Florida Atlantic University
WEBSITE STAKEHOLDER INTERVIEW SUMMARY
10-Step Web Development Process

UNDERSTANDING

INDUSTRY REVIEW

INFORMATION ARCHITECTURE

CREATIVE

DESIGN ROLLOUT

CONTENT

TEMPLATE PRODUCTION

PROGRAMMING

QUALITY ASSURANCE

DEPLOYMENT & TRACKING
Purpose

Step 1 – Understanding:

We will hold a kickoff/input meeting with senior management to set the foundation for the web development understanding. Together we will determine who the main users of the site will be and what they will need from the website and brand designs. At this stage, each site’s users will be described and the offerings these users will require will be listed in detail for review and comment. This information will be used to build an understanding of the scope of work, the goals of the site and integration needs with other programs and media.
What is your PRIMARY business objective?

- Recruiting and retaining the highest quality students - including from out of state - faculty and staff.
- Develop and promote a framework that supports FAU’s Pillars & Platforms.
  - FAU Pillars (Healthy Aging, Sensing & Smart Systems, Neuroscience, Ocean Science & Engineering/Environmental Sciences).
- Highlight the benefits of the FAU’s physical locations.
- Raise the profile of FAU as a research intensive university.
- Build an athletic program that achieves national success.
- Serve the community and create relationships that generate a positive narrative that can generate revenue that get invested back into the university.
WHO are we talking to?

- Students
  - Pre-Collegiate
  - Undergraduate/Graduate prospects
  - Current Students
- Faculty/Staff
  - Current
  - Prospective
- Parents
- Alumni
- Community
  - Business Partners
  - Non-Profits
  - Local Government
  - Donors
What are the GREATEST CHALLENGES?

‣ Changing FAU’s reputation by telling the NEW Florida Atlantic University story.

‣ Marketing strategies (including the website) are lagging behind competitors and need to be better aligned with the current goals and objectives.

‣ Leveraging digital capabilities to better target and speak directly to prospective students in the channels they use daily.

‣ Increased competition for students, talent and funding, FAU has fewer scholarships then many of its competitors who have larger endowments.

‣ Lack of competitive sports programs.
What is the SINGLE PROMISE FAU can make?

‣ We will help inspired students, faculty, researchers and our community partners to realize their aspirations and be bold.

‣ We will move with speed, precision and unbridled ambition in each and every endeavor we pursue.

‣ We offer academic excellence, a well rounded collegiate experience, abundant resources and support - all within a coastal and tropical lifestyle.

“We are on a race towards excellence”
- John Kelly, Ph.D.
President of FAU
Why should this message be BELIEVED?

- We have 6 campuses within a 110 mile corridor along the Atlantic coastline, situating it between some of the greatest natural resources in the region and creating access to visionary and globally relevant research.

- We have tens of millions of dollars in world class funded research happening within and around our campuses.
  - FAU collaborates with the globally acclaimed Max Planck Florida Institute and The Scripps Research Institute to create educational and research opportunities.

- The university responds to all inquiries in a timely manner.

- FAU has all of the community, athletic, social and cultural amenities you would want in undergraduate campus life.

- The university is making a significant investment in public service to serve the community and create new opportunities.

- FAU ranks as the most racially, ethnically and culturally diverse institutions in the Florida State University System.
How can the website ADD VALUE to site visitors?

- The website should capture the university’s personality and brand promise, be a place for storytelling that highlights student and faculty success stories.
- Talk to the audience in the channels they are communicating with daily.
- Provide a single place for students & faculty to learn how to pursue their interests.
- Serve as a customer service tool to make it easy for those who want to engage with FAU.
- Deliver content based on user persona so audiences can quickly navigate to the areas most relevant to them.
- Clearly identify the value and contribution the university can make to the students, faculty and community at large.
How can the website help you ACHIEVE your goals?

‣ Make it easy as possible to:
 ‣ Apply and enroll
 ‣ Partner with FAU
 ‣ Donate to FAU
 ‣ Work at FAU

‣ Make it easy for students, faculty, parents and the community to find what they are looking for.

‣ By being a marketing tool for the university and not just an information portal.

‣ Develop a unified voice and brand guidelines system for FAU.

‣ A youthful look and feel that speaks to the millennial generation.

‣ Promoting youth development to help build a foundation for social and economic development that can help feed the future into FAU.
Are there any features the site MUST HAVE?

- The site should capture the university’s personality and brand promise.
- An intuitive and user friendly design that is consistent throughout the site.
- Up-to-date content that is accurate and relevant to the user.
- Meetings, events and activities calendar.
- Interactive maps, ie: schools, parking, athletics, etc.
- Predictive search features with deep filtering capabilities.
- News feed with tagged content.
- Social media integration.
- Multi-language support.
- Robust analytics to help identify content most important to visitors.
IF THE SKY WERE THE LIMIT, what features would the site have?

- Dynamic content based on where the user came from, site interactions and viewed content (Ex. School, financial aid, sports, etc.).
- One-Click enrollment or a simplified easy enrollment experience.
- Virtual tours of the campuses and the surrounding the community.
- Ability to communicate FAU research in a more visual way.
- Live news and event coverage instead of dated press releases.
- More robust CRM solution that tracks visitors from potential students through experience(s) with FAU.
- Online chat to provide quick customer support to users.
BIG IDEAS