



Missouri State.TM
U N I V E R S I T Y

Academic Web Site Recommendations

Andy Wright, Admissions

Sara Clark, Office of Web and New Media

Presentation Overview

- **Background**
- **Recommendations**
 - Overall Tips
 - Brand Statement and Marketing Messages
 - Departmental Homepage
 - Academic Program Pages
 - Other Departmental Pages
- **Implementation**



Background

Recommendations

- **Board of Governors support for marketing**
- **Minimums for your site**
- **Not cookie cutter**

Overall Tips

- **Use University template and masthead**
- **Content is king**
- **Write for the web**
- **Plan your content**
- **Calls to action**
- **Coordinate all communications**
- **Show diversity**
- **Scope out competitors**

Brand and Marketing Messages

- **In draft status; Board of Governors reviewing**
- **Brand Statement: You Belong**
- **Marketing Messages**
 - Distinctive Mission, Remarkable Education
(key for academic web sites)
 - Affordable Choice, Unbeatable Value
 - Memorable Experiences, Lifetime Success

Departmental Homepage

- **Future students as primary audience**
- **Include news and events**
- **Feature content**
- **Links to social media**
- **List accreditations with links**

Homepage Navigation

- **Undergraduate Programs**
 - (Provide direct links to each program of study)
- **Graduate Programs**
 - (Provide direct links to each program of study)
- **Student Opportunities and Services**
- **Courses Offered by Department**
- **Faculty and Staff**
- **Facilities and Resources**
- **Alumni and Friends**
- **Centers, Clinics, etc.**
- **Contact Information**



Undergraduate Programs

[Psychology](#)

[Gerontology](#)

Graduate Programs

[Clinical Psychology](#)

[Industrial/Organizational Psychology](#)

[Experimental Psychology](#)

[Forensic Child Psychology](#)

[Student Opportunities and Services](#)

[Courses Offered by Psychology](#)

[Faculty and Staff](#)

[Facilities and Resources](#)

[Alumni and Friends](#)

[Learning Diagnostic Clinic](#)

[Psychology Advisement Center](#)

[Contact Information](#)

b [Read the Psychology Department blog.](#)



Psychology at Missouri State

The Psychology Department at Missouri State helps our students enhance their investigative powers, develop critical decision making skills, and reach their career goals.

News

[News Header Here](#)

Oct 30, 2009 11:38 AM

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce mattis interdum quam et feugiat. Curabitur at nisi turpis. Nunc lorem magna, porta eget porttitor et, condimentum eu nisi. Aliquam erat volutpat. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

[Another News Headline Here](#)

Oct 27, 2009 8:32 AM

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce mattis interdum quam et feugiat. Curabitur at nisi turpis. Nunc lorem magna, porta eget porttitor et, condimentum eu nisi. Aliquam erat volutpat. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.

[All News](#)

Events

Spotlight



Making the grade
in test theory research

[Read More](#)

Future Students ▶

- Request Info
- Visit Campus
- Apply Online



- Apply Now
- Admission Procedures
- Program Description
- Option Areas
- Degree Costs
- Course Schedule
- Program of Study
- Research Requirement
- Comprehensive Examination
- MSU Graduate College
- MSU Online Support
- Student Resources
- Faculty Resources
- Frequently Asked Questions
- Student Testimonials
- Contact Information

Master of Science in Administrative Studies

WHAT OUR GRADUATES SAY...

- "I really love this program. Since I live in Joplin, a little over an hour away, the program allows me the flexibility I need, and I don't have the extra drive time taking valuable time away from my family. If it weren't for this program, I am sure I wouldn't have been so persistent in working in my master's." **Ms Stephanie Goad, Class of 2008.**
- "I just want to take a moment to thank you, the MSAS faculty, and other staff who work with this program. It has been a challenging and very rewarding two years as I've completed my degree. I have learned so much and have been extremely impressed with the content of the courses, the communication and expertise of the faculty, and the way in which my individual needs were met along the way." **Ms. Heather Devine, Class of 2005.**

IN THE NEWS

- Two new options are being explored for the MS in Administrative Studies program. The Department of Political Science is considering a twelve hour option in Fire Service Administration. The Political Science and Sociology, Anthropology and Criminology Departments are jointly considering the development of a twelve hour option in Homeland Security.

- Online enrollment is growing at

MARK YOUR CALENDAR

- **August 25** - Fall semester begins
- **October 15-16** - Fall Break
- Apply to take the MSAS Comprehensive Examination by **November 2**
- **December 12-17** - Finals
- **December 18** - Fall Commencement

DID YOU KNOW?

According to U.S. Census data individuals in the workforce with a masters degree earned an average of 30% more than those with a bachelors degree (U.S. Census Data, 1998).



Fully Accredited

Academic Program

- **Short description**
- **Include top benefits**
- **Link to Future Students calls to action and microsites**
- **Questions to answer:**
 - Why this major at Missouri State?
 - What's in it for me?

Academic Program Navigation

- Degree Options
- Program Admission Requirements
- Program Requirements
- Scholarships and Financial Aid
- Opportunities and Services
- Careers and Outcomes
- Advising
- Honors Program
- University Admission Requirements
- General Education
- Transferring Credit
- Courses
- Faculty and Staff
- Facilities and Resources
- Program Contact Info



Ψ Psychology

Undergraduate Program in Psychology

Degree Options

Three Year

Four Year

3 + 1

Accelerated Masters

Program Information

Apply to this Program

Program Admission Requirements

Program Requirements

Scholarships and Financial Aid

Special Opportunities and Services

Careers and Outcomes

Program Contact Information

Related Information

Psychology Advisement Center

Honors Program

University Admissions Requirements

General Education

Transferring Credit to Missouri State

Courses Offered by Psychology

Faculty and Staff

Facilities and Resources



Why study psychology at Missouri State?

- ◆ Our "liberal arts" style major provides students with a solid education for graduate studies or employment.
- ◆ Our alumni are hired for positions in many different industries.
- ◆ Our large department with many faculty areas of expertise provide a wide choice of courses and programs.
- ◆ Individual faculty advisors, smaller classes in the major, and many opportunities for student research, internship and practicum experiences provide the feel of a small department.

[Why Missouri State?](#)

A major in Psychology can be designed as a broad liberal arts degree or can be focused for graduate school preparation. Employers from many different industries hire psychology undergraduates. Our program also provides a solid foundation for students interested in pursuing graduate degrees in psychology or other related fields. Regardless of your plans, a psychology degree will prepare you to reach your personal or educational goals.

Spotlight



A psychology degree opens many doors.

[Read More](#)

Future Students ▶

Undergraduate Admissions Guide

Request Info

Visit Campus

Apply Online



[Geography, Geology and Planning](#)

Master of Science: Geospatial Sciences



About the Program

Contact Info

Degree Requirements

Graduate Faculty

Graduate Assistantships

Employers of M.S. Graduates

Graduate Catalog*

Prospective Students

Admission to the Program

Accelerated Master's Option

Visit Missouri State University

Current Students

Research Concentrations

Advisement Help

Helpful Links

Geography, Geology, & Planning Department

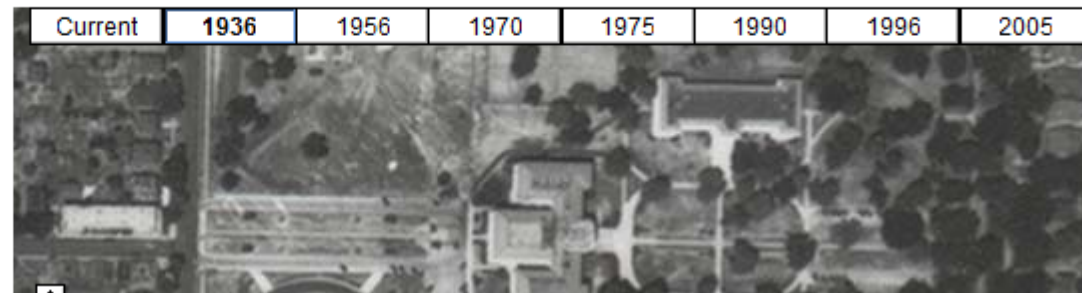
College of Natural & Applied Sciences

Why Geospatial Sciences?

- Obtain professional training and skills in geospatial sciences in the areas of physical geography and environmental geology.
- Explore many career guiding classes including: digital mapping, cartography, geographic information science, remote sensing, hydrology, water quality, geomorphology, climatology, watershed management, mineral exploration, geochemistry, geophysics, and geohydrology.
- Get hands-on experience with many cutting edge technologies, including Geospatial Information System (GIS) Digital Mapping and GeoWall.
- Receive personal attention... 20 faculty for 35 graduate students.



Showcase of Work: GIS Digital Mapping



{ ACADEMICS } Accounting

[Internships](#)

[Academic Home Page](#)

[Degree Requirements](#)

[Course Descriptions](#)

[Faculty](#)

Related Links

[Business Administration](#)

[Public Administration](#)

Success on the CPA Exam

For candidates taking all four subjects tested on the CPA exam, Carroll College accounting students achieve a first time pass rate of about 3 times the national average. Recent graduates have received scores in the 90% and 80% range (75% is the passing score on the exam).

85-95%

of recent accounting graduates have completed accounting internships, or been employed in a career related position as students within the program.



APPLY
to Carroll >

[Home](#) » [academics](#) » [Accounting](#) » Accounting

Accounting

Financial literacy is important to everyone and with a major in accounting from Carroll College, you will be prepared for the exciting options available in accounting whether you choose to consult with individuals on tax or financial planning matters, become a forensic accountant for the FBI, seek employment with an international corporation, or sit for the CPA exam. The Accounting major is designed to ensure students are prepared for entry directly into the workforce or for acceptance into graduate school. With an Accounting major grounded in a liberal arts education, students develop the skills employers value: strong communication abilities, analytical and reasoning skills, and the knowledge to make ethical, value-based decisions.

With small class sizes, you will enjoy individualized attention and personal interaction with your professors. Experts in their fields, Carroll College professors are committed to providing you rigorous academic challenges in an atmosphere valuing ethical principles.

10 REASONS TO CHOOSE CARROLL COLLEGE FOR ACCOUNTING

- 1 Work with people – after accounting skills, accounting recruiters value communication abilities
- 2 Small classes with friendly students and faculty
- 3 Diverse job opportunities – all organizations have accounting needs.
- 4 Pickard, FBI's #2 man, Author John Grisham, and Knight, founder of Nike all studied accounting.
- 5 Exciting internship opportunities that lead to employment

Discover a world of opportunities for your future.

Discover the Perfect Habitat for Study

The Bachelor of Environments is an innovative three-year degree that will give you a thorough understanding of the factors that shape our environments.

If you want an in-depth knowledge of your chosen specialisation, and the chance to learn through field trips, site visits and real-world project work, this degree is the ideal complement to your ambitions.

Sign up for  Facebook to join Bachelor of Environments.

Future Students

- ▶ Why Choose Environments at Melbourne
- ▶ What Can I Major In?
- ▶ How To Apply

Current Students

- ▶ Course and Subject Information
- ▶ Student Centre
- ▶ Student Resources
- ▶ Academic Support for Students

Breadth

- ▶ Breadth for Bachelor of Environments Students
- ▶ Breadth for all other Melbourne Model Degrees

Enrich Your Degree

- ▶ Scholarships and Prizes
- ▶ Study Abroad and Exchange
- ▶ Concurrent Diplomas
- ▶ Student Clubs and Societies
- ▶ Student Ambassador Leadership Program
- ▶ Career Development
- ▶ Further Study



THE GENERATOR

- student blog
- galleries
- videos
- student Interviews

14-17 DECEMBER 2009

Architecture
& Design
Summer
School

MELBOURNE
EXPERIENCE
SURVEY
2009

Land and Environment
Dean's Lecture Series

SOIL SCIENCE
AND THE ROLE OF
PEDOTECHNOLOGY

5pm Friday 27 November
Lower Theatre,
Old Agriculture Building



Student Opportunities and Services

- **Teaching and Research**
- **Study Away**
- **Student Organizations**
- **Internships and Cooperative Education**
- **Honors Program**
- **Advising**

Faculty and Staff

- **Standardized list of faculty, including photo**
- **Links to standard profile:**
 - Contact information
 - Links to personal or course web sites
 - Qualifications and terminal degrees
 - Areas of interest, expertise, or research
 - Accomplishments and awards



[School of Accountancy](#)

School of Accountancy - Dr. Paul Ashcroft



PAUL A. ASHCROFT

Email: PaulAshcroft@missouristate.edu

Professional Certifications:
Current CPA license.

Education Information:

Ph.D. in Accounting, Texas A&M University, May 1999. Title of dissertation: *Effects of Environmental Exposure on U.S. and Canadian Firms' Responses to Providing Recommended Environmental Disclosures.*

MBA, with emphasis in Accounting, University of South Alabama, June 1992.

BS in Accounting with Highest Honors, University of Southern Mississippi, May 1984.

Certifications:

CPA

Teaching Interests:

Auditing, intermediate accounting, accounting information systems, environmental accounting and disclosure, social implications and effects of accounting, and current developments in accounting practice.

Courses Taught:

Auditing, advanced auditing, intermediate accounting I, intermediate accounting II, advanced accounting, accounting information systems, principles of financial accounting, principles of managerial accounting, accounting theory, individual income tax, and advanced income tax.

Research Interests:

Environmental accounting and disclosure, audit practice and application, accounting education, current issues in financial accounting.

Research Publications

Professors

Dr. Paul Ashcroft

Dr. Radie Bunn

Dr. David Byrd

Dr. Sandra Byrd

Dr. Sid Ewer

Dr. Olen Greer

Dr. Michael Groomer

Dr. Les Heigter

Dr. Carl Keller

Dr. Craig Keller

Dr. James Lampe

Dr. Geanie Margavio

Dr. Debra Oden

Dr. Stevan Olson

Dr. George Schmelzle

Dr. John R. Williams

Instructors

Facilities and Resources

- **Research space and resources**
- **Equipment, subscriptions, software**
- **Benefits to students from department**
- **Include photos**

Alumni and Friends

- **Alumni and donor success stories**
- **Announce events for alumni**
- **Links to Alumni Community and Alumni Update**
- **Link to giving site or custom giving form**

Implementation

- **Work with University Relations to implement entire project.**
 - Projects first accepted spring 2010.
 - Estimated cost: \$1200 base per department plus \$300/academic program
- **Work with University Relations to refine and develop content; develop design and implement content and design with non-University Relations resources.**

Incentives

- **Provost will reimburse departments at the University Relations estimate or actual cost incurred, whichever is less, when these conditions are met:**
 - Project has been fully completed according to template specifications.
 - Web site has been rolled into production.
 - Department has committed to ongoing upkeep and has designated a person or team to maintain the content.

Resources

- **Meetings scheduled for web developers:**
 - December 18, 2-4 PM
 - January 5, 9-11 AM
 - January 20, 10 AM-Noon
 - Register at www.missouristate.edu/web
- **Academic program template available in December**