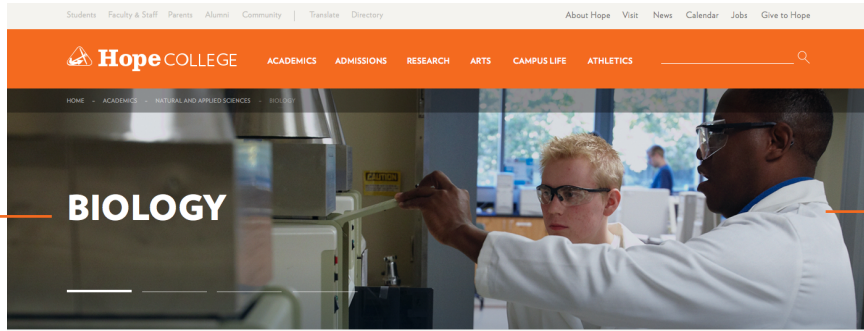**Hope** COLLEGE

ACADEMIC DEPARTMENT WEB STRATEGY

Objective	To quickly convey the department's essence, quality and energy (i.e., to give an impression of the overall value of a degree from the department) and provide easy access to more detailed information.
Audience	1. Robbie, Sophia, Rachel, Asami, Susan (prospective students and their parents) 2. Adam, Beth (current students) 3. Bala (prospective faculty) 4. Dennis, Jenny (current faculty & staff)
Navigation	Most academic department site navigation will be consistent across the college. If necessary, work with Public Affairs and Marketing to finalize your sitemap, including subpages and/or special program pages.
Key Message	The department holds itself to the highest academic standards and is personally committed to the success of its students.
Desired Action	1. **For prospective students:** Explore the program, including program requirements; inquire, visit and apply. 2. **For current students:** Find program and course requirements; engage in (and successfully graduate from) the program; get involved in related groups, opportunities and events. 3. **For faculty and staff:** Advise and celebrate students; recruit for the program.
Maintenance	The Department showcase (banner) will require some active curation and should be updated regularly. "By the numbers" content should be reviewed and updated at least annually. Most other new content will be published through other channels (e.g., News, Calendar, Research). Someone should be assigned and equipped to oversee content for each department page. 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

Hope COLLEGE

ACADEMICS   ADMISSIONS   RESEARCH   ARTS   CAMPUS LIFE   ATHLETICS

HOME › ACADEMICS › NATURAL AND APPLIED SCIENCES › BIOLOGY

BIOLOGY

Banner/showcase

Summary

Majors

Minors

Interdisciplinary Studies

Courses

Faculty & Staff

Facilities & Classrooms

Special Programs & Opportunities

After Graduation

Body content

Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Donec ullamcorper nulla non metus auctor fringilla. Donec ullamcorper nulla non metus auctor fringilla. Donec ullamcorper nulla non metus auctor fringilla. Maecenas faucibus mollis interdum. Etiam porta sem malesuada magna mollis euismod. Cum sociis natoque penatibus et magnis dis parturient montes nasceturmus.

Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Sed posuere consectetur est at lobortis. Nullam id dolor id nibh ultricies vehicula ut id elit. Cras mattis consectetur purus sit amet fermentum. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Cras mattis consectetur purus sit amet fermentum.

Etiam porta sem malesuada magna mollis euismod. Vestibulum id ligula porta felis euismod semper. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Nullam quis risus eget urna mollis ornare vel eu leo. Sed posuere consectetur est at lobortis. Nulla vitae elit libero, a pharetra augue.

Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nulla vitae elit libero, a pharetra augue. Donec sed odio dui. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Donec ullamcorper nulla non metus auctor fringilla. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Donec ullamcorper nulla non metus auctor fringilla. Nulla vitae elit libero, a pharetra augue. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

Call to action

INTERESTED IN BIOLOGY?

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam quis risus eget urna mollis ornare vel eu leo.

Find Out More

Contact information

BIOLOGY DEPARTMENT

35 East 12th street.
Haworth Inn,
Holland, MI, 49423
616.395.7720

taylorg@hope.edu

Call to action

Check out the new Internship Opportunities available in the lab for fall 2014 ↗

News item

27 MAY

Mattis Vulpu tate Cras ...

Aene an laci nia biben dum nulla sed consec tetur. Praes ent comm odo cursus magna, vel scel ...

Event

01 MAY

MICHIGAN SPACE GRANT CONSORTIUM SUPPORTS SEVERAL HOPE PROJECTS

Several Hope College projects have received grants from the Michigan Space Grant ...

Call to action

Stay up on all of the latest Biology blog posts.

Enter your email here

SUBMIT

RECENT BLOG POSTS

Donec ullamcorper
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 ...

Nulla non metus auctor
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 ...

Aum sociis natoque
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 ...

Penatibus et magnis dis
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 ...
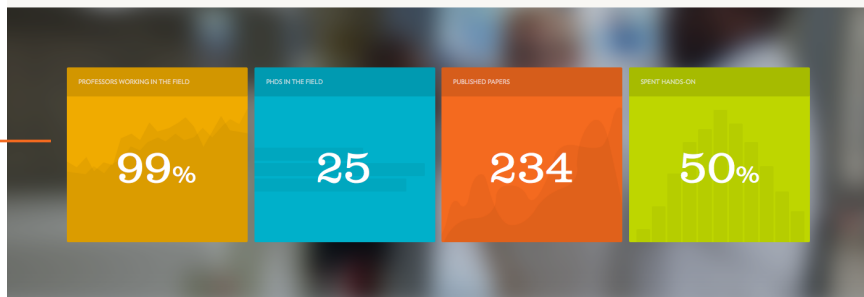
Vivamus sagittis lacus vel
Posted April 22, 2014 by Jason Cash
We were recently asked if we will be incorporating parallax effects into the new site. (Check out this amazing example from Sony ...

Laoreet rutrum faucibus dolor
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 ...

Blog posts

LOAD MORE POSTS

Statistics

PROFESSORS WORKING IN THE FIELD
99%

PHDS IN THE FIELD
25

PUBLISHED PAPERS
234

SPENT HANDS-ON
50%

Tweet/quote

Happy to welcome 180+ alumni/friends back to campus for the Dance 40 Reunion Celebration this weekend!
http://www.hope.edu/2014/02/11/dance-40-enters-second-week

Andrew Meyers, @AndrewMeyers

↩ Reply   ★ Favorite

Hope COLLEGE

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 and helps users decide whether 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. Use stories and data to paint a picture for your audience(s). Some body content will be automatically populated from directory data (e.g., lists of courses).

MANY PAGES NEED:

☐ Banner/Showcase (1–4)
   Each story needs:
   ☐ Title or headline (70 characters or fewer)
   ☐ Short description (200 characters or fewer)
   ☐ Full-width background image
   ☐ Alt text (100 characters or fewer)
   ☐ Link to the full story or piece

☐ 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. 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

Hope COLLEGE

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

☐ Tweet 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.

Hope COLLEGE

ACADEMIC DEPARTMENT CHECKLIST

DEPARTMENT LANDING PAGE

☐ Filename

☐ Meta description

☐ Title
The name of the department.

☐ Banner/Showcase
Feature recent or notable faculty and student work (e.g.,
research, presentations, performances) or any great Hope People stories (students, faculty,
alumni) from the department.

☐ Summary
Concise introduction to and overview of the department. The "elevator pitch" or ad copy for
the field of study and educational/professional opportunities at Hope.

☐ Body content
Description of the programs and opportunities available to students within the department.
What kind of experience can a student expect to have?

☐ Statistics (4+)
Numerical facts or stats about the department, its people and its alumni (e.g., number of
students, student-faculty ratio, average class size, notable alumni, year established, grad
school acceptance rates, job placement and satisfaction rates, etc.).

☐ Call to action (x2)
One should target prospective students (e.g., "Interested in studying Chemistry at Hope?
Request more information") and one should target current students (e.g., "Explore available
student-faculty collaborative research opportunities").

☑ Contact information
Automatically populated

☑ Blog posts (if applicable)
Automatically populated

☐ Social media accounts (if applicable)

☐ Tweet or quote

▼ Department Landing Page
- • Degree Programs
- • Courses
- ▼ Special Programs
  & Opportunities
  - • Special Program Detail Page
- • After Graduation
- • Facilities & Classrooms
- • Faculty & Staff
- • Other Subpages

DEGREE PROGRAMS

☐ Filename

☐ Meta description

☐ Title
"[Department Name] Degree Programs"

☐ Summary
Concise introduction to and overview of the department's various degree programs. Should answer the questions, "Does this interest me? Will this prepare me for my desired career? How is this program unique or different from the other programs?"

Example: *The Chemistry Department offers 6 majors and 1 minor, including both a BA and BS in Chemistry, as well as ACS-certified BS degrees in Chemistry and Chemistry with an emphasis in Biochemistry. Interdisciplinary majors in Chemistry Education and Biochemistry & Molecular Biology are offered in partnership with the Education and Biology departments, respectively.*

☐ Body content
    ☑ Majors
    List automatically populated from catalog
    ☑ Minors
    List automatically populated from catalog
    ☑ Other programs (e.g., Interdisciplinary programs, Double majors)
    List automatically populated from catalog
    ☐ Custom content
    A paragraph or two addressing other common double majors and popular/related minors for the department, with text links to those programs. If available, also include stats like "28% of Chemistry students also pursue at least one minor" or "7% of Communications students choose to double major; 90% of double majors graduate within four years." Might also link to more information about composite major requirements.

☐ Call to action (x2)
Can be same as or different from the department landing page.

COURSES

☐ Filename

☐ Meta description

☐ Title
"[Department Name] Courses"

☐ Summary
Concise introduction to and overview of the courses offered by the department (e.g., *"From the basic properties of acids and bases to neurochemistry, molecular structure and nuclear magnetic resonance, the Chemistry department offers dozens of courses for science and non-science majors..."*). Link to courses in the Catalog and get current and prospective students excited about studying [X] at Hope.

☑ Body content
List of courses automatically populated from catalog

☐ Call to action (x2)
Can be same as or different from the department landing page.

SPECIAL PROGRAMS & OPPORTUNITIES

☐ Meta description

☐ Title
"Special Programs & Opportunities"

☐ Summary
Concise introduction to and overview of the various types of programs and opportunities related or relevant to students in the department (e.g., *"Join the local chapter of the national [departmental] honors society or explore student-faculty collaborative research opportunities right here on campus. From local internships to study abroad programs in [country], there are dozens of ways for you to enhance your educational experience at Hope."*)

☐ Body content
Can use paragraph text with subheadings, ordered or unordered lists, tables, or—for larger chunks of content—an accordion list. Page should address:
    ☐ International and off-campus study opportunities related to the department
    ☐ Information about internships, including some examples of past experiences
    ☐ Information about research opportunities within the department
    ☐ Information about official campus programs related to the academic division
    ☐ Information about student groups or organizations related to the department

☐ Call to action (x2)
Can be same as or different from the department landing page.

SPECIAL PROGRAM DETAIL PAGE (as many as needed)

☐ Filename

☐ Meta description

☐ Title
Simply state what the page is about

Hope COLLEGE

☐ 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 department landing page.

AFTER GRADUATION

☐ Filename

☐ Meta description

☐ Title
"After Graduation"

☐ Summary
Concise introduction to and overview of alumni statistics and success stories (e.g., "*Within three months of graduating with her Bachelor of Science in Biology, Jessica was enrolled on full scholarship to Stanford, her first choice of graduate school. Last year, 82 percent of Hope's biology department graduates were enrolled in their first- or second-choice graduate program within six months.*")

☐ Body content
Use stories and data to paint a picture for prospective and current students. Use paragraph text with subheadings and ordered or unordered lists. Page should address:
  ☐ Grad schools and acceptance rates, including what kinds of degrees grads have pursued and from which institutions
  ☐ Job placement and satisfaction rates, including the types of jobs grads have landed and at which companies
  ☐ Notable department alumni (e.g., prize-winners, authors, business owners, or other public figures) and some of their accomplishments

☐ Block quote

☐ Stories list
Populated with individual profile stories of faculty, students or alumni related to the department, each of which should include:
  ☑ Headline

☑ Person's name
☑ Person's title
☑ Excerpt
☑ Link to full story in News

☐ Call to action (x2)
Can be same as or different from the department landing page.

FACILITIES & CLASSROOMS

☐ Filename

☐ Meta description

☐ Title
"[Department Name] Facilities & Classrooms"

☐ Summary
Concise introduction to and overview of the department's facilities and classrooms, including any department-specific equipment or special features. The key message is that Hope has invested significantly in its facilities; they're beautiful, well appointed, well equipped and provide an excellent learning environment.

☐ Image gallery
A collection of exterior, interior and detail images.

☑ Body content
Facilities information and links to building pages are automatically populated. Provide list of facilities to Public Affairs and Marketing.

☐ Call to action (x2)
Can be same as or different from the department landing page.

FACULTY & STAFF PAGE

☐ Filename

☐ Meta description

☐ Title
"[Department Name] Faculty & Staff"

☑ Body content
Faculty and staff list is automatically populated

Hope COLLEGE

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

☐ 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 department landing page.