10/3/22

Recommendation title: iCAP Portal Restructuring

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*For internal use only:* Date reviewed by iCAP Working Group:

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Specific actions/policy recommendation:

Hire a graphic/web design student intern to develop a simple and more organized website to increase university community engagement on the iCAP Portal.

Suggested unit/department to address implementation: iSEE/F&S

Rationale for recommendation: Currently when someone opens a theme page under the iCAP portal, they encounter a brief description of the theme, followed by a lengthy list of links in an orange font. This current structure is difficult to read and is not the most effective way for individuals to find information. By restructuring these pages, individuals visiting the site will be able to quickly navigate through the website and find their desired information more quickly and effectively. Additionally, many of the links to outside resources or organizations are outdated. Having an updated and efficient website will reflect that the University cares about campus sustainability efforts and supports transparent access to information.

Harvard Sustainability has been our benchmark in terms of web page layout. They have a simple link with well-organized content and many visuals. They also have a dropdown tab labeled, "action", in which visitors can access information to provide ideas on how to be sustainable on campus.

We would like to note that our primary iSEE webpage offers many of the same features as Harvard. We think it would be most effective to either blend the two websites into one or use an iCAP template that mimics the main iSEE page.

For more information about Harvard and their website, visit this page: [Sustainability at Harvard | Home](#)

Connection to iCAP goals:

- 7.1 Overall Culture of Sustainability
- 7.3 Increase visibility of campus sustainability efforts
- 7.6 Update the iCAP portal monthly

Perceived challenges: Funding a student intern, maintaining up-to-date information, and ensuring iCAP Portal is meeting expectations after renovations.

Anticipated timeline of implementation:

Jan 2023-Mar 2023

Anticipated budget (identify if cost is up-front or continuous): New student position with salary. Student Intern could earn \$14/hr for the academic year and would log their own hours, similar to the iCAP Team Clerks.

Individual comments are required from each iCAP Team member (one or two sentences):

Team Member Name	Team Member's Comments
Ann Witmer	Independent analysis from an advertising capstone confirmed that the iCAP portal contains lots of important information but is extremely difficult to navigate. Making information more approachable for the university community will enhance engagement with iCAP objectives. I wholeheartedly support this recommendation.
Shibu Kar	I also support the iCap website redesign and updates. This would allow the site to be more user-friendly to navigate all the resources and data that we house there. We can consider making the site more interactive and integrated with different social media outlets to enhance engagement of campus community and beyond.
Kratika Tandon	Updating the format of this webpage would be a relatively easy change to implement, but it would make all the difference. If students have access to readily available and understandable information, they will be more inclined to get involved.
Sophie Fox	Changing the current layout of the iCAP portal, along with all of the other comments proposed, will make the information more appealing for the target audience of staff and students. If we want to engage the campus and surrounding community, we need a web page that is pleasing to the eye and retains your attention enough to navigate throughout it. One group from the advertising capstone told us that if we simplify the concepts and social medias (including the portal), it will show how easy it is to participate, increasing overall engagement.

Claire Keating

Many students outside of sustainability have expressed their frustration with the layout of the iCAP portal. The overall opinion of students is that they have a passion for getting involved in sustainability on campus, but don't know where to start. Our overall goal for this recommendation is to simplify sustainability for future-advocates by creating a user-friendly webpage.

Kathy Adams

I fully support this recommendation. Our campus has a far-reaching impact of sustainability efforts across campus that most people don't know about. People want to get involved and be able to connect with what is happening on campus and having a more user-friendly website that is visual appealing and connects people to actionable items for how they can get involved or see the next steps would be beneficial to get more people engaged and involved in current efforts.

Keilin Jahnke

I support this recommendation so that the iCAP portal can be redesigned in a way that supports increased use of the platform.

Dave Guth

[no comment]

Mika Lew

I am in support of this recommendation. By doing this, I believe people, whom are learning about iCAP's existence, are not immediately discouraged to continue their individual research into campus sustainability. Making it accessible and easy to navigate through is imperative for our team's goals. It was discovered that many people do not understand what the next steps are if they are interested, thus hindering our team's main objective, engagement.

Tim Knox

I support this recommendation. Attempting to make it easier to navigate and ultimately get involved should be the goal.

Further explanation and background (can be supplied in an attachment):

Meeting Minutes from March 25<sup>th</sup>, 2022: <https://uofi.box.com/s/tv5duvxot3uk3cicjwr6pricnaaysot1>

Potential restructure:

Implement more visuals that are simple

Minimize crowded content

Include organizing blocks (e.g. [The Solutions Project - Let's create the future we want.](#))

Add an “Action” drop down menu that is a simple list of what students can do to be sustainable.

Comments from consultation group (if any; these can be anonymous):