

At William & Mary, everyone is passionate about academic success.
- STAFF

At William & Mary, everyone is passionate about something.
- STUDENTS

Show us the campus, and make it look beautiful.
- STUDENTS

Better organization & more structure.
- EVERYONE

Easier navigation and a site that makes it clear you're at WM!
- EVERYONE

We want a site that lives up to the College.
- EVERYONE

Show us the campus, even when it's not beautiful.
- STUDENTS

For some, the day they left WM was the greatest day in the world ... and it's all downhill from there.
- ALUMNI RELATIONS STAFF

Podcasts! Streaming video! Pictures!
- EVERYONE

I didn't know nerds could party. And apparently, we can.
- STUDENT(S)

U.Va. makes governors, but WM makes ambassadors.
- FACULTY MEMBER

The website is tired, and we're not a tired institution.
- PROVOST

The college is very personal, but the website isn't.
- ADMISSION

We have an incredibly strong spirit of collaboration.
- FACULTY

No singular institution is as tied to the American story as William & Mary.
- PRESIDENT

People care here. People want to be here, and they want you to be here. That's how we roll.
- STUDENT(S)

Our alumni are very smart people who need high touch.
- ALUMNI RELATIONS

Show the opportunities!
- STUDENTS

We have a love-hate relationship with the word fun.
- STAFF

Our students come here wanting to change the world. We want them to leave with the ability to do so.
- PRESIDENT

Go Tribe!

There's a lot more to the web project than just web improvement. It really is the beginning of a broader existential conversation about who we are and how we present ourselves to the world.
- BOARD OF VISITORS MEMBER

In terms of systems right now, we're more DMV than MIT.
- ADMISSION

Ritual, ceremony, and tradition are cornerstones of the culture.
- STAFF

Less green...

Redeveloping wm.edu

Implementing a smart, sustainable solution

Presentation | Board of Visitors

Thursday, 6 December 2007

mStoner

Go, Tribe!

The College of William & Mary knows what it needs. In 2006, it issued a Web Assessment report that outlined the following objectives for a reinvention of its web presence:

1. A user-centric focus
2. A clear, persistent navigation scheme
3. A balanced approach to respond to unique characteristics of diverse audiences
4. A robust and effective search feature
5. A well-structured content model for marketing, news, and multimedia
6. A consistent design that coincides with College communication initiatives
7. An intuitive information architecture with a focus on usability and accessibility
8. Integrated and more easily accessible information

The following presentation covers:

1. **WHAT WE HEARD FROM YOU**
2. **WHAT WE LEARNED FROM THE COMPETITION**
3. **WHAT WE RECOMMEND**
4. **HOW WE PLAN TO GET THERE**

SUMMARY & KEY FINDINGS

"I'M PROUD OF THE COLLEGE. GIVE ME A SITE THAT MAKES ME PROUD."

"SHOW ME THE OPPORTUNITIES THAT I DIDN'T REALIZE I NEED TO KNOW ABOUT."

"MAKE IT EASIER FOR ME TO FIND INFORMATION."

"MAKE IT CLEAR WHO WE ARE, AND WHAT WE'RE NOT."

"BUILD SOMETHING THAT WE CAN SUSTAIN . . . AND KEEP IN MIND WHAT WE HAVEN'T GOT."

From everything we've heard and seen, this project must address three main issues:

1. **MESSAGING:** how the ethos of the institution is conveyed online.
2. **FUNCTIONALITY:** how information is structured, nested, and re-used throughout the site.
3. **ONGOING MANAGEMENT:** what tools, training, policies and procedure are necessary to maintain and enhance wm.edu over time.

"We don't have peers. We have competitors."

- DEAN OF ADMISSION

We reviewed the websites of twelve competitors, including: U.Va., Virginia Tech, Duke, Georgetown, UNC-Chapel Hill, Boston College, University of Richmond, Wake Forest, and Cornell University.

ESTABLISH HIERARCHY CLEARLY

The screenshot displays the University of Richmond website. At the top, a navigation bar includes links for Prospective Students, Alumni, Parents & Families, Current Students, and Faculty & Staff. A prominent red sidebar on the left lists various university categories such as The Richmond Difference, Fast Facts, Majors, Academic Resources, and more. The main content area features a large banner with the text "Outstanding Academics" and "Nationally ranked liberal arts university" over a background image of a brick building. Below the banner, a news section highlights several articles, including "NATIONAL RANKINGS" from Newsweek, "EXPERIENCE RICHMOND", "HOMECOMING 2007", "PUBLIC EVENTS", "ATHLETICS", and "COMMUNITY PROGRAMS". A "University Quicklinks" section on the right provides search and utility options like Directions, Calendar, and Campus Map. At the bottom left of the screenshot, a portrait of President Edward L. Ayers is featured with the text "MEET RICHMOND'S NEW PRESIDENT EDWARD L. AYERS".

mStoner

SIMPLIFY NAVIGATIONAL PATHS

Cornell University SEARCH: go

Pages People more options

Admissions Academics Research Outreach Land Grant Student Life Alumni

Academics

Overview

Office of the Provost

Research and Scholarship

Colleges, Schools, and Faculties

Departments

Centers and Institutes

Undergraduate Majors

Graduate and Professional

Continuing Education

Courses, Classes, and Exams (Ithaca Campus)

Academic Calendar

Faculty Highlights

Student Highlights

"Andrew D. White, its first president, and Ezra Cornell, who gave it his name, turned out to be the developers of the first American university and therefore the agents of revolutionary curricular reform."

Frederick Rudolph in *Curriculum: A History of the American Undergraduate Course of Study since 1636* (Jossey-Bass, 1978)

Cornell University's colleges, schools, and other academic units offer more than 4,000 courses, 70 undergraduate majors, 93 graduate fields of study, undergraduate and advanced degrees, and continuing education and outreach programs.

Academic Units

Colleges, Schools, and Faculties

Cornell has seven undergraduate colleges; a graduate school; professional-degree schools in business management, medicine, law, and veterinary medicine; and affiliated faculty units.

Departments

Cornell's nearly 100 academic departments offer an astounding variety of degree programs and other types of curricula.

Centers, Institutes, Laboratories, and Programs

Cornell's numerous designated national centers and programs and other interdisciplinary research and study units support and advance every aspect of the university, are directly accessible to members of the Cornell community and others, and help ensure that Cornell maintains a global presence and perspective.

ANTICIPATE AUDIENCE NEEDS

About Duke

- Admissions & Aid
- Academics
- Medical
- Research
- International
- Athletics & Recreation
- Arts
- Duke & Durham

Students
Faculty
Staff & Employment
Alumni

Schools

- Duke Today
- Calendar
- Maps
- News
- Computing
- Libraries
- Visiting Duke
- Giving to Duke
- About this Site
- Contact Us

- Alumni Affairs
- Programs and Events
- Benefits and Resources
- Staying Connected
- School Alumni Sites
- Giving to Duke

Alumni

Quick Links Search Duke

Duke.edu Home Page

DUKE Magazine

Duke Magazine, with its reportage on the university's alumni, academics and research, conveys the intellectual dynamism of the Duke community and its connection with the larger world.

Duke on iTunes U

Alumni Affairs

- Duke Alumni Association

Programs and Events

- Career services and networking
- Duke Clubs
- For alumni, parents and friends in local communities
- Reunions
- Homecoming
- Education and travel
- Duke on iTunes U

Benefits and Resources

- Member benefits
- Career Center
- Transcripts

Staying Connected

- Affinity groups
- Campus groups with a common interest
- Alumni Admissions Program
- Alumni Directory
- Alumni news
- Duke Magazine
- Duke Blue Connections
- Alumni e-mail newsletter
- eDuke
- Students
- Current undergraduates and graduate and professional students
- Young alumni
- Graduates from the last decade

Philanthropy and Development News at Duke

Duke Achieves 25.6 Percent Annual Return on University Investments

BB&T Gives \$1.75 Million to Duke's Values and Ethics in the Marketplace Program

Major Gift to Fund Ambitious Health Study

A Study to Rewrite Medical Textbooks

Largest Gift in Duke University School of Medicine History to Fund Landmark Study

School Alumni Sites

- Divinity School
- The Fuqua School of Business
- Nicholas School of the Environment and Earth Sciences
- School of Law
- School of Medicine
- School of Nursing

Giving to Duke

- Duke University Development (Annual Fund, gift planning, other development sites)
- How to make a gift

CAPTURE THE BEAUTY OF CAMPUS

Duke ADMISSIONS

Applying to Duke | Academics | Life at Duke | The Duke Campus | The D

Who We're Looking For | How to Apply | Deadlines | Cost & Financial Aid | Duke in Your Area | Preparing for College

Our Philosophy | Majors & Minors | Our Faculty | Only at Duke | Beyond the Classroom | Life After Duke

The First-Year Experience | Duke Students | Activities & Organizations | The Arts | Housing & Dining | Athletics

Visiting Duke | Our Favorite Places | Flora & Fauna | Durham, NC | The Research Triangle | Campus Maps

What is the D? | My Home Page | About Me | Application Checklist | Message Center | Ask a Question

DukeEngage
Are you hoping to change the world? Duke can set you on that path with DukeEngage, the most ambitious service learning effort in U.S. higher education. Through DukeEngage, any Duke undergraduate can receive funding and faculty support for a summer or semester-long service project anywhere in the world. For more information, visit: <http://dukeengage.duke.edu/>

Duke Visiting You
During September, October, and November, Duke Admissions Officers will be hosting programs in many US states, and countries outside the US. We'd really enjoy seeing you at one of our 100+ programs. To view our fall schedule, please [click here](#).

From the Admissions Office
To be eligible for an interview, please submit your application by October 19, 2007 for Early Decision, and by December 10, 2007 for Regular Decision. While not required for admission, interviews provide an opportunity for the applicant to learn about Duke. For more information, click [here](#).

Join Our Mailing List | Search | Log In | Questions? | For Parents | For Counselors | Contact Admissions | Duke.edu

Office of Undergraduate Admissions • 2138 Campus Drive • Box 90558 • Durham, NC 27708 • (919) 684-3214

About This Photo

UNIVERSITY of VIRGINIA
Charlottesville, VA
Mon., October 29, 2007 43° F (8° C)

MAPS | CALENDARS | WEBMAIL | TOOLKIT | ISS | COD

U.Va. for You

- PROSPECTIVE STUDENTS
- CURRENT STUDENTS
- ALUMNI AND FRIENDS
- PARENTS AND FAMILIES
- FACULTY AND STAFF
- ESPECIALLY FOR KIDS

Welcome Center | Things to Do / U.Va. News | Schools | Admissions | Health / Medical Center | Libraries | Research and Centers | Public Service/Outreach

CAMPAIGN FOR THE UNIVERSITY OF VIRGINIA

A-Z Website Index
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Search
Keyword/Name
People U.Va. Web Library

THE WEEK IN PHOTOS
Check out this week in photos.

FEATURED LINKS
Access UVA | Admissions | Admission Office | Alerts Sign-up | Arts at U.Va. | Athletics | Computing | Corporate Connections | Diversity at U.Va. | Drought/Water Conservation | Emergency/Critical Incident | Jobs/Careers | John Paul Jones Arena | President's Office | Universitas 21 | University Registrar | Webmail

UVA Today News and Events

- University Schedule Information
- U.Va. Kicks Off Substance Abuse Awareness Week
- Are a Few Days of Rain Enough to End Drought? (includes audio)
- Forum on Politics and Health Care Reform to be Held Today

Information: 434.924.0311 | Email Us | En Español | Text Version | Accessibility | Selected Addresses | Nondiscrimination

The Reynolds campus in Winston-Salem is home to 4,000 undergraduate students.

Close window

Virginia Tech
Undergraduate Admissions

QUICKLINKS
Virginia Tech Home | Applying to Virginia Tech | Undergraduate Admissions | Apply as a Freshman | Apply as a Transfer | Apply as an International | Apply as a Non-Degree-Seeking

Parents | Guidance Counselors | Frequently Asked Questions | Forms and Publications | Resources | About the Office | Contact Us

Where We Are
Outreach / Extension | International | All About Blacksburg | Maps / Directions | Visiting Campus

Key Dates & Deadlines

- OCTOBER 15: Fall Open House (Freshman & Transfer)
- OCTOBER 16: Fall Open House
- NOVEMBER 1: Early Decision Application Deadline
- NOVEMBER 3: Fall Open House
- NOVEMBER 4: Fall Open House
- DECEMBER 15: Sophomore Notification
- JANUARY 19: Freshman Regular Decision Application Deadline
- FEBRUARY 15: Transfer Application Deadline
- APRIL 1: Freshman Regular Decision Notification
- MAY: Freshman Offer of Admission Response due
- MAY 1: Transfer Notification
- JUNE 1: Transfer Offer of Admission Response due

I'm interested - how do I apply?

I will be a...

- Freshman
 - Transfer Student
 - International Student
 - Non-Degree-Seeking Student
- Major A to Z
- Life as a Student
- Cost of Attendance

See for yourself...

- Fall Open House
- Visit Virginia Tech
- Campus Tour/Tours
- Virtual Tours

View our video...

Take the Virginia Tech Challenge. Watch our video to learn how.

- Admitted student timeline
- Submitting your transcripts
- Orientation

More dates for:

- Freshmen
- Transfer Students
- International Students

mStoner

CONVEY THE EXPERIENCE

PEOPLE/WEB SEARCH | CALENDAR | EMERGENCY INFO | A-Z INDEX | WEBMAIL | UNIVERSITY OF VIRGINIA

Office of Undergraduate **ADMISSION** UNIVERSITY OF VIRGINIA

Apply Now!

Search the Admission Site

- ADMISSION INFORMATION
- ACCESSUVA, FINANCIAL AID AND SCHOLARSHIPS
- FAQ
- PROSPECTUS
- PLAN A VISIT
- U.VA. VISITS YOU
- RELATED LINKS

Apply Now!

Welcome, Are You A...

- Senior
- Junior
- Sophomore/Freshman
- Parent
- Counselor
- Minority Student
- International Student
- Transfer Student

Go Now



STUDY WITH THE BEST SCHOLARS AT THOMAS JEFFERSON'S ACADEMICAL VILLAGE

News and Announcements

- Online Chat October 27, 2007, 11 a.m. - 1 p.m. (AccessUVA)
- 2008 Online Application Now Available
- What to look for in a

Meet a Student

- Ask a Student
- Meet a Student
- Student Blog

U.Va. Schools/Honors

- Architecture
- Arts and Sciences
- Education
- Engineering
- Commerce
- Nursing School
- Honors Programs

ACCESSUVA THE DOOR IS OPEN

EXPERIENCE U.VA. AND CHARLOTTESVILLE NOW!

Join our Mailing List

Office of Admission:
P.O. Box 400160
Charlottesville, VA 22904
Tel: (434) 982-3200
Fax: (434) 924-3587
View Map

Harvard-Princeton-UVA Visit You

What Our Students Say

Online Admissions Tour

Welcome Back to School!

Maintained by the Office of Admission
Last Modified: Friday, 26-Oct-2007 11:51:56 EDT
© Copyright by the Rector and Visitors of the University of Virginia
Peabody Hall, McCormick Road, Charlottesville, VA 22903 | Get Directions

Versión Español | Text-Only Version
QUESTIONS RELATED TO THE ONLINE APPLICATION: ONLINE ADMISSION
QUESTIONS ABOUT ADMISSION: ADMISSION OFFICE

UNIVERSITY OF RICHMOND

Richmond Home | Admission Home

University Quicklinks | Search



Visit Campus

Request Information

Apply Now

Important Dates

Forms You Will Need

First Year Student Profile

Can I Afford It?

Learn About Majors

Experiential Learning

Internships

Undergraduate Research

International Focus

Study Abroad

Service Learning

Life at Richmond

Career Development

Transfer Students

International Students

Contact Us

Experiential Learning

Experiential learning is a central part of the Richmond academic experience. Numerous opportunities exist to gain experience in research and in the workplace. Graduate schools and employers place great value on your ability to explain the connections between classroom study and applied experience.

Internships will give you the opportunity to learn about particular fields or companies and can help you define your career direction. Quite often internships lead directly to job offers.

Undergraduate research, regardless of your major, allows you to explore subjects beyond the classroom and textbook. At Richmond you will have the opportunity to work with faculty in ongoing projects or propose your own research project.

International focus is a hallmark of a University of Richmond education. A student body representing more than 65 countries and visiting scholars from around the globe create a dynamic global environment on campus.

Study abroad will place you in a new culture where you'll develop a global perspective, cross-cultural understanding and a new level of self-reliance.

Service learning combines academics with community service. You earn academic credit for work on community service projects that require the skills and knowledge you're learning in class.

Directions | Calendar

Campus Map | Virtual Tour

People | Web Cam

ADMISSIONS BLOG

PLAN A VISIT

SPOTLIGHT

(02 of 07)

CAMPUS LIFE SLIDE SHOW

Video FAQ >>

Campus Life Slide Show >>

TV Spot >>

Spider Diaries >>

China Study Abroad >>

Easter Island Project >>

Student Research Videos >>


Fast Poll

Which will scientists cure first?

- Cancer
- HIV
- MS
- Alzheimer's
- Parkinson's

VOTE

DELIVER COMPELLING STORIES, FIRSTHAND


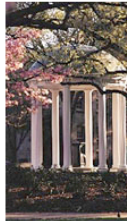



**THE UNIVERSITY
of NORTH CAROLINA**
at CHAPEL HILL

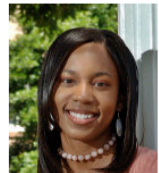
[ADMISSIONS HOME](#) | [UNC HOME](#) | [DIRECTORIES](#) | [SEARCH](#) | [DEPARTMENTS](#)

UNDERGRADUATE ADMISSIONS

- ACADEMICS
- STUDENT LIFE
- VISITING CAROLINA
- APPLYING FOR ADMISSION
- AID AND AFFORDABILITY

TAR HEELS TALK: VERONA



ABOUT VERONA

Major: Communications (Speech and Hearing)

Hometown: Bladenboro, N.C.

Junior

[CONTACT VERONA](#)

YOUR UNC HOMEPAGE

GET PERSONAL

Why Carolina?

You know, when someone asks me "Why did you choose to come to UNC?" I always laugh because it's actually not your typical response. So here's my reasoning. As crazy as it seems, I am from a country town, called Bladenboro, North Carolina. It's so small that it only consists of two stop lights. While in high school, I always wanted to attend a large university that was out-of-state. I yearned for a completely different experience than I had growing up. I wanted to embrace meeting new people, and gain knowledge of how to adapt in an unknown environment. I had always lived in North Carolina, and I just knew that going to a university out-of-state would be my life-changing experience. Initially, I had my mind set on enrolling at the University of Georgia, and even though I was accepted, as you can see I chose Carolina.




Cornell University

SEARCH: [go](#)

[Pages](#) [People](#) [more options](#)

[Admissions](#) | [Academics](#) | [Research](#) | [Outreach](#) | [Land Grant](#) | [Student Life](#) | [Alumni](#)

Student Life



- Overview**
- Student Services**
- Getting Involved**
- Life on the Hill**
- Where to Live, What to Eat**
- Health, Mind, Body & Spirit**
- Athletics & Physical Education**
- Just For Fun**

Life on the Hill

Wondering what it's really like to be at Cornell? Follow our student bloggers and get an uncut, uncensored glimpse into life on the Hill. Real students. Real stories. Real life.



Jenna Bromberg

Jenna knows more about hotel plumbing than you.

Class of: 2008
School: Hotel
Hometown: Plano, TX



Alex Cain

Alex's first words were "Shut up!"

Class of: 2010
School: Arts and Sciences
Hometown: Los Angeles, CA



Caroline Dias

Caroline never visited Cornell before Freshman year.

Class of: 2008
School: Arts and Sciences



Life on the Hill

Jen:

"Homecoming! The pessimist could say that this is the one day out of the year when

KEY MESSAGES

"ACCESS TO ACCESS"

As a public institution with a commitment to serving a diverse student body, W&M is a welcoming and affordable education option for any student who meets the school's stringent academic standards.

"HISTORICALLY INNOVATIVE"

From being one of the country's first institutions of higher learning, to being one of its most "unwired" campuses, to the forward-thinking research done by its professional and graduate schools and its undergraduate students and faculty, innovation is part of William & Mary's DNA.

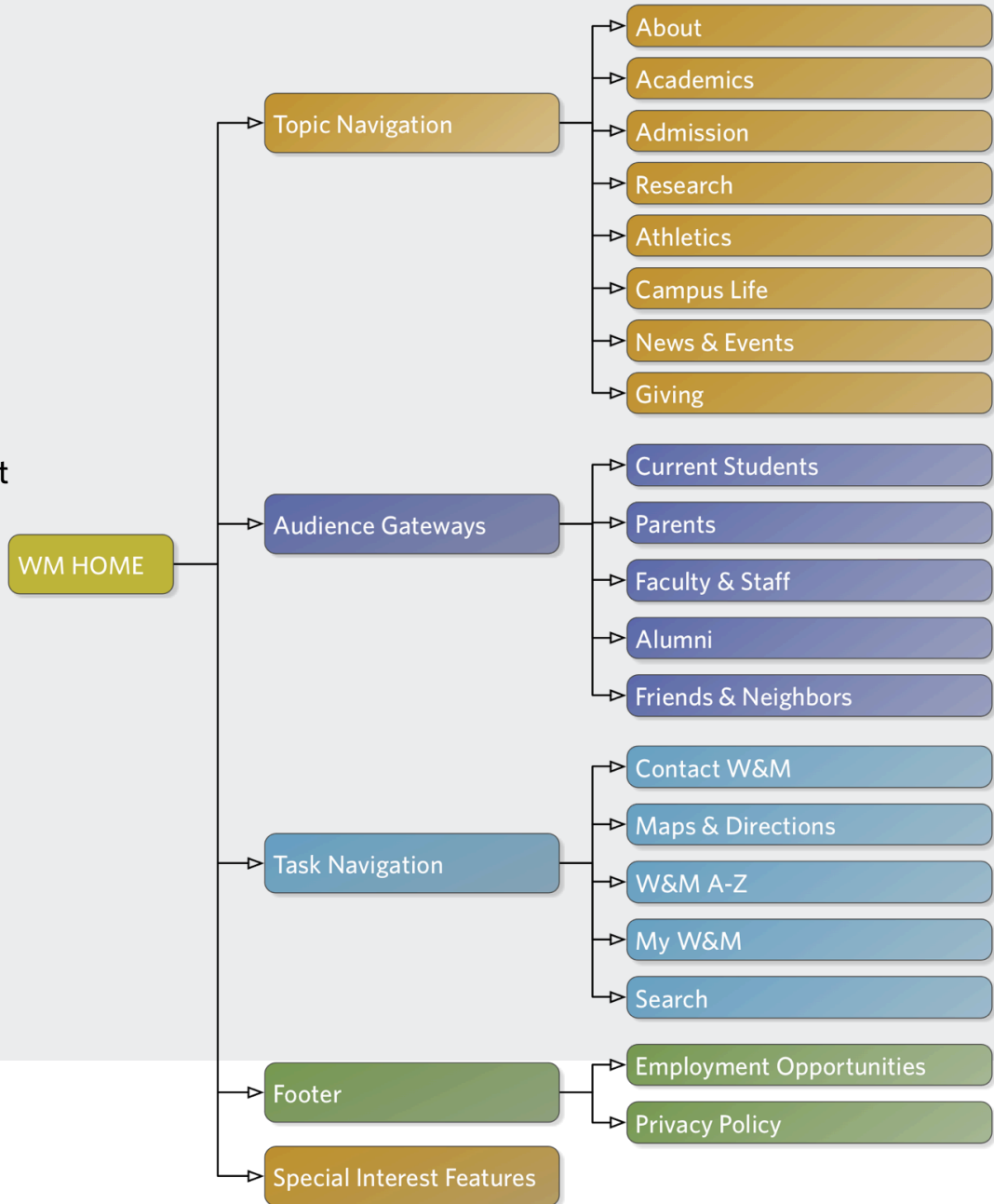
"IT'S FUN TO BE INTENSE"

"I wish we could get a few more kids with green hair." Every student we talked to said William & Mary was a fun campus and that the student body—though bookish as a general rule—was certainly "weird in its own way." And everyone pointed to the extent to which students were engaged in social issues and creative expression, as is manifest in student participation in theater and Peace Corps.

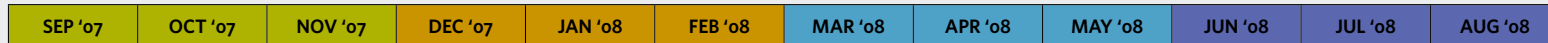
SITE STRUCTURE

The Main Structure

- Three main navigation sets deliver information by topic, audience, and task.
- Task-based navigation focuses largely on main areas of interest to prospective students.



Timeline



STRATEGIC DISCOVERY & PLAN DEVELOPMENT

- Background documentation review
- Intake meetings
- Competitor site review
- Follow-up meetings
- Strategy document development and refinement
- Preliminary information architecture
- Preliminary wireframes
- Detailed timeline

EDITORIAL PRODUCTION & DESIGN DEVELOPMENT


- Refined information architecture
- Writing workshop
- Concept design presentation
 - Audience testing
 - Full design suite development
- Copy decks
- Wireframes
- Beta-site testing

TECHNICAL SPECIFICATION, SELECTION, & IMPLEMENTATION

- Feature specifications
- CMS recommendations
- End-user testing
- HTML development
- CMS installation & customization
- QA testing
- Training

SITE LAUNCH

- Knowledge transfer
- Next-steps planning
- New governance models implementation

 Indicates campus visit.