Website Redesign Town Hall
Design Reveal
But first…

**Design Sprints**
- Feature Brainstorming
- Wireframes
- User Value
- Technical Complexity

**Usability Testing**
- Design/Prototyping
- Hallway Testing
- A/B Surveys

**Development**
- Content Migration
- Site Build
- Database Creation
Before
After
After

A site that actually takes action to make a change through education.

— Prospective Student, Female
What is Peace Studies?
What is Peace Studies?
At the Kroc School, aspiring peace builders arrive as impassioned optimists and graduate to become social entrepreneurs, business owners, government officials, non-profit and civic leaders—all working for peace and justice in the world.

*Discover the program that’s best for you.*

I WANT TO

**make an impact on:**

- Conflict Resolution
- Social Justice and Human Rights
- Social Innovation
- Border and Migrant Issues
What is Peace Studies?
At the Kroc School, aspiring peace builders arrive as impassioned optimists and graduate to become social entrepreneurs, business owners, government officials, non-profit and civic leaders— all working for peace and justice in the world.

Discover the program that’s best for you.

I WANT TO
make an impact on:

- Conflict Resolution
- Social Justice and Human Rights
- Social Innovation
- Border and Migrant Issues
I WANT TO make an impact on:

- Conflict Resolution
- Social Justice and Human Rights
- Social Innovation
- Border and Migrant Issues

Welcome to the Kroc School
The Joan B. Kroc School of Peace Studies prepares people who want to create change.

By studying peace I learned how to affect cultures and

Freedom of Expression

Building Peace & Justice in Our Own Backyard and Beyond by Professor Necla Tschirgi

*The role plays were great since they help you get into how the real... Read More.
Distinguished Lecture Series

At the University of San Diego, His Holiness the 14th Dalai Lama will explore alternatives.
His talk is entitled “Cultivating Peace and Justice” Read More.

Learn beyond the campus
Immerse yourself in peacebuilding just across the world’s busiest border.
What is Peace Studies?

At the Kroc School, aspiring peace builders arrive as impassioned optimists and graduate to become social entrepreneurs, business owners, government officials, non-profit and civic leaders— all working for peace and justice in the world.

Discover the program that’s best for you.

I WANT TO
make an impact on:

- Conflict Resolution
- Social Justice and Human Rights
- Social Innovation
What is Peace Studies?

At the Kroc School, aspiring peace builders arrive as impassioned optimists and graduate to become social entrepreneurs, business owners, government officials, non-profit and civic leaders— all working for peace and justice in the world.

Discover the program that's best for you.

I WANT TO MAKE AN IMPACT ON:

- Conflict Resolution
- Social Justice and Human Rights
- Social Innovation

Welcome to the Kroc School

The Joan B. Kroc School of Peace Studies prepares people who want to create change.

Women Peace Makers

By studying peace I learned...
What is Peace Studies?

At the Kroc School, aspiring peace builders arrive as impassioned optimists and graduate to become social entrepreneurs, business owners, government officials, non-profit and civic leaders—all working for peace and justice in the world.

Discover the program that's best for you.

I WANT TO
make an impact on:

- Conflict Resolution
- Social Justice and Human Rights
- Social Innovation

Welcome to the Kroc School

The Joan B. Kroc School of Peace Studies prepares people who want to create change.
Learn **beyond the campus**
Immerse yourself in peacebuilding just across the world’s busiest border. 

---

**News**

**Kroc School Welcomes New IPJ Executive Director**
**Friday, July 1, 2016**
The Kroc School is pleased to announce that Andrew Blum, PhD, will be the new executive director of the Institute for Peace and Justice beginning on J...  

**WorldLink Youth Kick Off the Program’s 20th Year**
**Tuesday, June 28, 2016**
The Kroc School is pleased to announce that Andrew Blum, PhD, will be the new executive director of the Institute for Peace and Justice beginning on J...  

**TBI and Border Angels call attention to migrants dismembered en route to the U.S.**
**Saturday, June 25, 2016**
Four Honduran men who lost limbs during their journeys to safety and security in the United States visited San Diego in order to raise awareness of th...
The world needs more individuals w/ advanced degrees in peacebuilding & conflict resolution. @pcdnetwork...

MAY 18, 2018

Our Center for Peace and Commerce Assistant Director, Grace Michel, gave an interview to Impact Matters about her work in the developed world and the Social Innovation Challenge. Listen to the full podcast...

JUNE 1, 2018

Contact Us
Phone: (619) 260-7919
Fax: (619) 849-8109
peacestudies@sandiego.edu

Visit Campus
KIPJ Room 113
5998 Alcalá Park
San Diego, CA 92110

Make a Gift
Way to Engage
The Process
Wireframes
Prototypes
Prototypes
A/B Testing Follow Up

- What is your first impression?
- Which best represents the school?
- How trustworthy is this website?
- Do you feel this accurately portrays your experience at the school?
- What information is helpful when deciding if this school is right for you?
First Impression?

1. Organized (253)
2. Easy to navigate/use (181)
3. Clean (104)
4. Informative (88)
5. Visually Appealing (86)
6. Professional (54)
7. Modern (43)
8. Eye-Catching (39)
9. Well-Designed (35)
10. Welcoming (28)
Inspiring. It makes you want to get off the couch and go change the world right now.

— Prospective Student, Male
Hero Options
WHICH OF THESE OPTIONS BEST signals that you are on the School of Peace Studies website?
Hero Options

Which of these options best inspires you to explore more of the school and the school’s website?
Hero Options

WHICH OF THESE OPTIONS BEST represents the School of Peace Studies?
Wireframes

How trustworthy is this website? (1-10)

33% 27% 23% 10%
New Features
Impact Filter

I WANT TO
make an impact on:

- Conflict Resolution
- Social Justice and Human Rights
- Social Innovation
- Border and Migrant Issues

Welcome to the Kroc School
The Joan B. Kroc School of Peace Studies prepares people who want to create change.

By studying peace I learned how to affect cultures and build subcultures that could thrive in inner city San Diego where injustice dominates.

~ CHRIS YANO

Building Peace & Justice in Our Own Backyard and Beyond by Professor Necla Tschirgi

The role plays were great since they help you get into how the real... Read More.

Compassion Without Borders

At the University of San Diego, His Holiness the 14th Dalai Lama will explore alternatives.

His talk is entitled "Cultivating Peace and Justice" Read More.

Distinguished Lecture Series

Related Events

- Immigration and Reform
  Joan B. Kroc Institute for Peace and Justice

- Social Innovation Challenge
  Warren Auditorium, Room B

- Peace and Justice Forum
  Jenny Craig Pavilion

- Distinguished Lecture Series
  Joan B. Kroc Institute for Peace and Justice
“I want to make an impact on” is very unique, thought-provoking. [It] matches the very enthusiastic and socially aware and enthusiastic attitude of this generation!

— Prospective Student, Female
MyPostings

- Upgraded look and feel
- Performance optimization
- New post types
  - Spotlight
  - Announcements
  - Blogs
  - Press releases
- Additional destinations
**News Center**

---

**TBI and CPC Launch Social Innovation Audit of Tijuana**

**THURSDAY, JULY 28, 2016**

In partnership with the Center for Peace and Commerce, the Trans-Border Institute has launched a project to catalog and map the burgeoning social innovation sector in Tijuana, Baja California and the border region. In addition to self-identified social innovators, it will include social projects and institutions that may not consider themselves innovators, and innovative entrepreneurs who may have yet to consider the potential positive social impact of their work.

---

**Alumna Leading Change in Rwanda**

**MONDAY, AUGUST 1, 2016**

By Cindi Cassady I have been living in Rwanda for almost 2 years. For the past year, I have been working as a consultant with the University of Kibungo (UNK) in the eastern region of the country. Before attending the Kroc School of Peace Studi...

---

**TBI at the Forefront of Applied Peace Education on Both Sides of the Border**

**THURSDAY, JULY 28, 2016**

A central question for the Trans-Border Institute (TBI) is how to empower people facing chronic violence to define and solve their own problems through...

---

**TBI's Inspires Survey of Discrimination and Violence against Women in Sinaloa**

**THURSDAY, JULY 28, 2016**

On July 1, TBI Director Ev Meade and intern Dana Chavarria travelled to Culiacán, Sinaloa in order to conduct a training session for an ambitio...
Events Calendar

**All Events**

**September 2016**

- **SEP 13**
  - TBI Public Forum on Immigration
  - Joan B. Kroc Institute for Peace and Justice, Peace & Justice Theater

- **SEP 19**
  - Cultural Revolution: Art and the Reconquest of Public Space in Global Mexico
    - Joan B. Kroc Institute for Peace and Justice, Room G

**November 2016**

- **NOV 1**
  - Idea Lab: Women Innovators
    - Joan B. Kroc Institute for Peace and Justice, H1

- **NOV 10**
  - Idea Lab: Ideation Coaching
    - Joan B. Kroc Institute for Peace and Justice, AB

**February 2017**

- **FEB 7**
  - Idea Lab: Business Model Design
    - Joan B. Kroc Institute for Peace and Justice, AB
Events Calendar

Filter by Topic
- US-Mexico Border
- Back to All Events

Filter by Center
- Center for Peace and Commerce
- Trans-Border Institute
- Back to All Events

Resources
- School of Peace Studies
- Submit an Event
- Contact Us

September 2016 Calendar

- 12th: TBI Public Forum...
- 18th: Cultural Revolu…
Blogs

Filter by Topic
- Global Impact
- Social Innovation
- US-Mexico Border

Filter by Blog
- The Trans-Border Institute Peace and Justice Blog

Resources
- School of Peace Studies
- Submit a Blog Entry
- Contact Us

Scholars and activists explore Mexico’s “geography of horror”

WEDNESDAY, JUNE 29, 2016
Beginning June 21, TBI Director Ev Meade participated in a one-of-a-kind forum on violence and peacebuilding in Mexico City, hosted by El Colegio de M...

TBI and Border Angels help survivors, mutilated by “La Bestia,” advocate on behalf of 5 Honduran men detained at Otay Mesa

THURSDAY, JUNE 16, 2016

Four Honduran men from the Association for Returned Migrants with Disabilities (AMIREDIS in Spanish) are in San Diego this week to advocate on behalf ...

TBI Concludes First-Ever Certificate Program in Applied Peace Education in Sinaloa

TUESDAY, MAY 10, 2016

On May 7, TBI concluded the first ever certificate program in Applied Peace Education at the Universidad Autónoma de Sinaloa (UAS), in Culiacan...

“Fates, Furies, and Towers of Babel”: Ev Meade discusses the history of the U.S.-Mexico border at Saddleback College

TBI Director Ev Meade discusses asylum seekers at Harvard University

TBI Hosts Public Forum: The Moral Panic over the Border and Immigration

THURSDAY, MAY 12, 2016

On May 10, TBI hosted a public forum exploring the increasingly caustic rhetoric about immigration and the U.S.-Mexico border during the present campaign...
Full Time Faculty

Ami Carpenter
ASSOCIATE PROFESSOR
acarpenter@sandiego.edu
(619) 260-7830
Kroc Inst for Peace & Justice 272

Austin Fitzpatrick
ASSISTANT PROFESSOR
cauthin@sandiego.edu
(619) 260-7948
Kroc Inst for Peace & Justice 124

William Headley
PROFESSOR
wheadley@sandiego.edu
(619) 260-7918
Kroc Inst for Peace & Justice 128

Cynthia Irmer
VISITING RESEARCH SCHOLAR
cirmer@sandiego.edu
Kroc Inst for Peace & Justice 272

More Information
More Information
More Information
More Information
Databases

- Compass Newsletters
- Conference Reports
- Distinguished Lecture Series
- Media Citations
- Peace and Justice Update
- Policy Briefs
- Student/Alumni
- Interns
- WorldLink and Media Coverage
- Women PeaceMakers
Stories and Spotlights

• Current Students
• Alumni
• Donors
Expresses to the audience the impact peace may bring, not only to all the programs USD provides, but to the outside world situations.

— Prospective Student, Female
Behind the Scenes
The Team

Renata Berto
Communications and Marketing Manager

Jen Jackson
Content Strategist

Kim Grob
Content Strategist

Rose Pahkim
Project Manager
The Team

Library and Web Services

Project Management  Programming
Design and Usability  Testing
Content Migration  Training
Development  Launches
What’s Next?
Upcoming Milestones

**Training**
- Cascade CMS
- MyPostings
- Directory
- Databases

**Beta Testing/Review**
- Browser/Device Testing
- Bug Fixes
- Photo Sourcing
- Content Review
September 28, 2016

WEDNESDAY EVENING
Thank You and Q&A

peace Redesign@sandiego.edu