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CU I&E Submission: CU Advantage Website [1]

Category

Communication

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Project Team

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Project Description

The CU Advantage website is a one-stop shop to discover, understand and take advantage of CU's many benefits, resources, perks and discounts.

This easy-to-use website allows users to filter by campus, category and keyword to find needed information. With friendly graphics and snappy descriptions, the site tells CU faculty and staff about these perks and quickly directs them to information on how to take full advantage of them. The site provides channels for feedback on how perks were used, submit information on items to add, and suggest new offerings.

The Society for Human Resources reported that "all benefits are now individually viewed as more important for businesses to offer than they were prior to the pandemic." By featuring all the items that CU has assembled as part of its commitment to its workforce and making them easier to find and use, the CU Advantage aims to increase employee satisfaction.

Project Efficiency

Put simply: CU offers and outstanding benefits, services, perks and discounts. Finding these can be difficult. Information is spread over multiple campus websites and department pages. Creating a central information hub makes it easier to discover, understand and — most importantly — use available resources.

The site allows recruiters across the University of Colorado system to easily share information with prospective employees, aiding in their mission to attract top talent to the university.

In addition, the feedback channels will allow the Employee Services communications team and other departments to share more personal stories about CU's benefits from the people using them.

Project Inspiration

The project's inspiration came from my own experiences as a new staff member. I'd often hear about an interesting CU perk or service, spend more time than I had to find details or sometimes just give up. Then I'd sigh and think, "I wish this was all in one place." That feeling inspired the CU Advantage.

What Makes You Happiest about this Project?

Since we launched the CU Advantage on March 17, we've received more than 600 messages from CU faculty and staff about how they've used items featured on the site. In your day-to-day work, it can be easy to lose touch with its overall impact. Whenever I read details people have shared, it's heartwarming to see the how these services have positively impacted their lives.

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