Prospective students report that websites are more influential than counselors, college fairs or printed publications. Stealth applicants—those who conduct research online without ever contacting the University to request information—are now common. In order to reach them, our websites must provide accurate information in an engaging, consistent manner and in a format that is readily accessible, which increasingly means a mobile-friendly one.

With these goals in mind, the Academic Website Project has been funded by the Provost in order to enhance departmental websites across the University. Academic websites will now be updated to a mobile template that continues to allow for originality and advance the marketing recommendations.

The redesign process is conducted in three phases. During each phase, we’ll need you to complete certain steps and provide certain pieces of information.

### Phase one: planning

Congratulations! Your dean has designated your department for the next spot in the redesign queue.

**What we need to do**
- Invite you to the team meeting.
- Give you an overview of the project.
- Supply the website survey for your completion.

**What you need to do**
- Attend the team meeting.
- Designate a point-of-contact.
- Complete the survey; please return within one week.

### Phase two: development

We may have questions for you, and your active participation is very important to the process. You’ll also have certain items to review and approve before we can move forward with the redesign.

**What we need to do**
- Create content based on your survey and the information on your existing site.
- Coordinate with you to arrange photos of classes, facilities and student opportunities as necessary.
- Create a proof of the design scheme (2-3 pages of the redesigned site).
- Create a proof of the complete redesign.
- Incorporate your feedback to finalize the design.
- Supply you with a final proof and the Final Proof Form.

**What you need to do**
- Provide the names of at least one student, faculty member and alum for profiles.
- Provide faculty and staff profiles for the Directory (including up-to-date headshots).
- Provide any additional pieces of information as they are requested.

**Your review steps**
- Review design scheme.
- Review PDF proof of website.
- Provide additions and corrections as necessary.
- Return final proof with the approved Final Proof Form. (This will initiate the coding process.)
Phase three: coding

It’s finally time to apply the coding for your redesigned website. Please be aware that during this process, you will not be able to edit your existing website.

**What we need to do**

- Notify you when you will no longer be able to edit your website.
- Implement the new website in Web Press.
- Schedule and conduct a launch party for your website editor(s).
- Continue to support you through training opportunities and outreach.

**What you need to do**

- Notify us if you need to change the existing site.

**Your review steps**

- Review the final website in the staging platform.
- Approve your redesigned site’s launch.

**Once your new website has launched**

- Maintain your site; reach out with questions.