



School of Business

WEBSITE REDESIGN | FEBRUARY 29, 2016

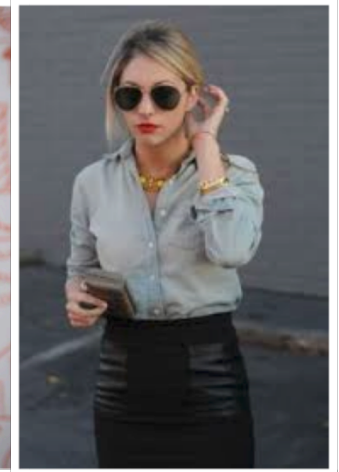
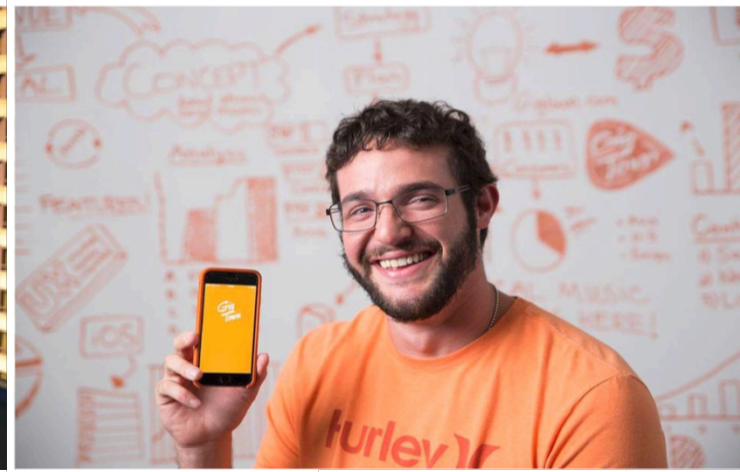
Overview

- Change in Team/Timeline
- Brand Persona
- Survey Respondents
- Survey Results
- Questions/Comments

Timeline



Brand Persona



Brand Persona

- Unstoppable ambition with a California attitude
- Innovative and pioneering
- Defies stereotype/invites intrigue
- Business is a force of good in the world

Research Results

~18,300 visitors

in one month

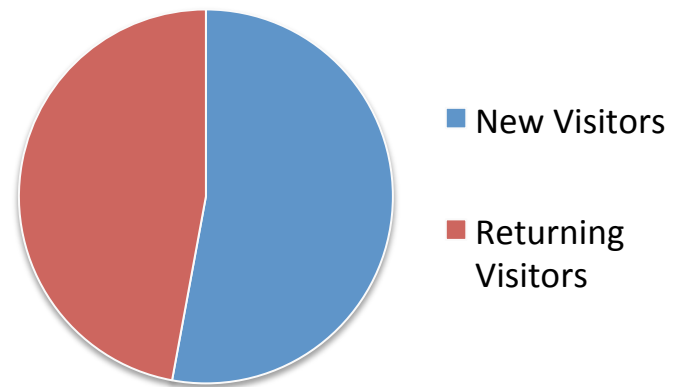
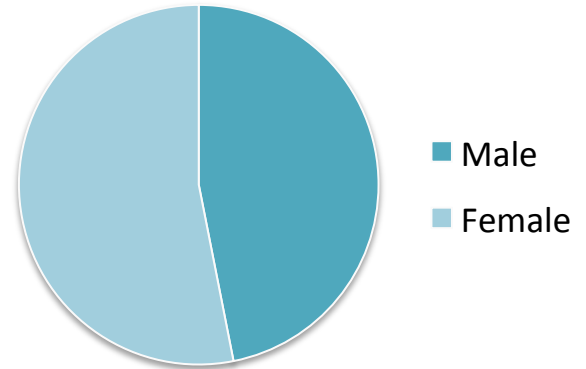
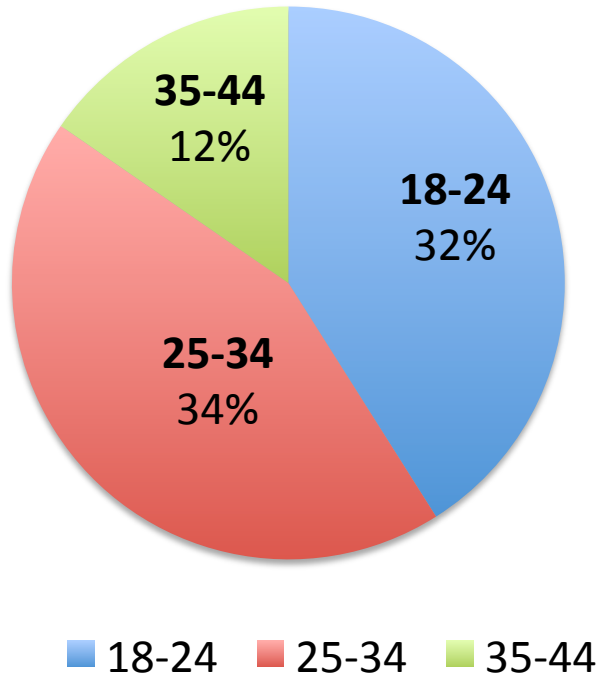
Mobile/Tablet Visitors

- » 2011 - 2012: 8.74%
- » 2012 - 2013: 18.31%
- » 2013 - 2014: 23.76%
- » **2015-2016: 26.66%**



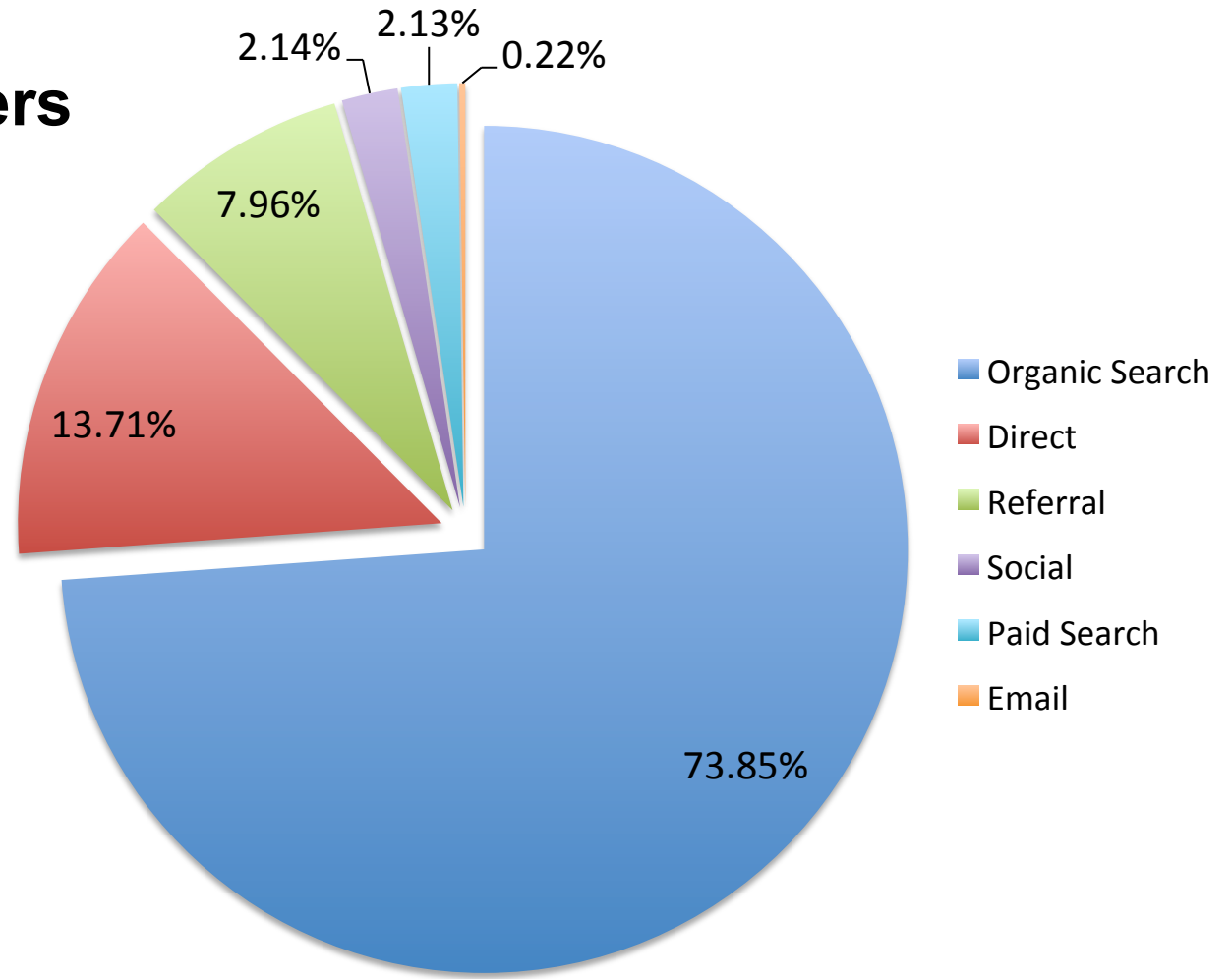
Research Results

Demographics of website visitors



Research Results

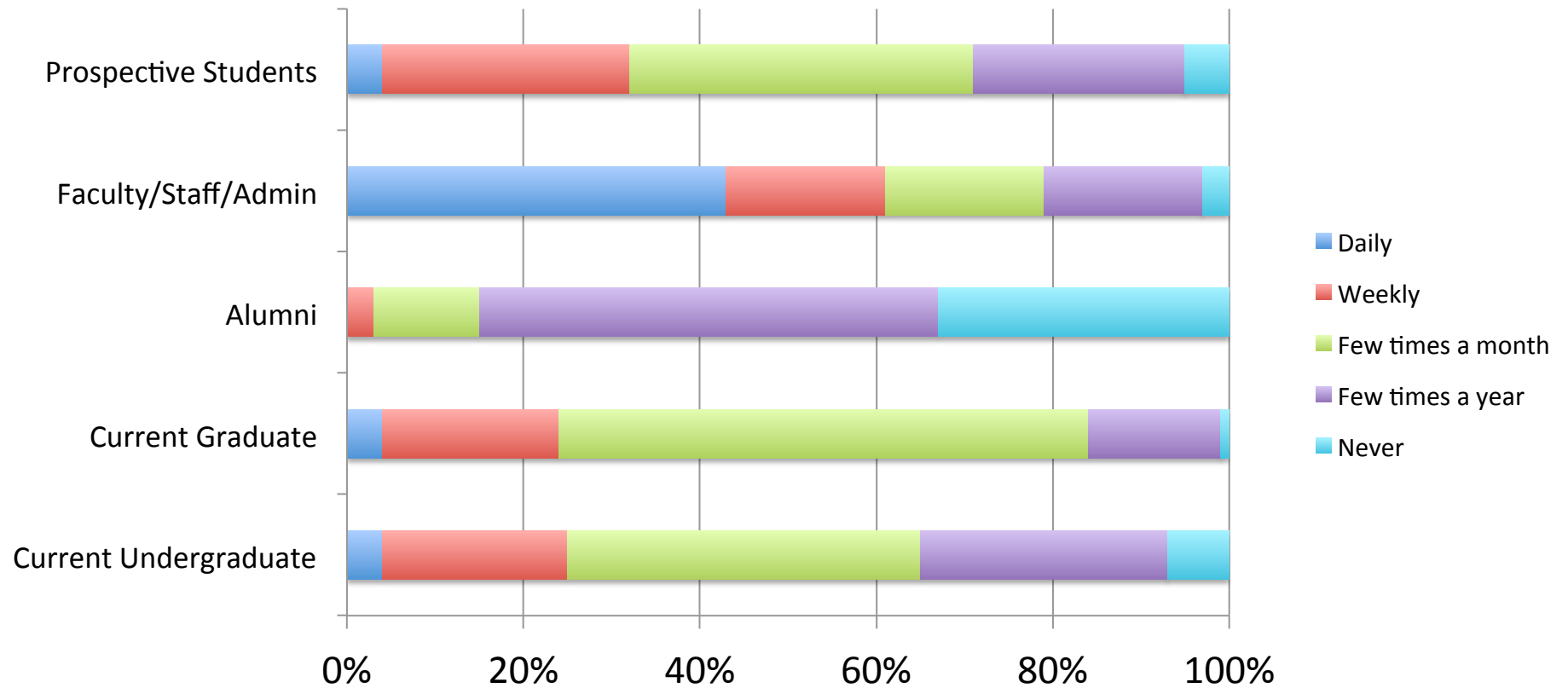
50.82% of New Users



Survey Respondents

- **Alumni: 91**
- **Prospective Graduate: 158**
- **Prospective Undergraduate: 991**
- **Current Graduate: 50**
- **Current Undergraduate: 221**
- **Faculty, Staff, Admin: 34**

Survey Results



- [Prospective Undergraduate Students](#) – in top 3 for finding information/making decision
- [Prospective Graduate Students](#)– in top 3 for finding information/making decision

Survey Results

Prospective Undergraduate Students

Influenced by	Interested In	Important Factors
High school counselor/teacher	Location	Location/Campus Environment
Family members/relatives	Program	Cost/Financial Aid
College fairs	Campus Environment	College/Program Ranking
Search engines	Reputation	Program Description

Prospective Graduate Students

Influenced by	Interested In	Important Factors
Website ranking sites	Program	College/Program Ranking
Friends	Reputation	Location/Campus Environment
Search engines	Location	Program Description
Search Engines	School	Cost/Financial Aid

Survey Results

Information Consumption

Undergraduate

- Instagram
- YouTube
- SnapChat

Graduate

- LinkedIn
- Facebook
- Instagram

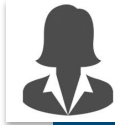
Survey Results

Information Consumption



Prospective Undergraduates

- Social Media
- Websites
- Television
- Friends



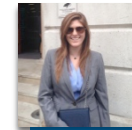
Prospective Graduates

- Website
- Social Media
- Friends
- Television



Current Graduates

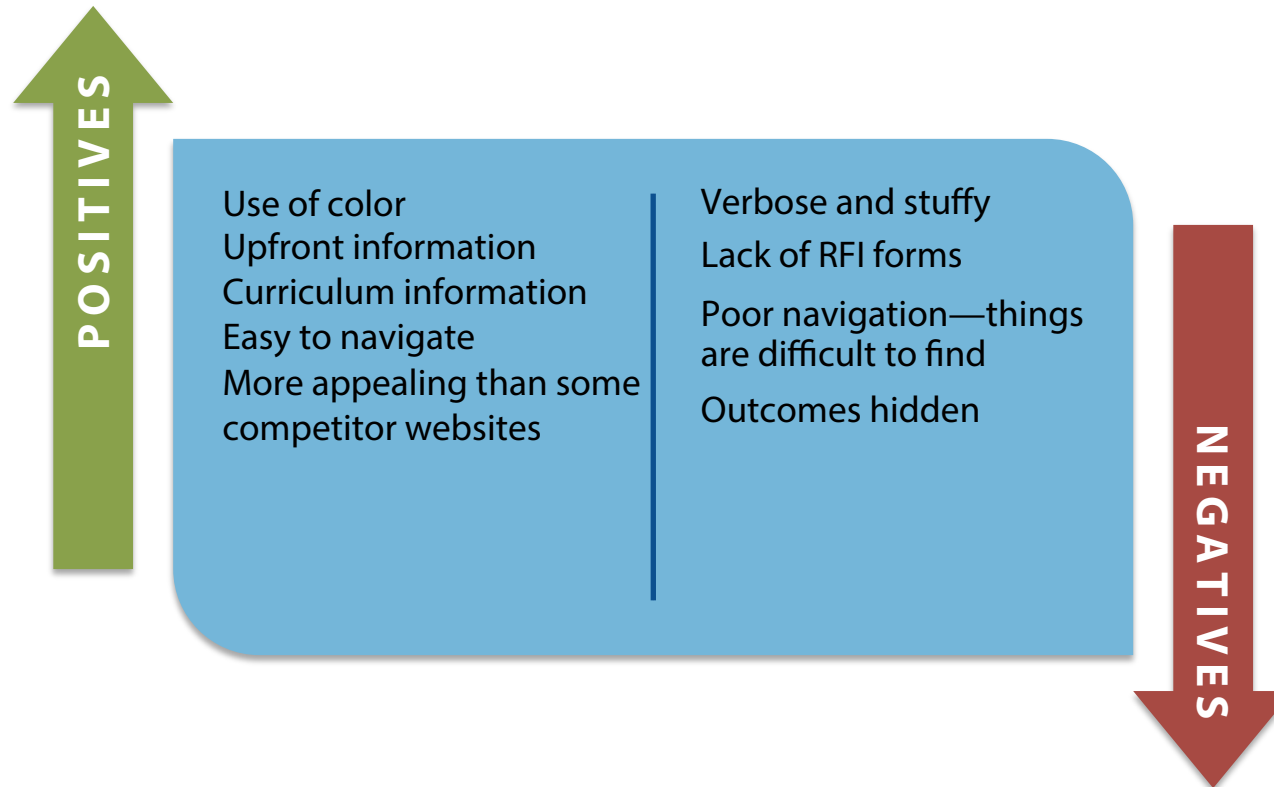
- Websites
- Social Media
- Friends



Current Undergraduates

- Social Media
- Websites
- Friends
- Phone Apps

Survey Results



Next Steps

- Readjust Team/Timeline
- Content Audit/Content Creation
- IA Mapping

QUESTIONS?

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