Developing the structure and content of your site

Site: www.evergreen.edu/mpa

# Who is your audience?

Primary: *Prospective Students*

Secondary: *Current Students, Faculty and Alumni*

Tertiary: *Surrounding Community and Professionals*

# What are your audience members’ goals?

What do they need from your site? Why will people come to the site? Why will they come back?

*Prospective students want to know about the program, timelines, deadlines, costs and validity or standard of the program. They want to know that they are making the right choice to go to Evergreen’s MPA grad program.*

*They will come back to the site to check on dates, details and to connect to Randee or Puanani’s e-mail for direct assistance or questions. They may come back to see what other students have accomplished by obtaining the degree.*

*Alumni and current students want to see where the degree could take them, where it has taken others, and what is currently happening in the program and in the Public Administration field in general. The site should serve as a good touch point for faculty.*

*Current students will also use the site for practical information on courses (Syllabus), handbook, catalog, capstone projects, deadlines and etc.*

*The community needs to have access to general program information as well as a way to link to current students; potentially in the web based capstone forum.*

# What are your goals?

What do you want your audience to do while/after visiting your site? What kinds of tasks should visitors be able to perform? What do you want them to understand?

*We want prospective students to apply to the program, to feel validated in their choice and to be impressed with the professional display of the website and content. Visitors should be able to apply, contact someone for direct assistance and learn all they need to about deadlines, courses, costs and successful career placement of current and past students. They should understand that the MPA program has three concentrations including: policy, public and non-profit and tribal governance.*

*Current students need access to dates, deadlines certain forms and potentially to the on line capstone forum.*

*Alumni need access to job lines, linked in, and blog information for current news and publications.*

*The community needs to have easy access to post potential work to current students through the on-line capstone forum.*

# Does your site match these goals?

Do the pages that you have meet your audiences’ needs and your goals? Is there material in another format that needs to be added? Is there content that needs to be written? (Images created, etc.) What content is out of date or irrelevant? How will new content be created and managed, and by whom? (Refer to the content inventory spreadsheet.)

*Currently, our pages are not meeting these goals. The website is lacking fresh images, brief content, easy layout and simple navigation as well as a clear explanation of the program design of three concentrations all within one program.*

*Images, video, updated content and services such as student profiles, blogs and social media connections through YouTube and linked in need to be added to the website.*

*Laura Hendrix is collecting the content, images, video and etc. to update the web. She will deliver content to the web team who will then work with her to create the new pages. She deleted unused data from the content inventory spreadsheet. It is the hope that this will make the new website easier to update and maintain.*

*An interim website has been created and made live to allow organizations and current students to use a “Community Corner”, for connecting over potential projects. It is a hope that this will eventually become part of a routine for students and community members as it is not being used now. Other formats could be explored, like the college’s new or in the works, pin up board but community members will not have a log in access.*

*The survey results from a public survey on the merits and improvements needed for the MPA Website strongly support the direction we have chosen to take. What we heard was that our content is good but our presentation is lacking. The greatest request was for more photos and profile stories, as well as an informational blog, which has been created and incorporated into the current website.*