Recommendation Report:
CSI Leadership Tips
Website Mock-Up

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Executive Summary

The purpose of this report is to summarize our team's recommendations to the CSI team, specifically in regards to their website organization. We focused on the Leadership Tips section of the website.

Our team created a mock-up interactive website mimicking the current CSI website to reflect our vision for this specific section. We found the organization of the 19 documents to be ineffective and divided them into five broad categories for easier navigation (ES 1). Eye-catching visuals enhance the presentation of the categories.

With a mission to improve the accessibility of information for students, we placed the valuable information from the PDFs directly into the website. Now students can access the answers they need with fewer clicks.

LEADERSHIP TIPS CATEGORIES
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LEADERSHIP

CULTURE

FINANCE

EVENT PLANNING

GAMES

ES 1. Visual representation of the five organizational categories.

As students, we are especially conscious of student leaders' time, and understand that they do not want to spend time clicking around or scanning unrelated documents in search of a single answer. In our recommended mockup design, students can use the Control + F function to quickly search the website in detail. With a more welcoming, accessible structure, we hope to enhance the usability of the Leadership Tips as an essential resource for student organizations.

Table of Contents

Table of Figures

Introduction

The Center for Student Involvement provides resources such as leadership tips to officers of Registered Student Organizations (RSOs). These organizations span from global organizations with national headquarters and advisors for every chapter to student-run clubs native to UC Davis. The information CSI provides student leaders must therefore address the needs of every kind of organization, and be general enough to apply to social, STEM, and pre-law organizations alike.

Our team evaluated the efficacy and usability of the CSI website, focusing on the "Leadership Tips" tab. We faced the challenge of making the Leadership Tips documents more accessible while maintaining the brand of CSI's entire website. Additionally, CSI is rolling out a new website format in January. The designs are not finalized now, so Kristin advised our team to create recommendations that may be incorporated into the new design.

We based our recommendations upon the updated CSI homepage, as it has been updated to reflect the future design (Figure 1). For example, a photo header across the top of the page, and clickable squares with headings and graphics that lead to additional pages.

Our goal for this project is accessibility, both of the website and of the content within each document. As college students, we understand the importance of finding answers fast, with as few clicks as possible. Therefore, we examined the Leadership Tips site with a critical eye and aimed to organize the information presented in a clear and quickly searchable manner.
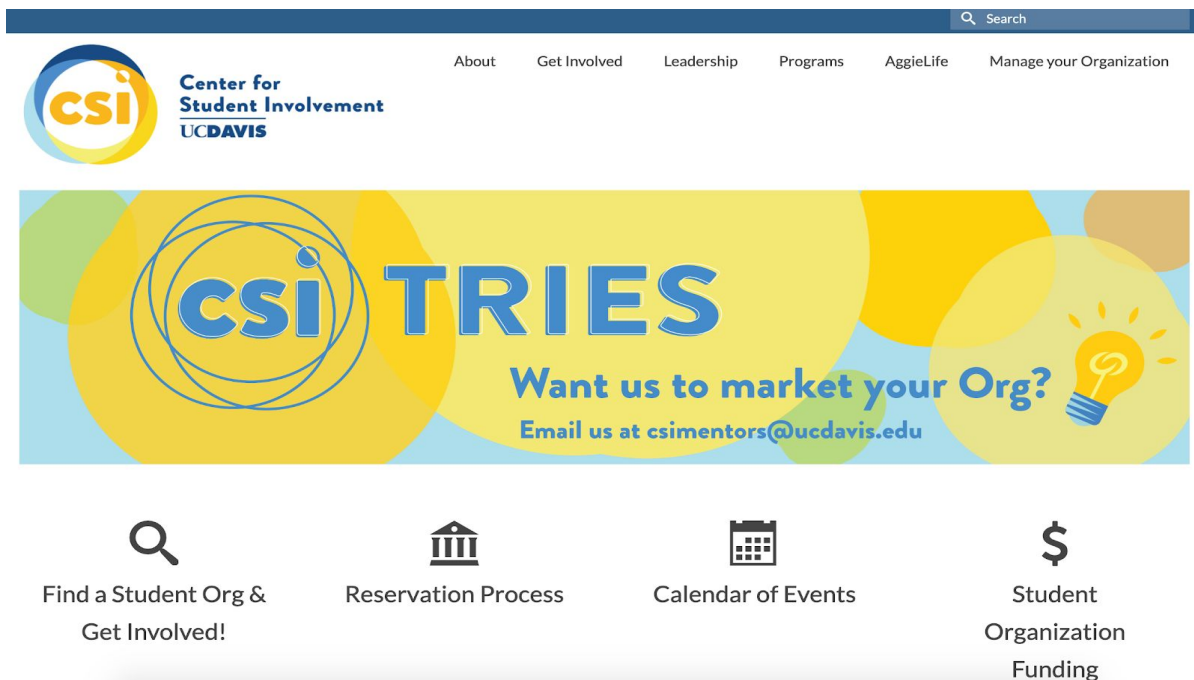
Figure 1. The updated CSI homepage.

Initial Plan
We knew we were going to create a mock-up website to represent all of the changes and designs we think would make the website stronger. We explored options of created static mock-ups on Adobe Illustrator, but eventually decided to use Google Sites to create an interactive representation of our ideas.

The content itself, which is currently confined to 19 PDFs, is somewhat fixed. We understand that the information has been carefully curated to meet the needs of the diverse range of organizations that exist at UC Davis. Our team did not attempt to change or remove any information, but we copyedited the documents for consistency, organization, and punctuation. In a separate report, we will present to you our copy edits and general formatting recommendations.

As for the website, we saw a lack of organization, and decided to combine the PDFs according to general categories. Currently, the landing page consists of an overview statement and 19 linked titles. The PDFs are listed in alphabetical order according to document title. Each link takes the user to a PDF. The documents are best formatted for printing purposes, as users cannot use functions such as Control + F to search for key words and copying and pasting any section of a document may disrupt the formatting.

Research Methods

Client Meeting
Three members of our team met with Kristin and Vanessa on October 25. The meeting was invaluable to our planning and work process. We discussed the website in its current state, and came to the conclusion that it needed updated graphics, organization, and overall modernizing. Because of the lack of recent photos, we decided to design our own graphics and organize the information using the graphic icons.

Survey
Our team wanted to survey current student leaders to evaluate their opinions of the current Leadership Tips section and to find what they think would be most useful for leaders. Kristin informed our team that we could put a survey in the weekly CSI student leader bulletin. The bulletin goes out to all RSO primary officers, which is exactly our target audience. Kristin was extremely helpful in getting our survey into the bulletin to reach the target audience.

As is the risk of surveying students without offering incentive, we received very few responses. All four respondents indicated they had not used the CSI Leadership Tips website section in the past 12 months. Our team resorted to personal evaluations of the website's usability. Each member discussed the website with several of our friends to get more input. As college students, all group members and our peers fulfill the majority of the target audience qualifications.

Deliverable

As previously mentioned, our team is excited to present the CSI development team with a functioning mock-up website that satisfies both user needs and CSI requirements (https://sites.google.com/ucdavis.edu/csitips). We utilized Google Sites to create a website consistent in style to CSI's, with minimalistic logos, UC Davis approved colors, and a functional drop-down menu.

We decided to pull the information from each PDF and include the copy in landing pages created for the specific document purpose. For example, when a user clicks on "Leadership" and then "Running Fun & Effective Meetings," all the information on planning meetings appears on the landing page. The user does not need to take any steps such as downloading a PDF, and can easily find the information they need with a find function or by scrolling on their device.

The landing page of the website shows the five categories with the new clickable graphics, which are described in the following section (Figure 2). Clicking on one of the categories takes the user to another webpage, which lists each of the leadership tips in the specified section. Each leadership tip has its own webpage, which can be searched for keywords using the Control + F function, which will be extremely useful for students looking to find information quickly.

Figure 2. New Leadership Tips home page, featuring three of the five categories and graphics.

Because the tips are currently in PDF format, the charts and tables are not easily separated from the text. We used Google Sheets to recreate these useful aspects of the tips and embed them into the webpages. This can be seen in tips such as Budget 101 (Figure 3). We also utilized Google Docs to create downloadable forms. For example, in Transition Tips, one of the officer evaluations shared a page with information on how to use them. For a cleaner, more efficient

form, we created separate printable forms for both incoming and outgoing officer evaluations and embedded them onto the Transition Tips webpage (Figure 4).

Figure 3. The new Budget 101 tip webpage, featuring a Google Sheet income and expense chart.

**Figure 4.** The new Transition Tips page feature two embedded Google Docs for printable officer evaluation.

Recommendations

We identified two problems with the current presentation of the Leadership Tips PDFs. First, they are displayed in an alphabetical list. The list does not have an effective visual hierarchy and the number of PDFs makes locating a specific one difficult. Moreover, the titles of the handouts do not accurately reflect each of their contents. For example, "Program Evaluation" is geared towards assessing the culture of an RSO's events, but its title may lead the prospective audience to assume it's meant for event planning. In order to display the PDFs in an eye-catching way and make them easier to locate individually, we have grouped the handouts into five broad categories (Figure 5). These categories form the backbone for the rest of our work on the Leadership Tips website.

Category	LEADERSHIP	CULTURE	FINANCE	EVENT PLANNING	GAMES
Handouts	Running Fun and Effective Meetings	Developing Identity	Budget 101	A PIE – Four Easy Steps to Event Planning	Games and Icebreakers
	Supervision Style	Creating a Constitution and Bylaws	Fundraising for Your Organization	Event Planning – Master Calendar of Tasks & Assignments	Teamwork and Games
	Delegate	The Care and Feeding of Advisors		Steps to Successful Event Planning	
	Facilitation Tips for Group Leaders	Website Tips			
	Time Management Tips	Program Evaluation			
	Transition Tips	Mid Year Group Assessment Tool			

Figure 5. Our team grouped the 19 documents into five categories.

Graphics
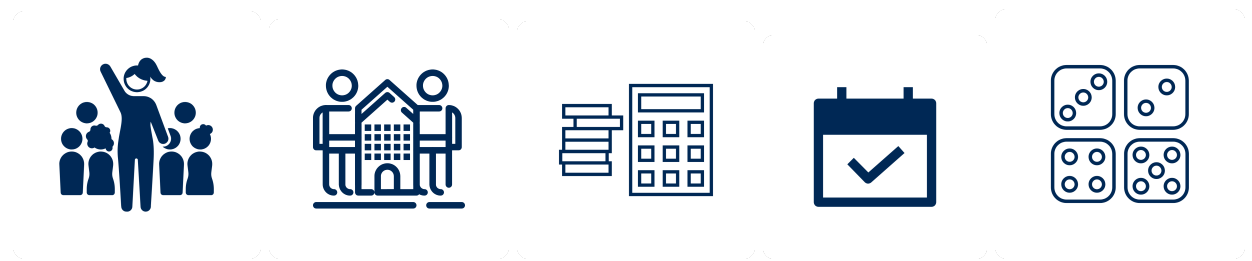
The graphics were chosen to organize the information on the website. The icons stand for leadership, culture, finance, event planning, and games and are used to characterize access to these sections of the website. We wanted the icons to be simple and modern. At first we designed them with multiple colors, but we felt that it was too busy for the aesthetic of the website. We chose UC Davis Blue as the only color for the icons. The main priority of the website

is accessibility, so we wanted the graphics to be as simple as possible and not take away from the user quickly finding the information they are looking for.

Conclusion

In conclusion, our team has enjoyed working with the Center for Student Involvement on their Leadership Tips webpage. We first evaluated the website and brainstormed ideas for improvement. We decided that the most crucial change would be grouping the nineteen tips into categories for ease of use and navigation. We created a mock-up website to show how these categories would work in practice, and we created web pages for each category and each leadership tip, with newly designed graphics. Removing the tips from PDF format and placing them on their own webpages makes them easy to search and use. We have enjoyed working on this project, and we hope that CSI finds our project helpful for their upcoming website revamp!

Our mock-up website can be found at https://sites.google.com/ucdavis.edu/csitips.