

Academic Web Site Recommendations

To be presented to Academic Administrators Assembly on November 16, 2009

Overall Tips

- Ensure your Web site is part of the University's overall Web presence. Use the University template and masthead on all your Web pages.
- Understand that your Web site is one of your most important recruitment tools and provides a first impression to applicants. Students rate the Web site as more influential than counselors, college fairs and printed publications. Stealth applicants are increasing; applicants are gathering information from your Web site without contacting the University or requesting information.
- Content is king on your Web site, and students need to be able to find that content easily. Think from the students' point of view, not the University's.
- Ensure your text is written for the Web: use less text; incorporate bulleted lists; allow for scanning; place the most important information first. Follow University [guidelines for writing and editing text](#).
- Plan your content. Use compelling stories and non-text element (such as photography and video) to reinforce your message.
- Include calls to action (such as request info, apply online or visit campus) that encourage students to take steps that lead to enrollment.
- Develop an overall public relations plan that coordinates your Web site, printed publications, email and other communications.
- Attempt to show diversity in photos, not only with mix of male and female participants, but also through inclusion of ethnic minorities.
- Check out the Web sites of your top competitors. Students are comparing you to these sites.

Brand Statement

- The University has this brand statement in draft status. Plans are to begin using finalized version in January 2010.

You belong

- For use where a short single statement is needed – i.e., ads, billboards, etc.
- Both emotional and meaningful – reflects feedback from students, alumni and others about experience at Missouri State, which focuses on individual attention, personal relationships, etc.
- Addresses the diversity through "Inclusive Excellence" goal
- Has application for wide range of constituent groups – prospective students, current students, alumni, others
- Can be used in combination with any of the three marketing messages, either before or after – You Belong: Distinctive Mission, Remarkable Education.....or.....Memorable Experiences, Lifetime Success: You Belong

Marketing Messages

- The University has three marketing messages in draft status, which are included below. Plans are to begin using finalized version in January 2010.
- Academic department Web sites are an integral part of promoting the first marketing message.

Distinctive Mission, Remarkable Education

- Public Affairs Mission and its three components: cultural competence, ethical leadership, community engagement
- Breadth/mix of academic programs
- Quality of programs and student outcomes
- Graduate programs
- Strength of faculty
- Research opportunities
- Internships
- Special opportunities, such as accelerated master's degrees and 3 + 1 programs
- Leadership opportunities

Affordable Choice, Unbeatable Value

- Cost (tuition, housing, etc.) and access
- Scholarships/financial aid
- Pre-paid tuition and other payment options
- Comparisons to others
- Personal return on investment
- Public benefits

Memorable Experiences, Lifetime Success

- Living units (residence halls, Greeks, etc.)
- Springfield/Ozarks
- Campus size/amenities
- Friendships
- Special opportunities (Debate/Band/Athletics, SGA/student organizations, etc.)
- Career services
- Public service
- Volunteerism
- Leadership opportunities
- Continued involvement with the University through the Alumni Association

Departmental Homepage

Content Tips

- Orient your homepage for future students (undergraduate and graduate) as your primary audience and link to the general Future Students Web page.
- Keep the home page dynamic by including news of achievements/activities and announcements of upcoming events. Provide compelling stories about students, faculty, and alumni.
- Don't include a welcome message.
- Feature content that 1) you know people already need to access, such as academic programs or special scholarships/opportunities and 2) is distinctive to your department or programs
- Remember that students like to be able to picture themselves in your environment—use photos and videos that help them visualize this possibility and reinforce your message.
- Include links to departmental social media, including Facebook, Twitter, etc.
- List departmental accreditations with links to pages that describe why they might be of importance or value to the student.

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](#)

 [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

No events scheduled.

[All Events](#)




Spotlight



Making the grade
in test theory research

[Read More](#)

Future Students ▶

-  [Request Info](#)
-  [Visit Campus](#)
-  [Apply Online](#)

Academic Program Pages

Content Tips

- Provide short description of program.
- Ensure you answer these questions through your Web page content:
 - “Why should I choose Missouri State University to major in (name of program) instead of the other institutions I am considering?”
 - “What are the benefits to me if I chose Missouri State to major in (name of program)?” (or said differently, “What is in it for me?”)
- Include top benefits to students, especially those that make you unique. Examples include the following:
 - Average class sizes in the major and/or the type of classroom experiences common to students in the major, including references to use of technology where appropriate
 - Faculty statistics, including student/faculty ratio and what that might mean to the student (advisement, personal attention, opportunity to work with faculty)
 - Variety of courses and options from which students can choose
 - Online/evening class availability
- Provide link to the *Inside Missouri State* microsite (for undergraduate programs) or the *Peek Inside Missouri State* microsite (for graduate programs).

Navigation

- Contact info for more information about program, including how to contact the program director
- Degree Options
 - Three year, four year, 3+1 and accelerated masters (with links to sample schedules, when available)
- Program Admission Requirements
- Program Requirements
- Scholarships and Financial Aid (and Assistantships for Graduate Programs)
 - Three sections on page: Program, Department and University-Wide
- Opportunities and Services
 - Two sections on page: Program and Department
- Careers and Outcomes
 - Details about how the program prepares students for jobs or graduate programs.
 - Compelling stories and stats about successful alumni and employers.
 - Evidence of how you assist graduates in securing jobs/graduate school placement.
 - [Career data](#) for your discipline from the Career Center.
 - Link to departmental page on Internships and Cooperative Education.
- Advising
- Honors Program
- University Admissions Requirements
- General Education
- Transferring Credit to Missouri State
- Courses Offered by Department
- Faculty and Staff
- Facilities and Resources



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](#)

Other Departmental Pages

Student Opportunities and Services

- Include department special opportunities and services and links to the program pages
- Teaching and Research
 - Include graduate assistantships
- Study Away
 - Describe the international travel and study away opportunities offered by your department. Link to the Study Away Office.
- Student Organizations
 - Describe networking opportunities, including the student organizations associated with the department. Provide links to the organizational Web sites.
- Internships and Cooperative Education
 - Describe internship/cooperative education opportunities that strengthen students' employability. Link to the Career Center's internship page.
- Honors Program
 - Describe details specific to your department
 - Link to the [Honors College](#).
- Advising
 - Describe how students are advised and include details on how students can contact their advisor
 - If your department provides an advisement center, provide contact information. If your college provides an advisement center, link to that resource.
 - Include link to the Academic [Advisement Center](#).

Courses Offered by Department

- Provide a list of all the courses your department offers. If using Web Press, connect to the catalog page that lists the courses.

Faculty and Staff

- Emphasize the advantage of exposure to faculty with a wide range of backgrounds and interests.
- Provide standardized list of faculty and staff that links to a standard profile page.
- Profile pages should include:
 - Contact information
 - Links to personal or course Web sites
 - Qualifications and the institutions from which the faculty member received terminal degrees
 - Areas of interest, expertise or research
 - Accomplishments and awards

Facilities and Resources

- Describe the department-specific facilities, such as labs and research space, and resources, such as equipment, software or subscriptions. Include pictures of the facilities and describe how the facilities give students in your academic programs an advantage.

Alumni and Friends

- Feature prominent alumni and donor success stories. Reuse pictures and content from the departmental newsletter and other printed materials.
- Announce events targeted to alumni.
- Provide a way for graduates to update their alumni records by linking to the [Alumni Update](#) page.
- Provide a way for alumni and friends to make contributions to your department's programs and activities. Include a link to a quick gift form or link to your department's area of the university's [Giving](#) site.
- Provide a link to the [Alumni Community](#) Web site.

Contact Information

- Include all ways a student could contact you, including postal mail, phone, email and social media opportunities.