

CALLUTHERAN.EDU

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DISCOVERY

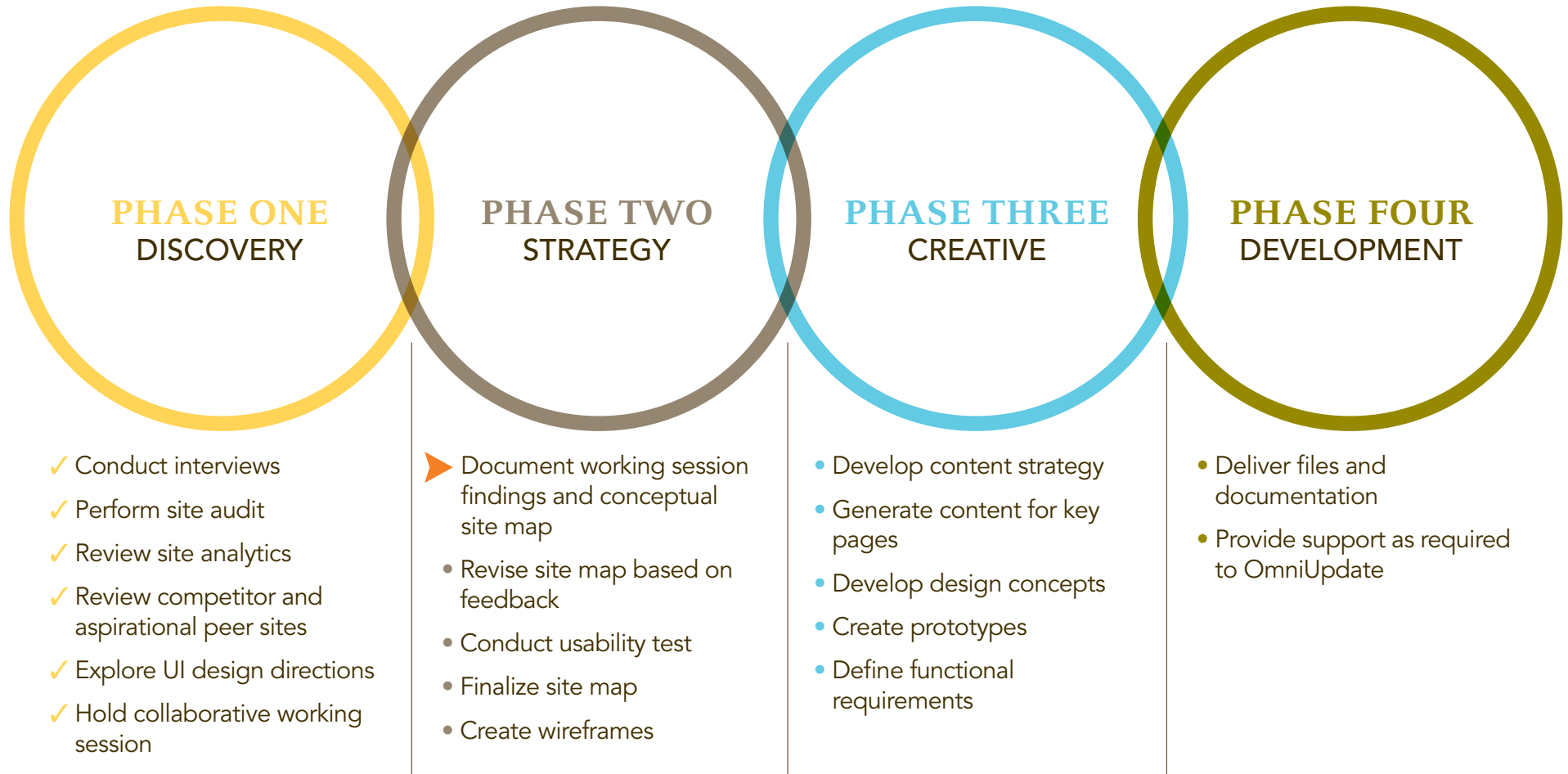
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SUMMARY

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# INTRODUCTION

## *Process and timing*



DISCOVERY

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# DISCOVERY

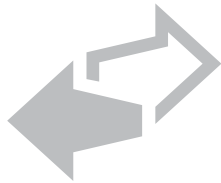
## Overview

At this point in the process, we have the following insights to share:

### INTERVIEW THEMES



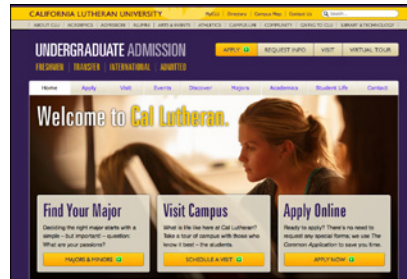
**GOALS DEFINITION**  
– INSTITUTIONAL  
– WEBSITE



**AUDIENCE AND TASK DEFINITION**



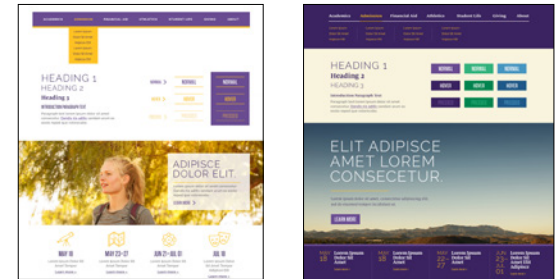
### CALLUTHERAN.EDU OBSERVATIONS



### PEER SITE OBSERVATIONS



### UI CONCEPTS



### CONCEPTUAL SITE MAP



# DISCOVERY

## *Interview themes*

We interviewed key stakeholders and distilled what we heard into five common themes, which kicked off the workshop and fueled our thinking.

### 1. It's time to focus on external audiences.

Content and audience links should target prospective students and families, alumni and donors, and the local community.

"The home page should focus on prospective students and get them to majors quicker."

"Content for internal audiences should live within the MyCLU portal."

### 2. Let's simplify everything.

Currently, there's too much clutter, too many links, and inconsistent layouts. Let's clean house.

"We need to combine info that's relevant to all audiences."

"It's very nested. I have to go down six levels to find what I need."

### 3. Key pieces of content are missing.

The site needs to showcase the student experience, tie academics to career paths, and prove success.

“Talk about careers, employability, and how CLU is helping them build better lives.”

“The home page does not reflect student life other than at crucial moments.”

### 4. Make the site more experiential.

There are some awesome assets that can help breathe new life into the site.

“We have great brand anthem videos that we can repurpose on the website.”

“There’s very little on the current site that draws me in or gets me to interact with it.”

### 5. Don't lose what's working well.

Elements like the HUB, the Parents and Families information, and the Undergraduate Admissions section are getting good feedback, so we'll keep that in mind throughout the process.

"Prospective students like our website. They're finding information."

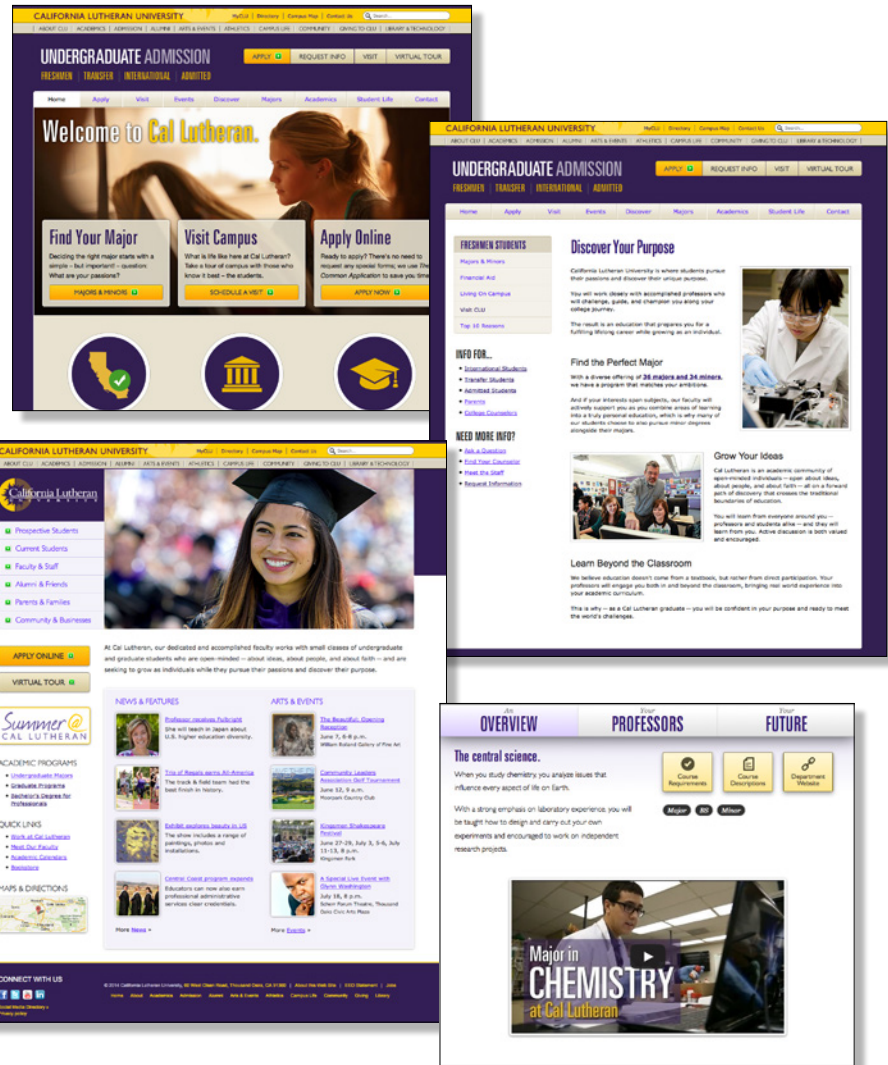
"The HUB, our student calendar system, is working well."

# DISCOVERY

## callutheran.edu observations

During the workshop, we discussed the state of the current site and opportunities for improvement.

- Top navigation is dense, with a blend of topic-based and audience-based information.
- All audiences are given similar prominence on the home page.
- Site organization seems at times to be driven by organizational structure instead of optimal user experience.
- Editorial stories should be linked to outcomes (but right now, it's hard for marketing to find out about those stories).
- Some areas of the site have already been optimized (Undergrad Admission and Majors), and the site can draw on the knowledge gained there.
- Major pages are nicely templated collections of related information, and the chemistry page has a nice video treatment that could be applied to all majors.



# DISCOVERY

## *Peer site observations*

We reviewed the websites of some of Cal Lutheran's direct competitors and aspirational peers, to understand the competitive landscape and find inspiration.

### *Direct Competitors*

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### *Aspirational Peers*

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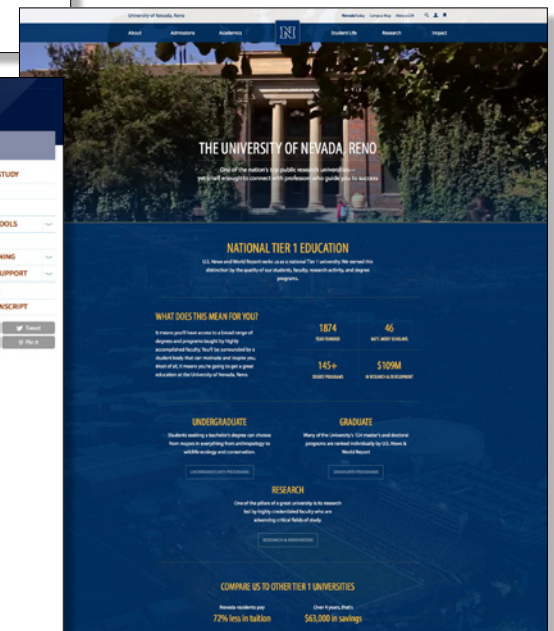
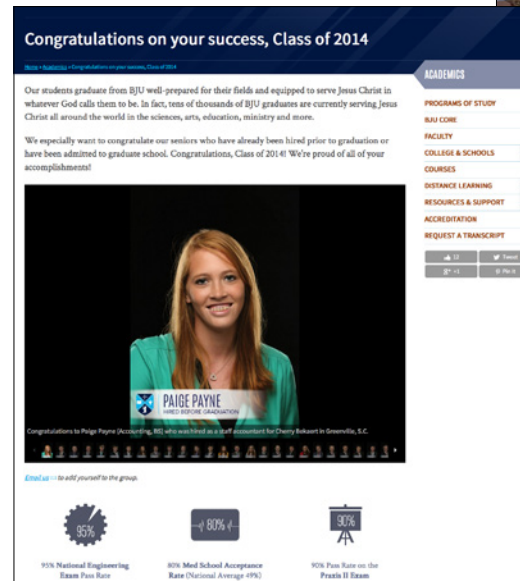
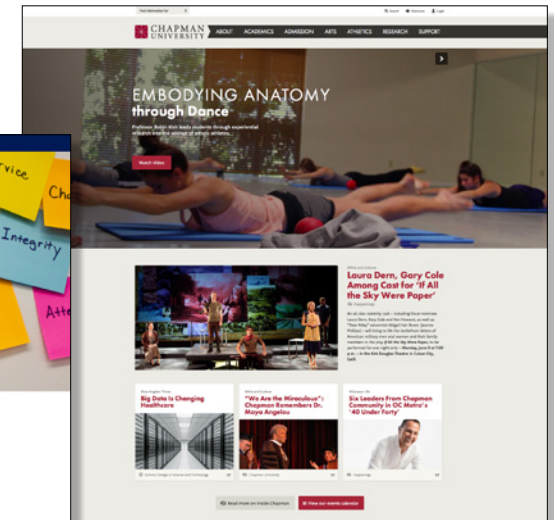
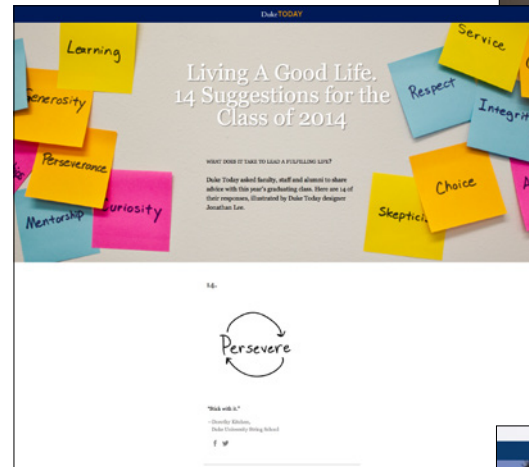


University of Nevada, Reno

# DISCOVERY

## Peer site observations

- Nevada Reno and Chapman feature engaging background video on their home pages.
- Most primary navigation schemes focus on prospective students; other audiences are served via tucked-away utility navigation.
- Chapman features news and event content heavily on the home page, driving users to a robust blog with posts generated from across campus.
- Bob Jones University's "Hired Before Graduation" section showcases top students and illustrates the university's placement power, a key driver for prospective students and parents.
- Duke's "Advice for a Good Life" feature on the home page features student, faculty, and alumni voices.
- Nearly all sites degrade nicely for tablet and mobile users.



# DISCOVERY

## *Goals definition*

Cal Lutheran's business objectives drive the goals that the website needs to accomplish.

### *Cal Lutheran's Objectives*

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- Attract students with the right qualities: perseverance, ambition, tenacity
- Accommodate and welcome transfer and non-traditional students
- Position CLU strongly against private competitors
- Expand the graduate student audience

### *Website Goals*

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- For traditional undergrads:
  - Increase the number of campus visits
  - Increase the number of applicants through direct calls to action
  - Increase the number of engagement opportunities, to drive them to action, perhaps by including things like a virtual visit
- For graduate and professional students:
  - Increase the number of engagement opportunities, to drive them to request information, attend an info session, and apply
  - Use smaller CTAs (schedule a phone call, speak to a counselor) to drive phased interaction
- Encourage parents to request information and schedule a visit for their student
- Convey that CLU is rooted in the notion of Lutheran education, and what that really means

# DISCOVERY

## *Audience and task definition*

During the workshop, we captured some key tasks that audiences must accomplish on the website. This data will inform the site's content hierarchy and general structure.

	PROSPECTIVE UNDERGRADS	PARENTS OF PROSPECTIVE UNDERGRADS	PROSPECTIVE GRAD STUDENTS	PROSPECTIVE ADULT STUDENTS	ALUMNI
<b>Feed them this CONTENT</b>	<ul style="list-style-type: none"> <li>• Will I get in?</li> <li>• What majors are offered?</li> <li>• Will I fit in?</li> <li>• What's around campus?</li> <li>• How can I get involved in student life?</li> <li>• How religious is it?</li> <li>• What will it cost?</li> <li>• How and where do I apply?</li> <li>• Will I get real-world experience?</li> </ul>	<ul style="list-style-type: none"> <li>• Show me the outcomes</li> <li>• Is it a safe campus?</li> <li>• Who's looking after my child?</li> <li>• When and how should I get involved?</li> <li>• How much will it cost?</li> <li>• Prove that you are prestigious and have a solid reputation</li> </ul>	<ul style="list-style-type: none"> <li>• Do you have my program?</li> <li>• How much does it cost? Per month?</li> <li>• What's the ROI?</li> <li>• How long will the program take?</li> <li>• Who are the professors?</li> <li>• What are the admissions criteria?</li> </ul>	<ul style="list-style-type: none"> <li>• Will my previous credits carry over?</li> <li>• How will this fit into my life?</li> <li>• Do I really need to do this?</li> <li>• What's the time commitment?</li> <li>• How flexible is the program?</li> <li>• Where do I take classes?</li> </ul>	<ul style="list-style-type: none"> <li>• How can I connect and network with other alumni?</li> <li>• What's happening on campus?</li> <li>• How can I get involved?</li> <li>• How can career services still help me?</li> <li>• I want my child to go to school here. What do I do?</li> <li>• What's happening with athletics?</li> </ul>
<b>Move them to take ACTION</b>	<ul style="list-style-type: none"> <li>• Request information</li> <li>• Visit</li> <li>• Apply</li> </ul>	<ul style="list-style-type: none"> <li>• Request information</li> <li>• Schedule a visit</li> </ul>	<ul style="list-style-type: none"> <li>• Go to an info session</li> <li>• Talk to a counselor</li> <li>• Schedule a phone call</li> <li>• Apply</li> </ul>		<ul style="list-style-type: none"> <li>• Update contact info</li> <li>• Come to an event (sports, alumni, on campus)</li> <li>• Contact career services</li> </ul>
<b>BOTTOM LINE</b>	<i>Drive conversion</i>	<i>Instill confidence</i>	<i>Drive conversion</i>		<i>Maintain ongoing engagement</i>

# DISCOVERY

## UI concepts

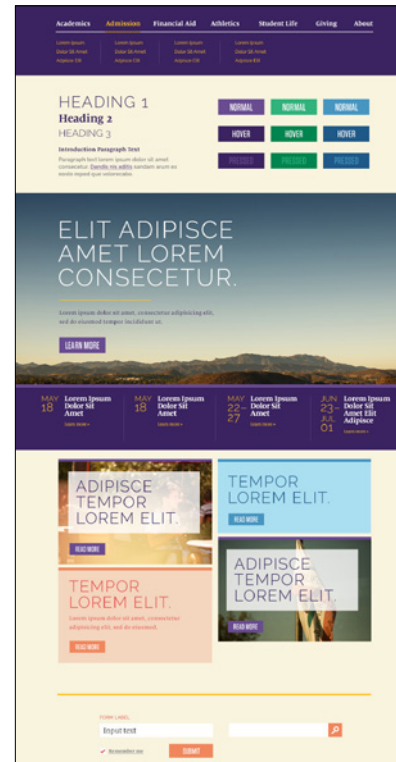
At the workshop, we shared two concepts for the user interface, based on the brand guidelines, and received feedback on each from the group.

### UI concept 1



- Feels more contemporary
- Looks clean and youthful
- Nice amount of white space
- Layered text over photography works well

### UI concept 2



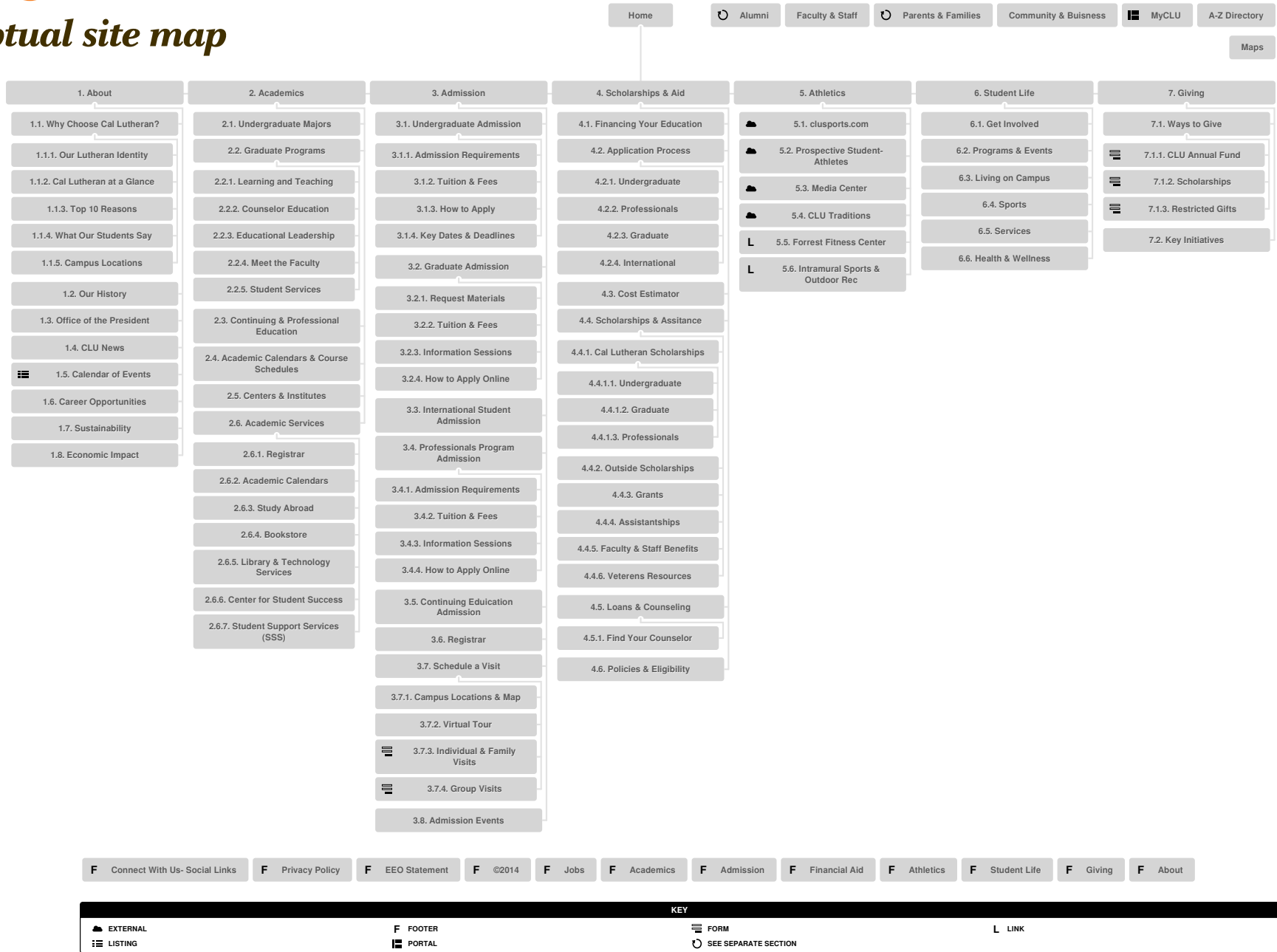
- Nice blend of the contemporary and traditional to appeal to both students and older audiences
- Lends itself well to photography
- Fits well with the idea of the warm campus community
- The secondary palette doesn't feel quite like CLU

### The Takeaway:

We'll be implementing Concept 2, but we'll be sensitive to white space and will ensure that the secondary palette never dominates — keeping a firm grounding in the heritage colors.

# DISCOVERY

## Conceptual site map





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