



STUDYAT ANU REPLACEMENT PROJECT UPDATE

September 2013

Project update

Following the launch of the new website and application *Programs & Courses* for ANU Open Day, the site—to replace StudyAt ANU—continues to see impressive statistics from both domestic and international visitors.

In the four weeks since *Programs and Courses* launched, the website has received over 100,000 visits from 67,000 unique visitors. Visitors spent an average of 4 minutes and 30 seconds viewing the website. The website has received over 100 visits from 55 different countries, notably 6500 from China, 4700 from India, 3200 from the United States and over 1000 from Pakistan, Malaysia, Singapore, Indonesia, Hong Kong and the United Kingdom. Nationally we've received over 58,000 visits with the majority of visits from ACT (26,000), NSW (15,000) and Victoria (8000).

During ANU Open Day, Professor Marnie Hughes-Warrington (DVC Academic) gave two presentations on *Programs & Courses*, both of which were very well attended to the point where the venue reached capacity and beyond. Feedback indicated that the new site was a valuable source of information, enabling parents to have valuable conversations with their children about the options for studying at ANU.

For ongoing support issues, staff can email programsandcourses@anu.edu.au

The end of October will see the formal conclusion of the StudyAt Replacement project, following the fourth and final

release of *Programs and Courses*. The fourth release will see the continued enhancement of the application and administration portal in delivering; management of Study Options, FAQ pages, configurable marketing fields, commences information, and academic year rollover functionality.

There will be ongoing continuous improvements to the new site *Programs & Courses*—a reference group will contribute to the prioritisation and implementation of ongoing enhancements. The project page, featured on the Information Technology Services (ITS) website under *Project Updates*, will be moved to the *Completed Projects* section.

Project Overview

StudyAt is an application which provides an online catalogue of the ANU's education offerings. StudyAt is a major marketing tool for the University, providing prospective students with a wealth of information that enables them to choose a degree(s) relevant to their ambitions and interest. The current application is also used extensively by existing students as well as staff.

The StudyAt Replacement Project aims to replace the legacy StudyAt application with a new application that delivers greater useability and functionality. The core foundations of the StudyAt replacement Project are to;

- > Develop an application capable of displaying ANU's new education

offering, such as Flexible Double Degrees, with in-built flexibility to adapt to future initiatives.

- > Enhance the search capability of the application, providing a guided search function to users that is supported by a broader range of search options which displays targeted results.
- > Improve the visual presence of the StudyAt application, providing a visually appealing, engaging and interactive experience.
- > Develop an application that is supported by ANU's ITS Division with strategically aligned and converging technologies, allowing for improved platform scalability and ongoing internal development.

Communication channels

(at varying times throughout project):

- > IT Project Roadshow
- > Project webpage
- > Face-to-face meetings, including CIO Quarterly updates
- > Information Technology Services website feature box
- > Current student and/or staff website feature box
- > The Link ITS newsletter
- > ANU Library Infoscreens
- > ANU student residence Infoscreens
- > A3 posters
- > A5 flyers
- > ITS, ANU and Library Facebook, Yammer and Twitter

itservices.anu.edu.au/projects/updates/studyat-anu-replacement

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