

# Improving **The Web**

WEB IMPROVEMENT STEERING COMMITTEE





One **University**



# Background



# Brand Touchpoints

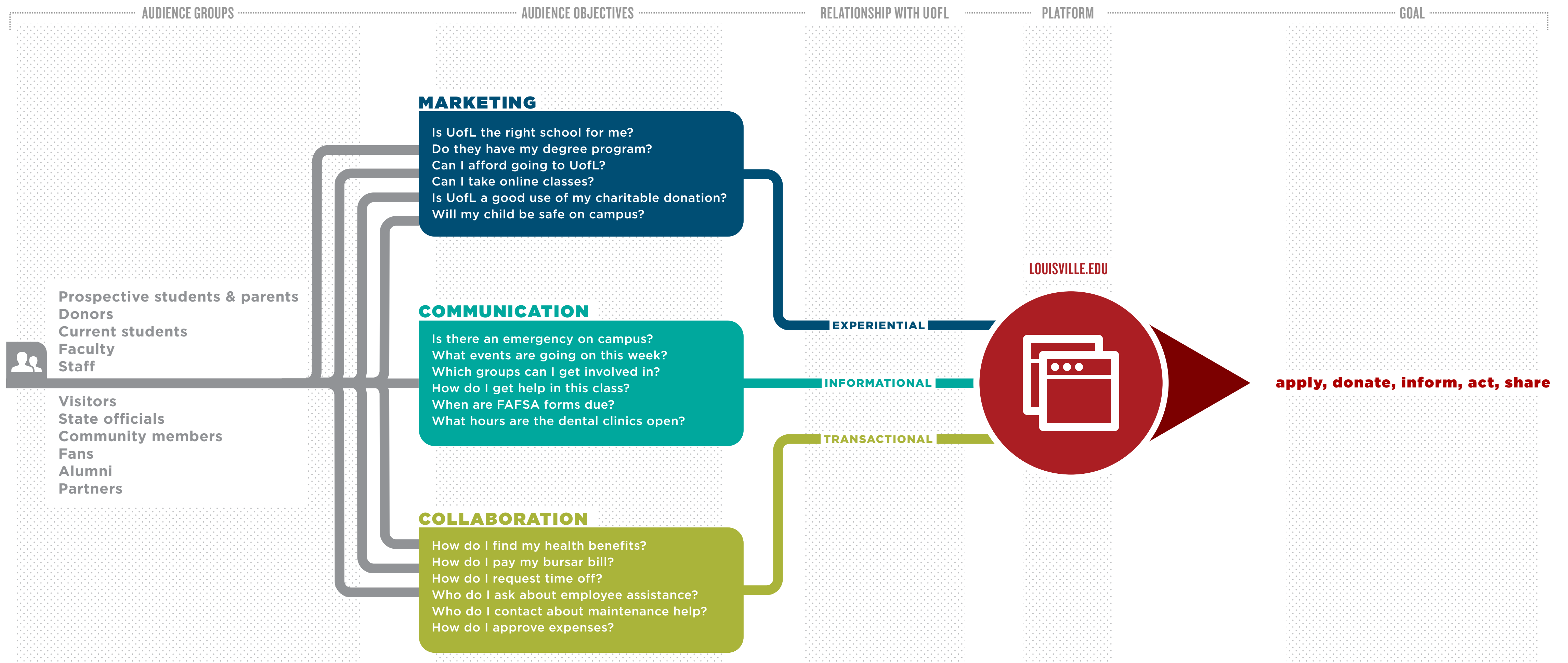
Our website is the central driving point for university marketing and advertising



Background

# Experience Bottleneck

One website serving all audiences, all purposes





A web experience that is **audience-centered**,  
an **authentic representation of our brand**,  
that demonstrates our commitment to being  
**a great place to learn, work and invest** and  
**supports our institutional priorities and the**  
**achievement of our goals.**

The  
vision

## **Audience-centered:**

- Prioritize **user needs** first
- Make considerate, careful choices aimed at specific audience personas

The  
vision



## **Authentic representation of our brand:**

- Compel our audiences to engage more deeply
- Bring UofL's brand to life
- Demonstrate values that make us unique, diverse, dynamic and vital

**THE  
VISION**



## **A great place to learn, work, and invest:**

- Supporting the whole student through transformative purpose-driven and engaged learning
- Helping foster a culture where faculty, staff and administration live our institutional values
- Support innovative teaching, research, scholarship and creative activity, principled leadership, responsible stewardship and engaged partnerships

Th  
V  
sion

## Supports our institutional priorities

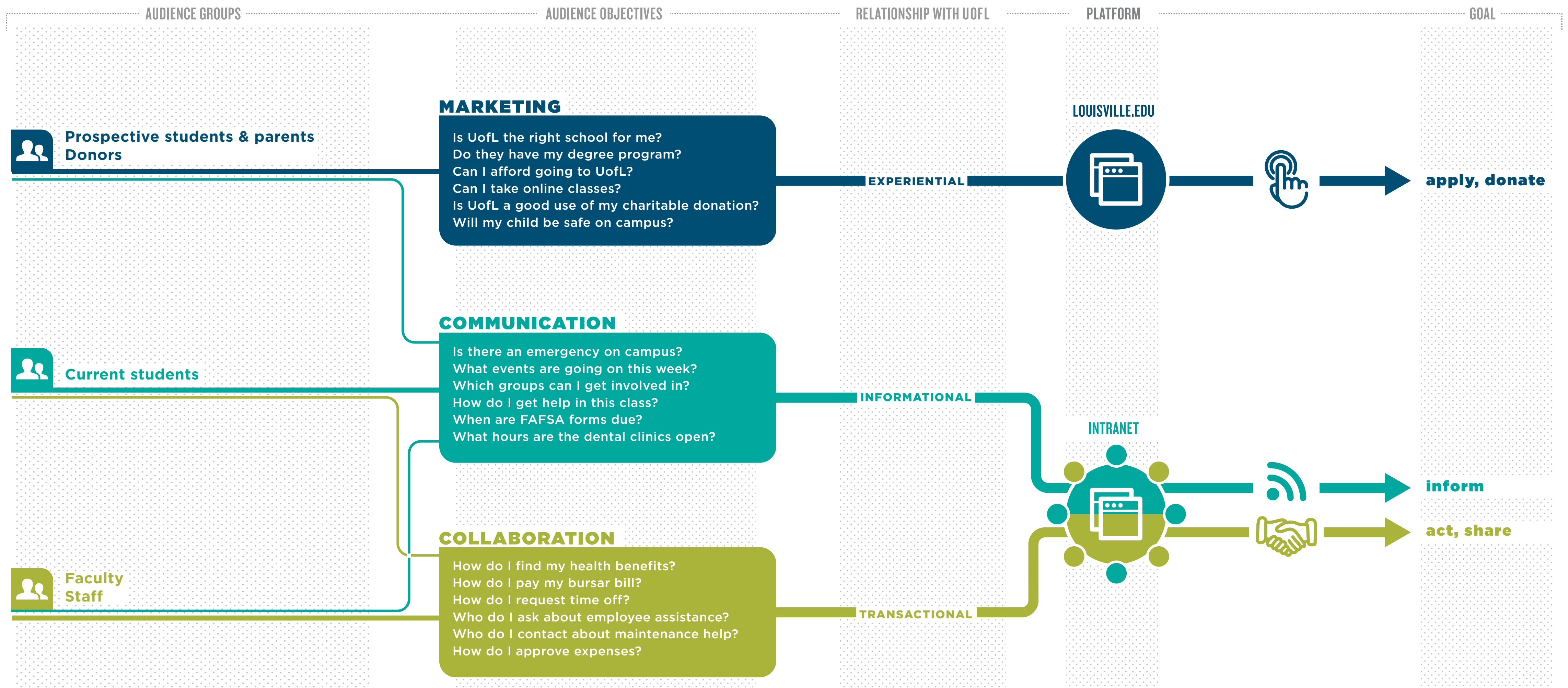
## and the achievement of our goals:

- Strategic Plan
- Institutional rankings and designations
- Enrollment/retention management goals
- University budget model
- Analytics and marketing strategy
- Financials for fundraising

The  
vision

# Experience Redesigned

Audience prioritization and platform optimization





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# Phase I

MARKETING NEEDS

## CORE AUDIENCE(S)

Prospective students  
Parents  
Donors

## EXAMPLES

Homepage  
About UofL  
Our Academics  
The Student Experience  
Applying to UofL

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# Phase II

COMMUNICATION NEEDS

## CORE AUDIENCE(S)

Current students

## EXAMPLES

Event calendars  
Student groups  
News + info  
Scholarships  
Classroom tools  
Academic success

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# Phase III

COLLABORATION NEEDS

## CORE AUDIENCE(S)

Faculty  
Staff

## EXAMPLES

Offices  
Departments  
Directories  
Human resources  
Business operations

The  
Process