

New Features Coming to NCAA Web Site This Fall

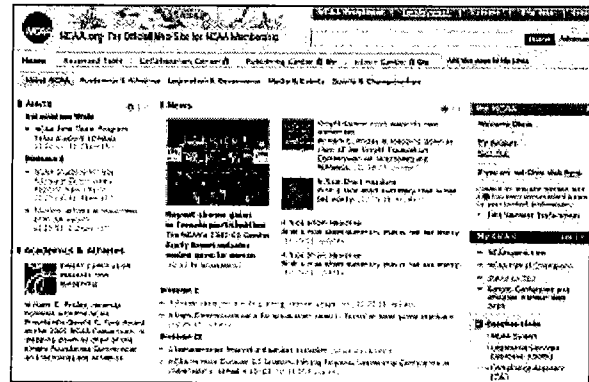
This fall, the NCAA will unveil enhancements to its Web site – www.ncaa.org – designed to help regular users quickly and efficiently access the information that is most important to them.

Unlike the complete redesign launched last September, these enhancements will result in only subtle design changes and no reorganization of content. However, three powerful new functions will be added to help users access news and regularly used content:

- **"MyLinks."** Users will be able to customize a set of favorite links to Web pages that they visit on a regular basis. This set of links will appear on most every page on ncaa.org; thus, site visitors will always be one click away from the content that is most important to them. Users will be able to add and remove pages from this list whenever they wish.
- **Customized News.** The home page of ncaa.org will feature an expanded news menu, which will include links to breaking news stories, articles from The NCAA News and press releases. Users will be able to customize this list to display only the news that pertains to their division(s) of interest.
- **Alerts.** A small portion of the ncaa.org home page will be devoted to site "alerts" – links to newly posted content that may not be mentioned in the news section (for example, the availability of a new publication or handbook, an important memo or an FAQ document on legislation). Users will be able to customize the page to display only the alerts that pertain to their division(s) of interest.

To enable these features, users will need to create an account on ncaa.org. This process will take only a few minutes and will ask users to provide some very basic, non-sensitive information, such as name, title/role and division(s) of interest. Users whose Web browsers accept cookies will automatically be logged in every time they visit the Web site. Those whose browsers do not accept cookies will merely need to type their user name and password to activate the features during each visit to the site.

It is important to note that the site will continue to function as before for users who choose not to create an account. For these users, the "MyLinks" list will contain a few of the most popular pages on ncaa.org,



and the home page will display news and alerts for all divisions.

A log-in box and MyLinks list will appear on the right side of the screen on almost all pages on ncaa.org, occupying space that is currently blank within the new design launched last year. Other than this and revisions to the home page to accommodate alerts and the expanded news section, the design and organization of the site will not change when the new features are launched.

The choice of enhancements was based on comprehensive research conducted last academic year which revealed that while users appreciate the volume of content on ncaa.org, they find that it can inhibit their ability to locate what they want. Users also indicated that they would like the ability to sort information based on their division.

The features are the second phase of a long-range project, begun with last year's redesign, to enable Web site users to conduct business with national office more efficiently and effectively. Once the customization features are in place, additional enhancements will be possible in the future.

"This is not a project that has an end date," said NCAA Managing Director of Information Services Brad Alderson. "We want to make a commitment to continue to update the site and keep it fresh so that the design doesn't get old. We're going to commit to this for the long term."

More information about these features will be available in The NCAA News and on the NCAA Web site as the unveiling approaches.