**Website Questionnaire**

Department: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Form Completed By: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

As noted in a recent web communication, the Office of Marketing and Communications will begin managing academic department homepages in order to align them with our branding initiatives and admissions efforts. All other department content will remain the responsibility of the academic department. As always, we will continue to provide training and consultation for all of your website needs. Over the summer we will make changes to your homepage and request your input and assistance with this process. Please complete the following questionnaire by June 1, 2012.

1. **ADMINISTRATIVE**

This information will help us to better communicate and coordinate web-related issues/projects with your department:

Who in your department has final approval for website decisions? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Who should the primary contact be for day-to-day website issues? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Who is the designated content editor (who will make updates in the CMS)? NOTE: Must be faculty or staff member.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Does this person need additional CMS and web content training? YES NO

1. **HOMEPAGE CONTENT – BANNERS AND COPY**

The following information will be used to create new content for your homepage, including banners, headlines and page copy. The audience here is PROSPECTIVE STUDENTS. In addition to general contact information, we are asking here for two different categories of information: evergreen and timely. Evergreen banners would be information that is always relevant, such as an area of study, while a timely banner would be something with a specific date or something of temporary interest that you may want to bring to the forefront at a certain time of the year.

**-general contact information-**

Each department homepage will list contact information should a prospective student want to request more information. This can be generic contact information or that of a specific person:

Name and Title: Phone Number:

Email Address: Department Office Location:

**-evergreen content-**

What would you say the three main unique selling points of your department/programs are? Please use specific examples:

1.

2.

3.

**-timely content-\***

Please name three to five highlights (events/deadlines/projects) that stand out for your department, and also please include when, specifically, these items are most relevant:

1.

2.

3.

4.

5.

1. **DEPARTMENT WEBSITE SIDEBAR/CALLOUTS**

Each academic website can have up to three SPIFs (promotional blocks) on the side navigation, directly underneath your main menu. These are global to your website; they show up on every page within your site. One of these will always be reserved for a rotating admissions-based block (visit, apply, etc.) The other **two** can be customized to meet your department’s specific needs, and these can also rotate throughout the year. Please indicate if you are interested in OMC creating two additional SPIFs; we’ve listed some ideas below (Note that these must link somewhere, so the content promoted must already exist.)

\_\_\_\_\_ Facebook \_\_\_\_\_\_ Link to Catalog \_\_\_\_\_ Call to action (register for event, etc.)

\_\_\_\_\_ Facebook **and** Twitter \_\_\_\_\_\_ Department Newsletter \_\_\_\_\_ Other: Please describe below

\_\_\_\_\_ Embedded Video \_\_\_\_\_\_ News Feed

1. **OTHER WEBSITE NEEDS**

Do you have any other ideas or suggestions for your department homepage (content, features or areas within your department that you want to highlight)? If so, please list below.