

## CAMPUS OFFICE & PROGRAM WEB STRATEGY

**Objective** To quickly convey the purpose of the office and provide easy access to related information or services.

**Audience** Will vary. Should be suitable for any audience. Rate the priority to your department of the following audiences:

<b>Audience</b>	<b>Priority</b>			
Prospective students	0	1	2	3
Current students	0	1	2	3
Prospective parents	0	1	2	3
Current parents	0	1	2	3
Faculty members	0	1	2	3
Staff members	0	1	2	3
Prospective faculty members	0	1	2	3
Alumni	0	1	2	3
Community members	0	1	2	3

**Navigation** Will vary. Work with Public Affairs and Marketing to finalize your sitemap.

**Key Message** Will vary. For example, “Hope College is a diverse and vibrant community where it’s easy to grow in mind, body and spirit,” or “You’d love it here, and we’d love to have you.”

**Desired Action** Will vary. For example, “Contact us,” “Learn more about merit-based scholarships,” “Get connected to student organizations,” or “Explore spiritual growth opportunities.”

**Maintenance** Someone will need to oversee each campus office page or pages. After initial publication, any subsequent changes to this page should be reviewed and approved by a content editor. Work process should include each of the four roles (Influencer, Author, Editor, Publisher); for more information, see section 2.2 in the *Hope College Web Content Guidelines* document.

Title

# INTEGRATED MARKETING



Banner/showcase

Summary

- Messaging
- Guidelines
- Education & Sessions
- Downloadable Logos
- Brand Resource Requests
- Blog
- Staff

Consciously developing and choosing a brand identity is a powerful way to build and strengthen connections with all of our constituents.

By becoming more thoughtful and consistent about what is most important and relevant about Hope College, we speak with a stronger voice and make the most of our resources.

Because a brand is the total of all the experiences someone has with Hope College, any of us who represents Hope (student, faculty, staff or alumni) shapes the College's reputation and how others experience it. The success of our brand is up to us.

Contained within this site are tools to communicate Hope's brand and story. These are the essentials of Hope's brand. For more in-depth discussion of the brand and design examples, please refer to the complete Brand Guidelines and seek assistance from Integrated Marketing.

Custom page call out  
Nulla vitae elit libero, a pharetra augue. Aenean lacinia bibendum nulla sed consectetur.

Call to action

Body content



Event

Contact information

INTEGRATED MARKETING  
35 East 12th Street  
Holland, MI 49423  
616.395.7700  
contact@hope.edu

## RECENT BLOG POSTS

### Parallax Effect

Posted April 22, 2014 by Jason Cash

We were recently asked if we will be incorporating parallax effects into the new site. (Check out this amazing example from Sony ...)

### A Taste of Design

Posted April 15, 2014 by Jason Cash

Thank you to the many faculty, staff, and students who have participated in the website design presentations over the past few weeks ...

### Modern Design Concept

Posted April 9, 2014 by Jason Cash

We are very excited to be moving in the direction of the "Modern" design! This concept is meant to reflect the liveliness and energy ...

### Accessibility and Compliance

Posted April 8, 2014 by Jason Cash

We recently received a question about if and how we were incorporating accessibility into the new site. We're happy to share that ...

### Parallax Effect

Posted April 22, 2014 by Jason Cash

We were recently asked if we will be incorporating parallax effects into the new site. (Check out this amazing example from Sony ...)

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LOAD MORE POSTS

01 MAY  
**PROFESSOR'S BOOK ON MAPLE AVENUE MINISTERIES SURPRISES WITH FIRSTS**  
Professor John Cox of the Department of English at Hope College celebrates the first 100 ...

News item

Blog posts

Find exactly what you're looking for ...



PO Box 49422-9000, Holland, Michigan 616.395.7000

- Facebook
- Instagram
- YouTube
- @HopeCollege

- Directory
- Campus Map
- Request Information
- Apply

- Admissions
- Academics
- Research
- Arts
- Campus Life
- Athletics

- About Hope
- Visit
- News
- Calendar
- Jobs
- Give to Hope

- Students
- Faculty & Staff
- Alumni
- Parents
- Community

## CONTENT CHECKLIST

### EVERY PAGE NEEDS:

- Filename**  
Assigned when you create each page. All lowercase, no spaces. Should be unique, intelligible and descriptive (e.g., *public-affairs-marketing*, *overnight-visits*; never *new-page-2* or *12erEIg0Gx*).
- Meta description**  
A one-sentence summary of your page content that displays in Google search results beneath the page title and helps users decide whether or not to visit the page. 156 characters or fewer. Example: *The Center for Faithful Leadership helps students discern their gifts and calling, prepare for work and transition from college.*
- Title**  
Displayed as the page headline and navigation link. Up to 70 characters.
- Body content**  
Provide essential information. In most cases, use stories and data to paint a picture for your audience(s). In some cases, body content will be automatically populated from directory data (e.g., lists of courses or faculty and staff).

### MANY PAGES NEED:

- Banner/Showcase**  
A high-quality, static header image.
- Summary**  
Content should be able to stand entirely on its own, yet should also serve as the lead-in paragraph or set-up for the body. Up to 400 characters.
- Statistics**  
Each “Hope by the numbers” statistic needs:
  - Numerical expression (e.g., 12,000, 78%, 9K, ½)
  - Descriptive label (50 characters or fewer)
  - More information (200 characters or fewer)
  - Link (if needed)
- Call to action**  
Should relate to the desired actions for the page and change throughout the year to call attention to specific announcements. For example, “Explore available research opportunities,” “Audition for Spring production of Shakespeare’s *As You Like It* on March 14.” 70 characters or fewer. Each call to action needs:
  - Text announcement (call to action)
  - Link

**SOME PAGES NEED:**

- News items**  
Automatically populated from the News page
- Events**  
Automatically populated from the Events page
- Block quote**  
Use for testimonials or quotes from current students, faculty, staff or alumni. Include attribution. Up to 300 characters.
- Blog posts**  
Automatically populated from blog, including:
  - Author
  - Link
  - Headline
  - Body text
- Image gallery/Slideshow**  
A collection of images displayed in a grid or one at a time, whichever seems most appropriate given the number and nature of available photos. Each image needs:
  - Image (use descriptive file names whenever possible)
  - Caption
  - Alt text (100 characters or fewer)
- Video**  
Can be embedded from YouTube
- Table**  
Arranges information into columns and rows
- Accordion**  
Collapsible text content; great for scanning. Similar to an unordered list, but with additional details.
  - Heading
  - Details
- Social media accounts**  
Links to official department social media accounts (e.g., Facebook, Twitter, Instagram) and URLs
- Twitter post or quote**  
A selected tweet (or tweets) from the department, or one that presents the department in a positive light. Copy the URL from the tweet details page. Or include a testimonial from current students, faculty, staff or alumni.

## OFFICE & PROGRAM CHECKLIST

### LANDING PAGE

- Filename
  - Meta description
  - IDENTIFY: Related academic division and/or academic department (if applicable)
  - IDENTIFY: Primary audience
  - IDENTIFY: Secondary audience(s)
  - Title  
The name of the office or program
  - Banner/Showcase
  - Summary  
A concise summary/description of what the office or program does. Help visitors quickly identify if the content is relevant to them.
  - Body content  
Essential content answers the audience question, “What does this office/program do and is it relevant to me?” Describe or list offered services and specific office activities. Can use paragraph text with subheadings, ordered or unordered lists, or—for larger chunks of content—an accordion list; if you use an accordion, include:
    - Heading (e.g., service, program, or activity name)
    - Details (i.e., a concise description with a link to more info)
  - Call to action (x2)  
Should relate to the desired action for the office’s or program’s audience(s).
  - Contact information  
Automatically populated
  - Blog posts (if applicable)  
Automatically populated
  - Social media accounts (if applicable)
  - Tweet or quote
- ▼ Office or Program Landing Page
    - Staff
    - Facilities
    - ▼ Blog
      - Blog Posts
      - Other Subpage(s)

## STAFF PAGE

- Filename
- Meta description
- Title  
“[Office or Program Name] Staff”
- Body content  
Staff list is automatically populated

## FACILITIES PAGE (optional)

- Filename
- Meta description
- Title  
“[Office or Program Name] Facilities”
- Body content  
Facilities information and links to building pages are automatically populated. Provide list of facilities to Public Affairs and Marketing.

## BLOG (if applicable)

- Blog URL  
If a blog currently exists and is actively used, include the URL.
- Title  
Could be as simple as “[Office/Program Name] Blog”
- Body content  
Automatically populated from individual blog posts

**OTHER SUBPAGES (if applicable)**

- FIRST ASK:** Is this page required to answer additional audience questions?
- Filename**
- Meta description**
- Title**  
Simply state what the page is about (e.g., Past Seasons, On-campus Housing).
- Summary**  
Provide a concise everything-you-really-need-to-know-if-you're-just-scanning introduction to/overview of the page content/core message.
- Body content**  
Use for paragraph text with subheadings, as well as ordered and unordered lists. Supports text links. Body content can also include such optional elements as:
  - Block quote
  - Video
  - Image gallery/Slideshow
  - Accordion list
  - Table
- Call to action (x2)**  
Can be same as or different from the office or program landing page.