

Online Engagement at Bates



A BLUEPRINT FOR THE ONLINE EXPERIENCE

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September 17, 2008

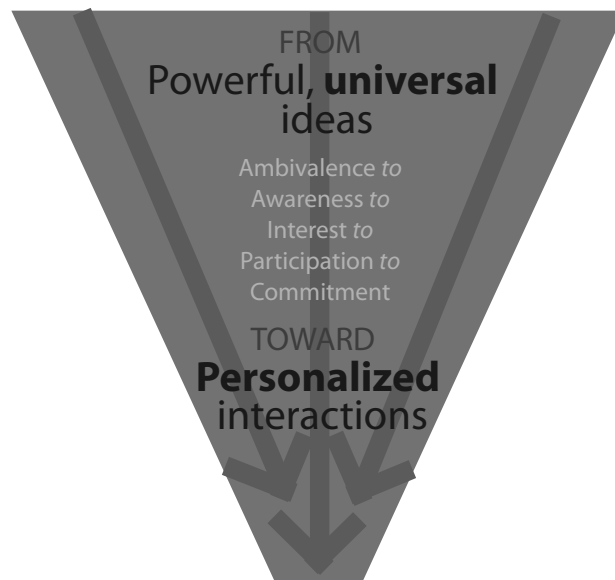
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ENGAGEMENT

Blueprint for engagement

- Start with powerful universal ideas.
- Deepen involvement toward greater commitment: ambivalence and awareness toward participation and commitment.
- Ultimately: build personal relationships.



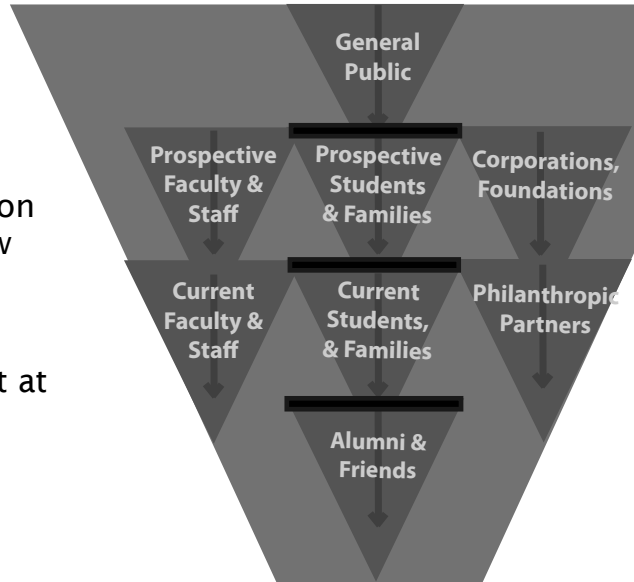
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Spectrum of engagement

- This deepening of engagement obviously continues after recruitment.
- Each time a Bates person or partner enters a new role, they begin a new phase of engagement.
- Continuity is important at those potential “speed bumps.”



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ONLINE ENGAGEMENT

Goals of online engagement

- Help Bates people **connect with each other**, across roles — student, faculty, staff, alumni — on campus or off.
- Help people **connect with the ideas** that interest them the most: scholarship, research, narratives, events, places, groups, and service.
- Draw constituents and friends into a satisfying and deepening **lifelong experience of Bates** that reflects and expresses core values.
- Make online Bates ultimately portable, so that people can **participate from anywhere, anytime.**

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ONLINE ENGAGEMENT

Online engagement

- Start with universal, persuasive messaging.
- Learn what's happening in areas of interest to you.
- Visit public collaboration spaces and participate in the creation of new knowledge.
- Make exchanges of value through online transactions.
- Build personal relationships.



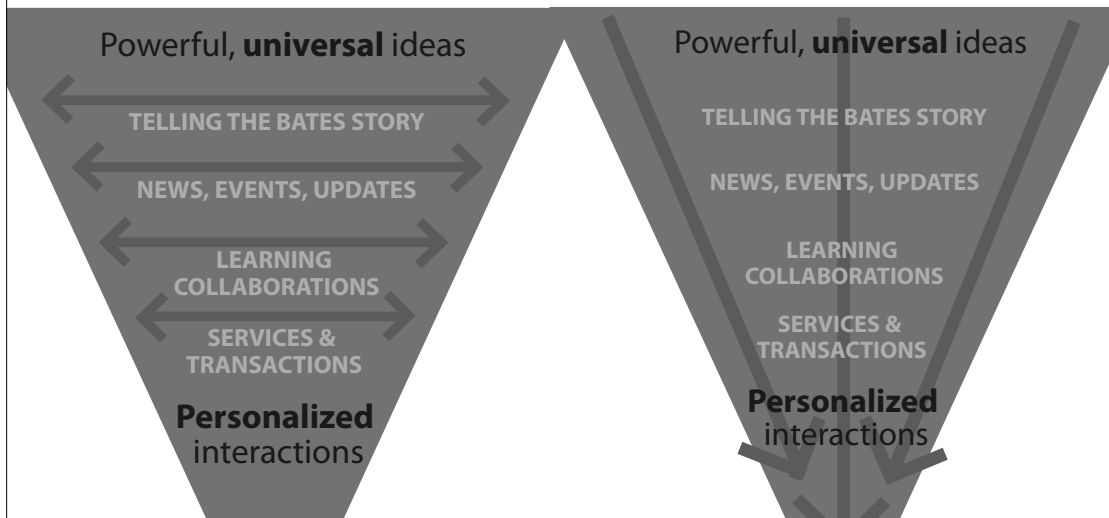
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ONLINE ENGAGEMENT

Shift in perspective

- Functional perspective
- Engagement perspective



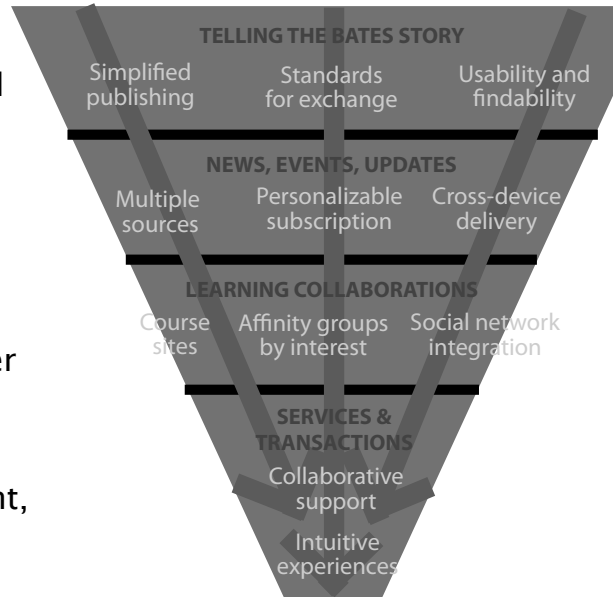
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ONLINE ENGAGEMENT

Opportunities for improvement

- Simplify publishing, usability, exchange, and findability
- Integrate updates from community members
- Provide formal and informal collaboration spaces, connect to larger social networks
- Integrate transaction services into a consistent, intuitive interface



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Principles of an effective online experience

- **Be dependable** – *anywhere, any time, any device*
- **Be intuitive** – *simple publishing, searching, finding*
- **Be useful** – *helpful information and instructions*
- **Be engaging** – *appealing, personal, immersive*
- **Be personalizable** – *up to date feeds on personal interests*
- **Be sociable** – *online spaces for intellectual collaboration*
- **Be meaningful** – *insight into what matters to you*

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