ARCHITECTING A WEBSITE FOR THE COLLEGE OF ENGINEERING

Research & Recommendations
“The first step to improving your content strategy is a willingness to burn everything you currently have to the ground.”

Erika Hall, Co-founder, Mule Design
RESEARCH // APPROACH & INTERVIEWS
RECOMMENDATIONS // FINDINGS & INSIGHTS
ARCHITECTURE // COLLEGE OF ENGINEERING
ARCHITECTURE // ACADEMIC DEPARTMENTS
DEFINE THE PROBLEM

DESIGN THE SOLUTION
Recommendation

Focus the content of the College website on marketing.
Recommendation

Create a consistent information architecture for departments, but allow for customization.
Recommendation

Create a taxonomy of messaging that gives news stories and updates the appropriate amount of attention.
Recommendation

Write content in a way that shows real-world impact.
Make all content searchable from any College-related website.
Recommendation

Build an intranet and/or student portal.
Recommendation

Use faculty profiles as vessels for marketing.
ACADEMIC DEPARTMENTS
### ACADEMICS

- Academic schedule
- Upcoming relevant seminars
- Student & faculty spotlights
- Student services & programs
- Student handbook(s)
- Contact information

### UNDERGRADUATE

- Advising: curriculum & requirements
- Majors, minors & certificates offered
- Career & internship resources
- Ext. opportunities
- Support & resources

### GRADUATE

- Degrees offered & requirements
- Research areas
- Fellowships & funding
- Support & resources
- Job placement
- Student directory
QUESTIONS?