The new website for UNC Asheville features many links mainly catering to prospective students.

UNC Asheville's web presence changes audiences, receives mixed reception from campus community

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Students, faculty and staff struggle to find access to Moodle from the main UNC Asheville website after it was redesigned. UNCA's web presence lost ease of accessibility when it shifted their target audience from individuals involved at the college to potential students.

UNCA is an academic institution and we should focus on students and staff currently here to make life easier for them.

Adam Reagan, interim chief information officer, said the target audience of website changed.

"There has been a big shift to make sure that we are effectively communicating and attracting prospective students, donors, community members and much of the content that you see on today's home page is definitely geared toward that audience," Reagan said.

The change of audience on the UNCA website lessened the convenience of the home page.

Venea King, a senior psychology major, recognized the new website was different.

"With the website, I've just noticed a few issues. I have noticed that it's hard to navigate and search for specific things," King said. "You'll find no results when you know that information is in the system or it should be in the system."

Reagan said the Moodle button remains as part of the home page.

The location of the Moodle link seems inconvenient and confusing. I would never think that something so essential to academics should be at the bottom of a website.

"We didn't get rid of Moodle, we just moved it. It is now on the bottom of every page," Reagan said. "It is actually the third most clicked link on our website."

King said the last website was better in some ways.

"I loved the way that it was up at the top. The last website was just more convenient," King said.

The updated homepage features an icon of a person's head in the upper left corner which leads to OnePort, but it is not explicitly labeled OnePort. Reagan said there's a reason for that.

"There's a login button, it doesn't say OnePort and that's intentional because moving forward with a new version of OnePort we're probably not going to call it OnePort anymore," Reagan said. "OnePort is a term that we've had as an institution for the last 12 to 15 years."

The changes of the Moodle and OnePort buttons means students, faculty and staff struggle with the accessibility of knowledge.

Reagan said the new OnePort would hopefully be up and running for the spring semester.

"One of the biggest shifts in this platform is going to be able to provide you with content based on your role or your interests here at the institution," Reagan said. "So it's very much like social media."