A Digital Strategy for OSU Extension

NAVIGATOR:
WHERE ARE WE, WHAT’S NEXT?

Oregon State University
NAVIGATOR is...

A **customer-focused system** to engage Oregonians and deliver information across multiple channels.

It enhances and expands our relationships and engagement with all audiences.

By using technology to help people **connect with relevant, timely information, expertise, and opportunities**.
Components

1. Web framework

2. Content strategy, CRM planning

3. Content/CRM integration: Enhance engagement
Progress

1. Web framework
   - Centralized site
   - Searching, sharing
   - Display many places

2. Content strategy and CRM planning
   - Managing workflows
   - Quality assurance
   - User-informed plans

3. Integration and engagement
   - Measure engagement
   - Personalized content
   - Audience loyalty
Timeline

1. Web Framework
2. Content strategy and CRM planning
3. Integration and engagement

Start: 2016

Steering committee
Research
Strategy decision

We are here
Achievements to date

- Updated user profiles, directory
- Analytics represent content from across Extension
- Ability to show stats by content type, group, author, etc.
- Mobile friendly (48% mobile visits)
- More complete view of events (1,300+ entered, 66% shared)
- Catalog pubs auto-included, views increased (+14%)
- No accessibility errors in site layout
- Monthly audit for accessibility and content best practices possible
Where are you?
A Navigator success story: Clatsop County Chick Cam
Chick cam today

How
• Webcam + YouTube
• Content strategy
  • County webpage
  • Announcement tagged with topic
• Communication
  • Email
  • Social media > YouTube

Outcomes
• PR/earned media
  • KOIN (PDX), KTZV (Cent. OR)
  • Social media hype
  • Brand recognition
• Stats
  • 4800+ YouTube views
  • 157,000 minutes watched
  • 32 min/viewer (avg.)
  • Top referrals: KPTV, Facebook
• Impact
  • 4-H poultry enrollments
• New customers??
Chick cam with Navigator

1. Web framework
   Webcam + YouTube
   Display many places

2. Content strategy and CRM planning
   Coordinate across groups
   Tag, Feature, Relate
   Add interest form/opt in

3. Integration and engagement
   Social > County webpage
   Use CRM
Chick cam with Navigator

Outcomes

• PR/earned media
  • More coverage in target markets

• Stats
  • 3x traffic to tagged counties, topics, content

• Impact
  • Local effort > statewide benefit
  • People use related content
  • More Extension awareness, engagement

• New customers
  • ## new 4-H’ers across # counties
  • # new volunteers
  • ## new Extension contacts
What’s YOUR chick cam?
But wait, there’s more!

For clients
• Improved access to info, expertise, opportunities
• Relevant, credible content
• Personalized experience
• New OSU connections to discover
• Stronger, enduring relationship

For us
• Comprehensive view of relationships and engagements
• Content easier to manage, more visible, leveraged
• Contacts and communications easier to track, manage
• Better data and user info to inform our decisions
What to know and do *right now*

1. Know we're working to bring you better tools and help you better use the tools we have.

2. Ensure your web profile is current, add a photo, and select expertise.

3. Engage with your web groups: content, program, county
   - Content teams: Engage with us to build your content strategy.

4. Look forward to CRM (Salesforce).
https://beav.es/navigator