

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

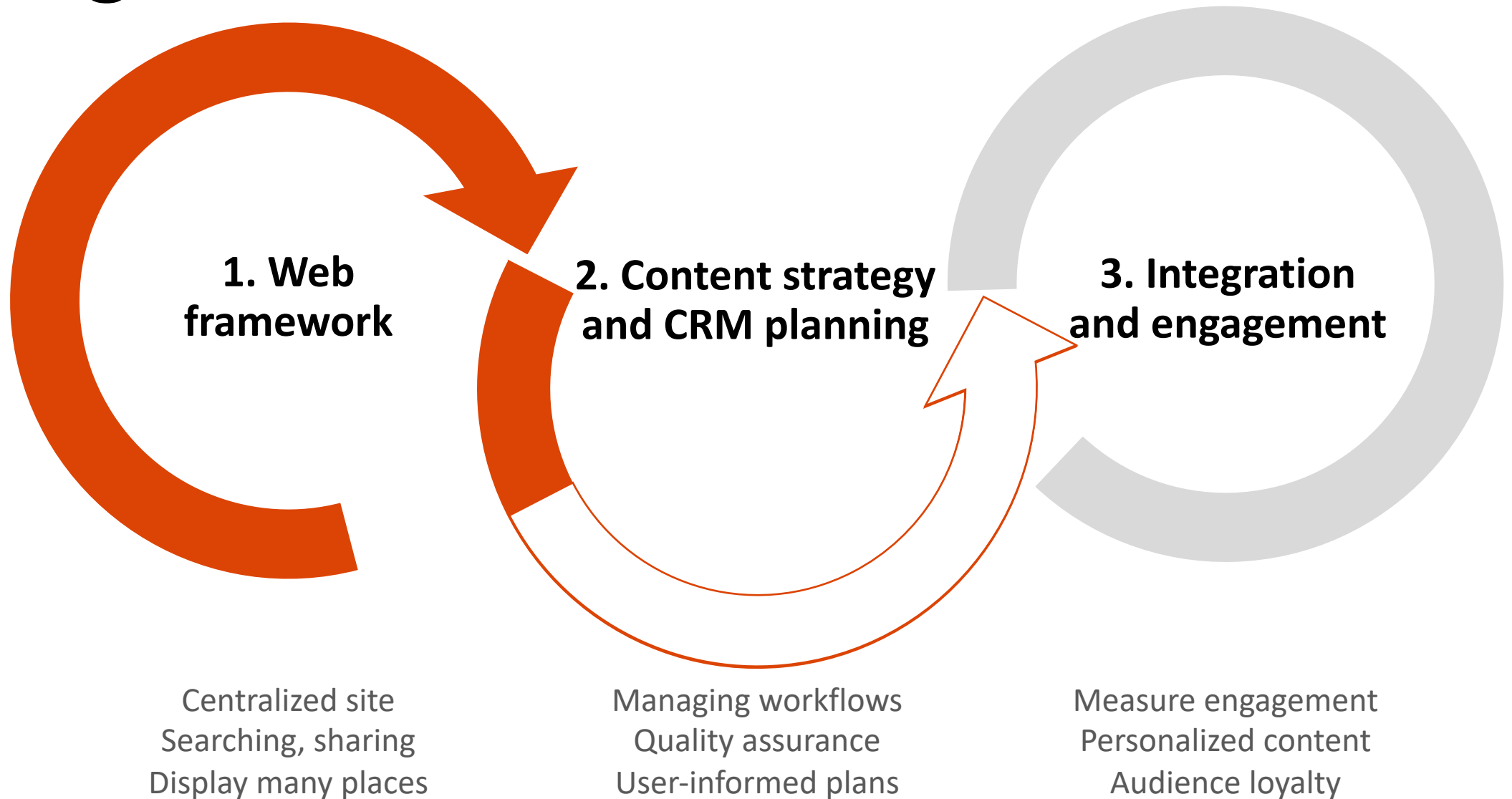


1. Web framework

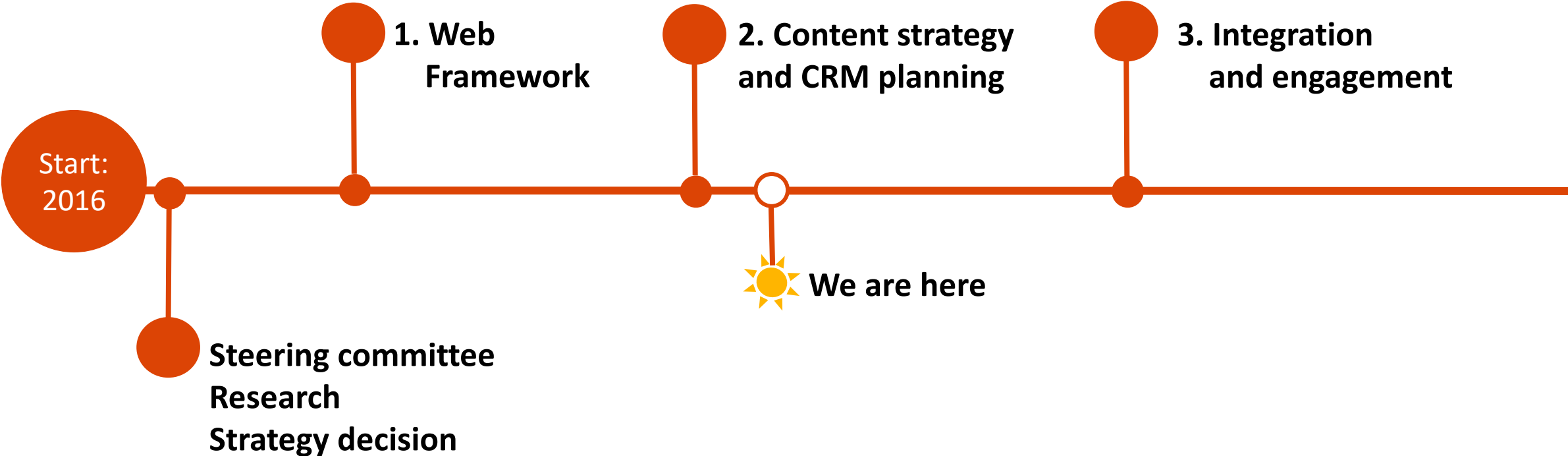
2. Content strategy, CRM planning

3. Content/CRM integration: Enhance engagement

Progress



Timeline



What to know and do *right now*

And highlights since May

1. Know we're working to bring you better tools and help you better use the tools we have.
 - Collecting feedback directly from website visitors
 - Continued work on county page designs, local focus area feature, “In your community” automated map (+ recorded webinar)
 - New program page designs and related training materials
 - New tagging fields on educational content (e.g., season, audience, diversity/inclusion, social media)
 - Video guide to navigating the site and “how to use this site” help page
 - Copyediting articles for readability, accessibility
 - Regional in-person web trainings (Sept/Oct)

What to know and do *right now*

And highlights since May

2. Ensure your web profile is current, add a photo, and select expertise.
 - Profile pages can auto-display Digital Measures awards and publications
3. Engage with your web groups: content, program, county
 - Ongoing content strategy conversations with many groups
 - Updated website group contact lists
4. Look forward to CRM (Salesforce).
 - CRM discovery conversations

“Hey Siri...”



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<https://beav.es/navigator>



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