Hope COLLEGE

WEB CONTENT CHECKLIST
FOR ACADEMIC DEPARTMENTS & PROGRAMS

☐ Evaluate your current website
- Is the information accurate and up to date? How frequently is it changed or updated?
- Does your website represent the Hope brand? (see hope.edu/brand)
- Who generates, edits and/or maintains content for your website? Does your current arrangement work well for your department?

☐ Begin to think about content for your new department website
- What are the three or four key things current and prospective students need to know about your field of study? About your department?
- What kinds of programs or opportunities are available to students within the department (e.g., study abroad, internships, career opportunities)? What kind of experience can a student in your department expect?
- What specific actions do you want prospective and/or current students to take while on the site (e.g., request more information, explore research opportunities)?
- Is there anything unique about your classrooms, facilities or equipment?
- What compelling stories have come out of your department? Which students, alumni, faculty or staff members stand out?

☐ Collect a handful of facts or stats about the department
- What numerical values represent your department, faculty, staff or alumni? Institutional Research (hope.edu/admin/ir) can be an excellent resource. Some ideas to get you started:
  o Number of students
  o Student–faculty ratio
  o Average class size
  o Grad school acceptance and/or job placement and satisfaction rates
  o Scholarship, research funding or other grant amounts

☐ Identify opportunities for new photography
- Can any upcoming events or activities be captured in dynamic, exciting photographs?
- How can your best capture the experience of students in your office or program? How do they engage with your department or fellow students outside of the classroom?

☐ Gather information for your new profile page into one place; ask others in your department to do the same
- What is your educational and/or professional experience?
- What are your areas of expertise?
- Have you received any notable honors, grants, awards or other recognition?
- If you've published work, do you have all of the details at hand (including URLs, if possible)?

☐ Attend a Writing for the Website workshop
- Thursday, March 19, 11 a.m.
- Tuesday, March 24, 10 a.m.
- Wednesday, March 25, 3 p.m.