

How does the new website make my life easier?

- It supports you in recruiting students by clearly communicating your program's unique benefits and outcomes.
- It presents that information in a format that your target group will readily understand — one that is compatible with mobile devices.
- It ties your program to the overall messaging of the University, giving you the benefit of University marketing initiatives.
- It makes maintenance more manageable by minimizing content that will become outdated.

Millennial content preferences

Easy to consume on mobile devices

Visually appealing (with photo and video)

Clear, efficient and lacking bureaucratic barriers

Good at explaining *why* something matters, not just *that* it matters

For more, visit

www.missouristate.edu/millennials

What's my role from now on?

1. Familiarize yourself with the new structure.
2. Learn Web Press and WordPress so that you can maintain your site.
3. Perform routine maintenance. (See the back of this sheet for a checklist of review points.)
4. Keep best practices for online communication in mind when you are creating new content.

What resources are out there to support me?

Web Press open lab information

www.webpress.missouristate.edu/helpdesk.htm

Web Press how-to instructions

www.webpress.missouristate.edu/howto.htm

Blogging training resources

www.missouristate.edu/web/blogging.htm

Web and new media blog

www.blogs.missouristate.edu/web

University Marketing Toolkit

www.missouristate.edu/identity

For technical assistance

webpress@MissouriState.edu; ext. 65271

For general content questions

LucieAmberg@MissouriState.edu; ext. 64659

For promotional support

UniversityCommunications@MissouriState.edu

Best practices

Create strong page titles and headings to give content structure.

When possible, use lists instead of paragraphs.

Focus on one idea per paragraph using short, active sentences.

Use in-text hyperlinks to direct readers to more information.

Add appropriate photos or videos to reinforce your content.

Name pages in Web Press. (Don't leave the page ID number as the name.)

Review: once each semester

| | |
|---|--|
| Advisement | <ul style="list-style-type: none"> • Are the appropriate contacts listed? • Do outdated contacts need to be removed? |
| Faculty and staff | <ul style="list-style-type: none"> • Are there new employees that need to be listed? • Do others need to be removed? |
| Homepage | <ul style="list-style-type: none"> • Is the program list up-to-date? |
| Process or application pages | <ul style="list-style-type: none"> • Are the deadlines correct? • Are the assets (PDFs, downloadable applications) up-to-date? • Are there outdated documents or pieces of information that need to be removed? |
| Program landing pages | <ul style="list-style-type: none"> • Is all the information current and correct? • Are there new features or achievements that should be included? |
| Program contact pages | <ul style="list-style-type: none"> • Are the appropriate contacts listed? • Do outdated contacts need to be removed? |
| Student opportunities and services | <ul style="list-style-type: none"> • Are the student organization links correct and current? • If there's contact information, is it up-to-date? • Are any dates and deadlines accurate and up-to-date? |

Review: when you add, remove or change a program

Adding or removing a program

- Contact the Web Help Desk to add or remove the new program to your website's structure (webpress@missouristate.edu; ext. 65271)

Changing an existing program

- Follow the curriculum review process; content pulled from the catalog to program and admission information pages will update automatically
- Review the program landing page, particularly any text regarding program benefits and offerings
- Review careers and outcomes information
- Review all graduation plans
- Review program and track names