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## Communications and Marketing

# Website Research and Discovery

Tuesday, Nov. 27

### Why are we doing this:

- ADA Compliance → Prevent a letter from the OCR
- Combine websites so we no longer have two separate URLs
- Improve websites ability to recruit students (#1 piece of marketing)
- Attract better staff and faculty
- Entice donors

### How you can help:

1. Assure your team's that this is what's best (more students, better students)
2. Encourage them to be honest! We're gathering information at this stage. Speak freely!
3. Help them think of the website as a marketing tool.

### Sample questions for your session:

- Let's pretend something happened and this whole project had to be scaled way back. We now have a small budget and a really tight timeframe. In this context, what would you say were the top 3-5 things that this project absolutely needs to address/accomplish? Why?
- In a sentence or two, what would you say is the primary business purpose of your website?

### The path forward:

1. Research and Discovery
2. Design
3. Content
4. Launch