STUDENT-FACING WEB CONTENT

DEPARTMENT WEB FRAMEWORK USERS MEETING – APRIL 23, 2019

AGENDA

- Student communications update
- Prospective student experience on department sites: improving undergraduate programs content
- Other strategies / discussion

STUDENT COMMUNICATIONS UPDATE

PROSPECTIVE STUDENT EXPERIENCE

ON DEPARTMENT WEBSITES

Websites are the #1 most influential information resource for prospective students
AND STUDENTS LOVE GOOGLE SEARCH

What do you study in this major?
What kind of job will I get?
What scholarships are available?
How do I get in to this major?
How do I talk to an adviser?
Our sites don't always answer the top questions

Or explain how to apply

Other colleges and schools at UW do a better job
(though not some peer institutions)

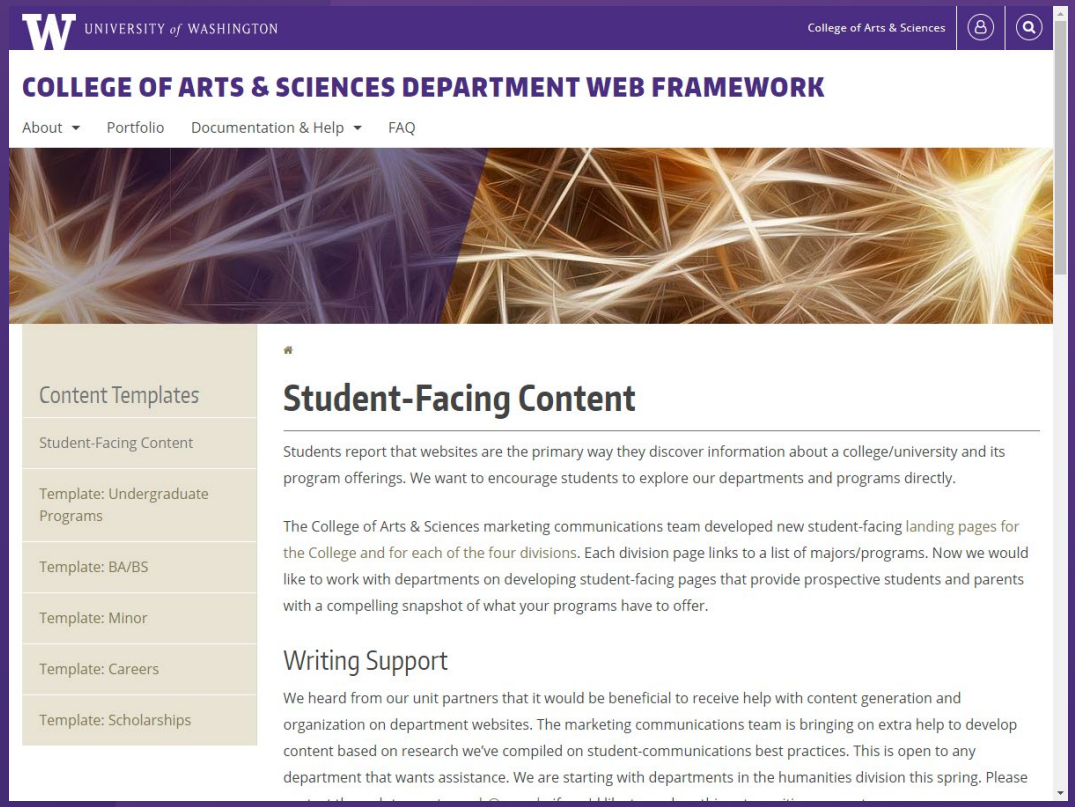
Many web editors would
like assistance with content

HOW CAN WE DO BETTER?

- Content that matters to prospective students
- Templates for key pages
- Feedback from advisers
- Pilot content development with departments
- Revise templates and create guidelines
- Share and continue to craft new content
- Continue to assess and improve

RESOURCES: TEMPLATES AND GUIDELINES

- https://dwf.artsci.washington.edu/student-facing-content

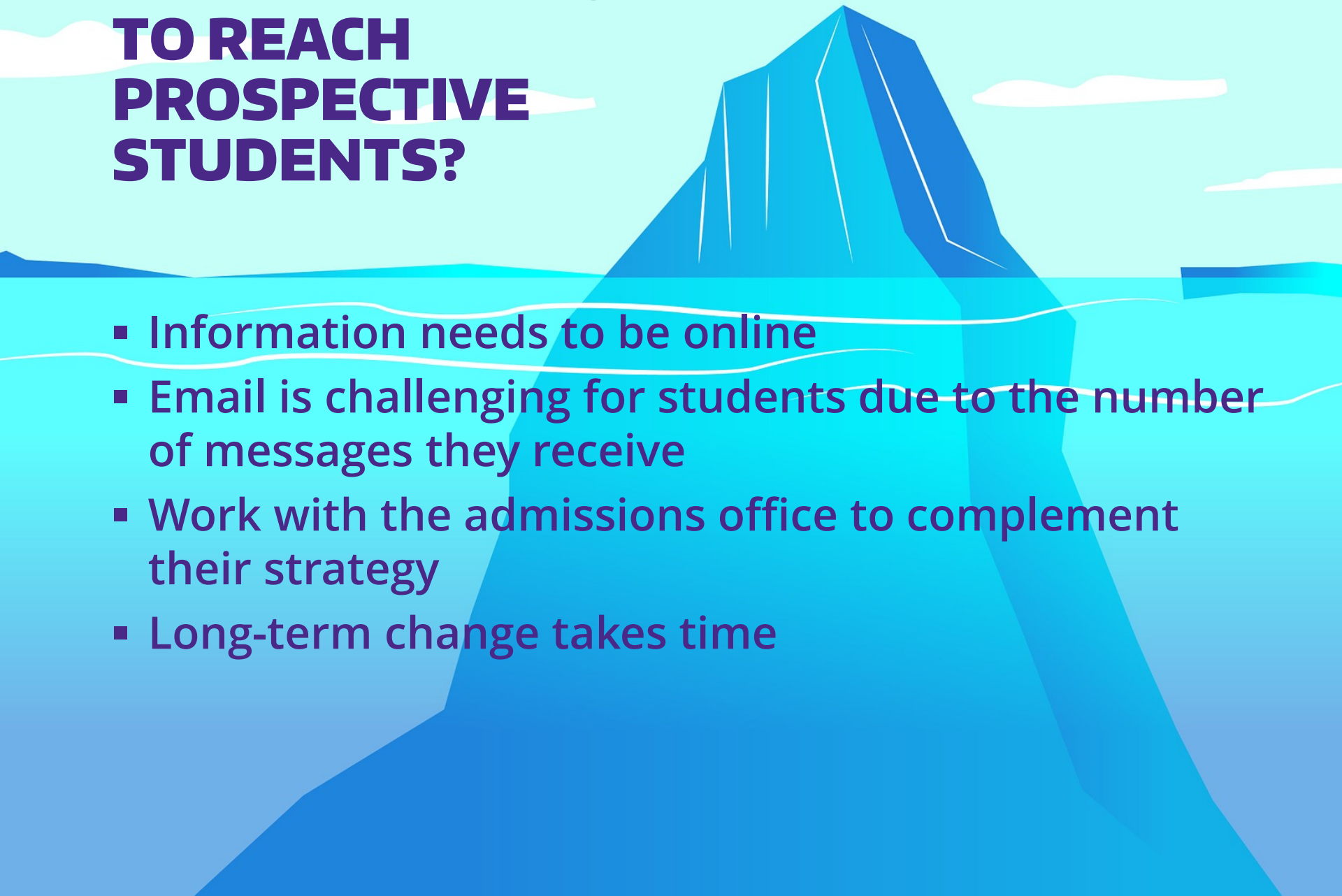


RESOURCES: WRITING SUPPORT

HOW TO PREPARE

- Request from us at asweb@uw.edu
- Identify stakeholders to participate in interviews and review drafts
- Consider adding application guides for freshmen, current students, and transfers
- Consider adding an undergraduate FAQ page

OTHER STRATEGIES TO REACH PROSPECTIVE STUDENTS?



- Information needs to be online
- Email is challenging for students due to the number of messages they receive
- Work with the admissions office to complement their strategy
- Long-term change takes time

SPRING MARKETING ROUNDTABLE

MAY 13, 11-12:30, HUB 337

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