

# 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?

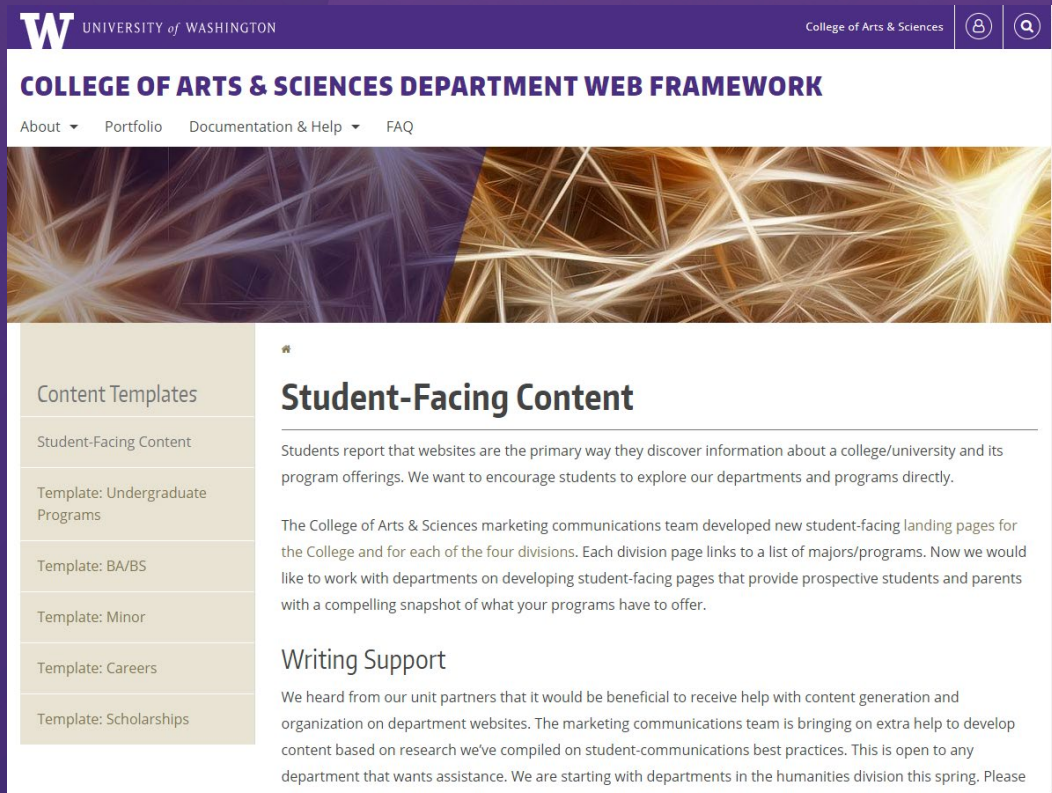
- Content that matters to prospective students
- Templates for key pages
- Feedback from advisers
- Pilot content development with departments
- Revise templates and create guidelines
- Share and continue to craft new content
- Continue to assess and improve





# RESOURCES: TEMPLATES AND GUIDELINES

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



The screenshot displays the 'COLLEGE OF ARTS & SCIENCES DEPARTMENT WEB FRAMEWORK' website. The header includes the University of Washington logo and navigation links for 'About', 'Portfolio', 'Documentation & Help', and 'FAQ'. The main content area features a large abstract image of glowing fiber-like structures. A sidebar on the left lists various content templates, with 'Student-Facing Content' selected. The main text area discusses the importance of student-facing content and provides writing support resources.

UNIVERSITY of WASHINGTON

College of Arts & Sciences

## COLLEGE OF ARTS & SCIENCES DEPARTMENT WEB FRAMEWORK

About ▾ Portfolio Documentation & Help ▾ FAQ

### Content Templates

- Student-Facing Content
- Template: Undergraduate Programs
- Template: BA/BS
- Template: Minor
- Template: Careers
- Template: Scholarships

## Student-Facing Content

Students report that websites are the primary way they discover information about a college/university and its program offerings. We want to encourage students to explore our departments and programs directly.

The College of Arts & Sciences marketing communications team developed new student-facing landing pages for the College and for each of the four divisions. Each division page links to a list of majors/programs. Now we would like to work with departments on developing student-facing pages that provide prospective students and parents with a compelling snapshot of what your programs have to offer.

### Writing Support

We heard from our unit partners that it would be beneficial to receive help with content generation and organization on department websites. The marketing communications team is bringing on extra help to develop content based on research we've compiled on student-communications best practices. This is open to any department that wants assistance. We are starting with departments in the humanities division this spring. Please



# RESOURCES: WRITING SUPPORT

## HOW TO PREPARE

- Request from us at [asweb@uw.edu](mailto: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?

An illustration of an iceberg floating in a blue ocean. The tip of the iceberg is above the water line, while the much larger base is submerged. The sky is light blue with a few white clouds. The text and list are overlaid on the scene.

- 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