UCCS Institutional Website Project
Content Area Brainstorm
April 4, 2013

This list of possible content areas for the homepage is separated into categories mapped to each of the three broadly defined strategies for the Institutional Website as identified in the UCCS Institutional Website Project Charter. Some content needs may overlap the different strategies.

The content areas listed here are compiled from various sources, such as previous research including the Prospective Student Subcommittee findings, UCCS Website Survey findings, white papers and secondary research, competitor analysis, search term analysis, click-tracking analysis, server logs, and traffic analytics analysis, with additional contributions from the Information Architecture working group.

This document is a starting point for organization of the Institutional Website. (It is not, of course, meant to be a comprehensive list of all important content on the uccs.edu domain.) The goal is to identify content important to our prioritized key audiences, which will be used to inform various components of our information architecture, such as a basic site map. The following content areas are currently organized according to internal project strategies – the next step is to organize them into a structure that meets the expectations of our key audiences.

Project Goal

"To design an institutional website that drives enrollment growth, engagement and retention, and contributes to the positive reputation of UCCS."

Strategy #1

"Drive enrollment growth by supporting the recruitment and yield strategies, and satisfying the primary information needs of prospective students and others in the decision-making process."

Content Brainstorm:

- Programs / Majors ("Do you have my major"?) for undergrad and grad

- Admissions requirements
- Admissions process / next steps / application
- Tuition costs
- Financial aid
- Scholarships
- Cost calculators
- UCCS facts and history
- Mission/vision/values/strategic plan
- Student life information ("Can I see myself there?") clubs, intramural sports, dining, etc
- Calendar of events
- Campus visit
- Athletics info
- Research info
- Inquiry form / request information
- Calendar of important deadlines
- Tools and information for accepted students ("If you can't take care of accepted students online, they'll think you probably can't take care of them offline.")
- Housing details
- Virtual tour
- Social media links / connection
- Some way for prospective students to interact with current students
- Feedback mechanism (allow our visitors to tell us what they want)
- Differentiation info (What makes UCCS different from any other college or university?)
- Info about high-quality faculty and programs
- Info about OUTCOMES
- Info about "fit" including campus life, photos, diversity, location, amenities, values and priorities.
- Search/directory
- Engaging video content
- Campus map
- Contact information
- Access to each college
- Info about online classes
- Info about transferring to UCCS
- Information for parents, counselors, etc.

— # —

Strategy #2

"Contribute to retention and engagement by supporting the needs of current campus community members."

Content Brainstorm:

- Access to blackboard, webmail, portal, library, other important tools
- Account login/password help
- Search/directory
- Campus news & events
- Calendar of events
- Calendar of important deadlines
- Info about parking and shuttle services
- Campus map
- Access to each college
- Info about online classes
- Help for students (tutoring, excel centers, etc.)
- Student jobs
- Services such as Copy Center, Health Center, Bookstore, Rec Center, FDC, and Career Center
- Arts & culture information
- Audience-specific tools and information: Current Students, Faculty/Staff, etc.

— # —

Strategy #3

"Contribute to a positive reputation by presenting a high-quality, polished, thoughtful, genuine representation of UCCS."

Content Brainstorm:

- UCCS facts and history
- Mission/vision/values
- Key brand messages
- News (
- Differentiation information
- High-quality faculty and staff
- Info about jobs / employment opportunities
- Arts & culture info