School of Business

WEBSITE REDESIGN | TOWN HALL

Overview

- ☐ Team

- ☐ Timeline

- ☐ Goals and Objectives

- ☐ Considerations

- ☐ Next Steps

- ☐ Questions/Comments

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Team

Amy Schmitz
Director of Marketing and Communications

Joy Brunetti
Web Team Manager

Shay Baumgart
Senior Web Designer and Developer

Kim Grob
Content Strategist

Jen Jackson
Content Strategist

Prabath Ranatunga
Co-Project Manager

Additional Support:
University Web Services Team (6 members)
University Communications
SBA Faculty Consultant(s)

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Timeline

Research

Content Evaluation
Information Architecture

Wireframes and
Testing

Design and
User Testing

Development

Launch

Research

Stakeholder Interviews

- **Conducted**
  - Dean Gomez, Leadership Support Team, Department Chairs, Graduate Program Directors, Supply Chain Management Institute, Ahlers Center, Entrepreneurship, Development, Alumni Relations, University Communications

- **To Be Conducted**
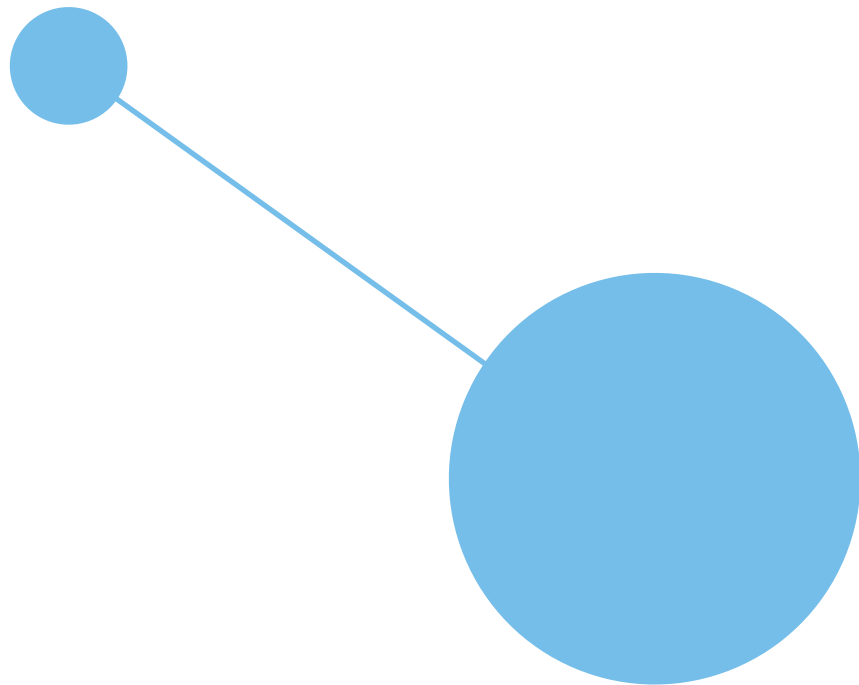 - Burnham Moore's Center, Undergraduate

- **Follow-up Meetings**
  - As needed

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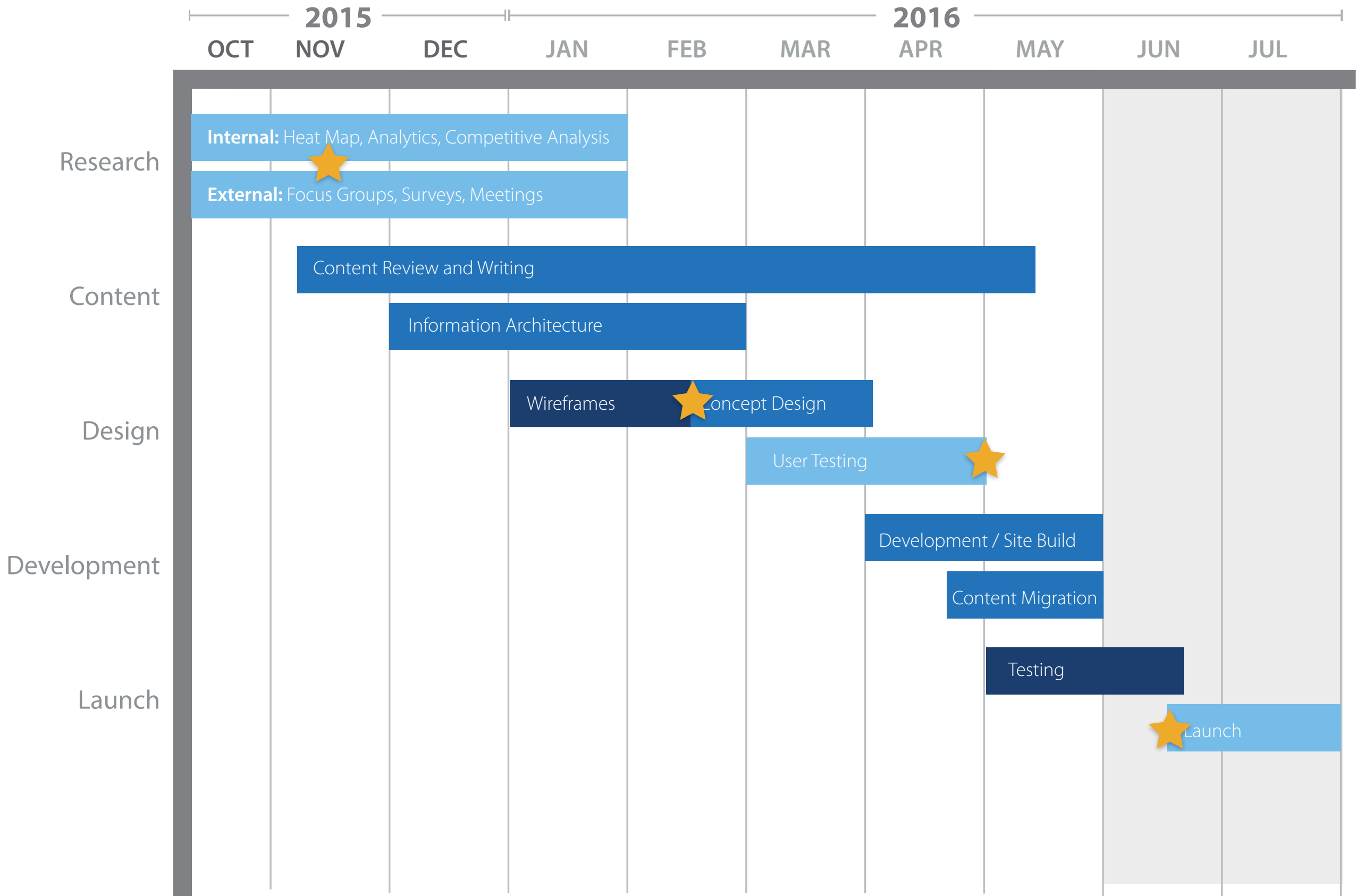
Needs Assessment

Current

- Unequal weight across all programs, graduate and undergraduate
- Too much content
- Static content

Redesign

- Equal weight across programs
- Create more dynamic content with fewer pages
- Targeted content

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Goals

The website will deliver a more **robust**, focused, flexible, **interactive**, consistent, **cutting-edge** digital presence.

Goals

Marketing and Communications

- Recruiting Prospective Students

- Informing Current Students

- Student Placement

    - Mentor Development

    - Corporate Relations

    - Rankings

- Community Outreach

    - Business Community

    - Alumni

    - Media

- Fundraising

- Competing with Other B-Schools

Overarching Themes

The School of Business develops **global leaders** who will RISE UP.
We do it by delivering:

Real-world experiences

International opportunities

Socially responsible education

Entrepreneurial programs

Unlimited access to great faculty

Personalized learning

Considerations
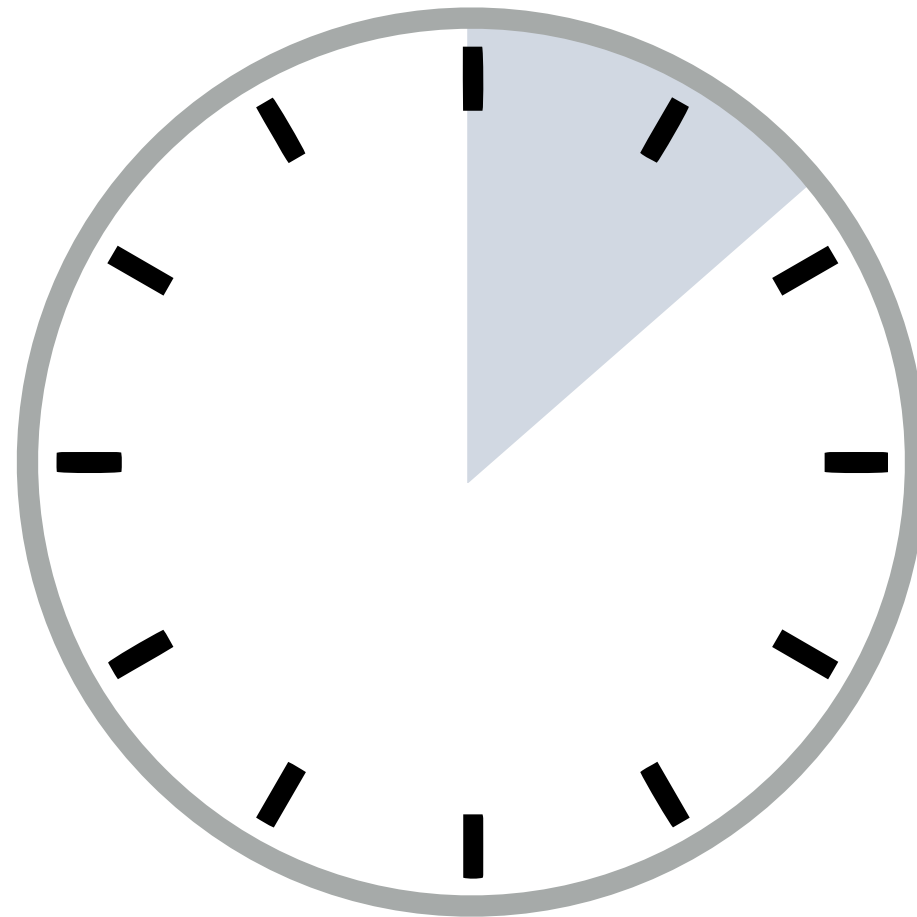
100

text messages a day

82%

use their phone within
15 minutes of waking up

72%

want personalized content
across all platforms

8 seconds

average American attention
span compared to
12 seconds in 2000

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How Are They Different?

Millennials (Gen Y)
1980-1995

Tech Innate: 2 Screens

Think in 3D

Radical Transparency: Share All

Multi-cultural

Tolerance

Immature

Communicate with Text

Share Stuff

Have Low Confidence

Now Focused

Want to be Discovered

Team Orientation

iGeneration (Gen Z)
1996-2010

Tech Innate: 5 Screens

Think in 4D

Active Volunteers

Blended (race & gender)

Togetherness

Mature

Communicate with Images

Make Stuff

Humility

Future Focused

Want to Work for Success

Collective Conscious

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68,000,000 USA

First true digital native generation

Powerful and global group of consumers who thrive on
creation, connection, and community.

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They speak Emoji

🏆 🏁 🎉 ‼️ 🚆 🕐 👍

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They speak Emoji

🏆 🏁 🎉 ‼️ 🚆 🕐 👍

(Victory! Train arriving early)

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Drawn to social media that protects privacy and is impermanent

Gravitate to live-streaming media

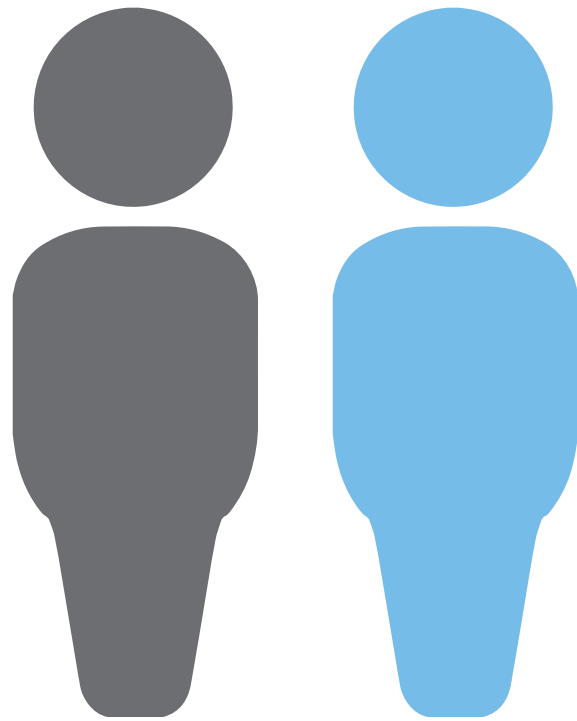FaceTime and Skype are preferred communication methods

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72%

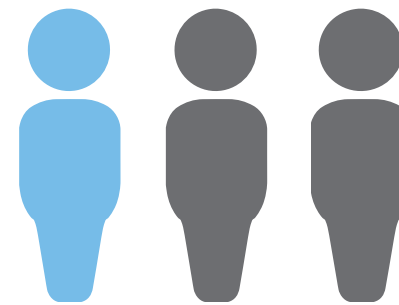of high school students want
to start a business
(compared to 64% of college students)

61%

of high school students want to
be an entrepreneur rather than
an employee
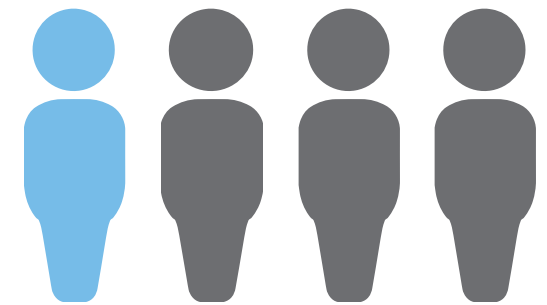(compared to 43% of college students)

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1 in 2

Generation Zers will be university educated
First generation to go to college
Multi-racial

Compared to:

1 in 3

Millennials

1 in 4

Gen X

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85% do their research online

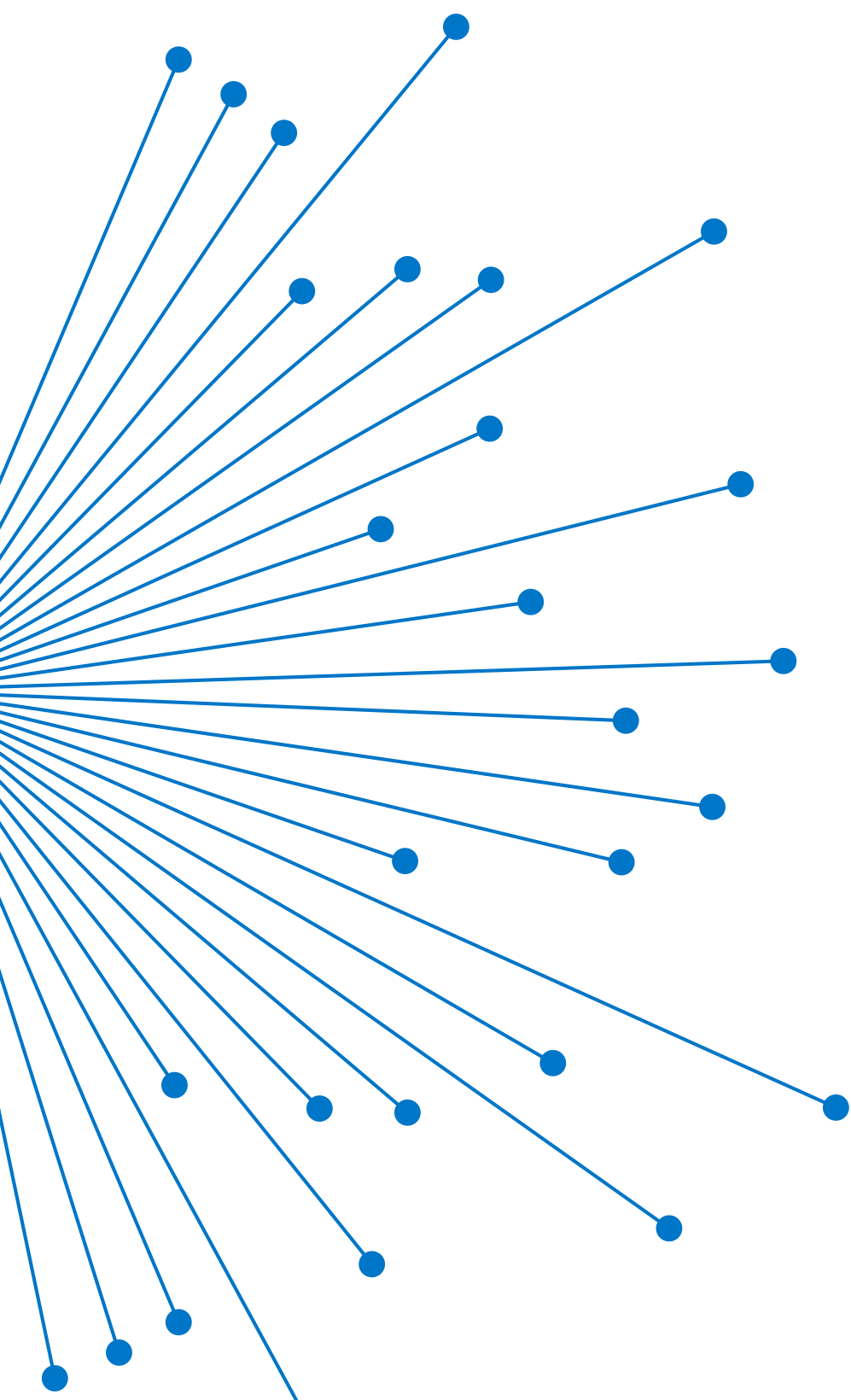**85%** of high school students research a college's website prior to applying

75% conduct online searches about a college prior to applying

98% of prospective graduate students begin their search online

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The B-School Marketplace

The B-School Marketplace

- Link between liberal arts and business is value-added

- Experiential learning equals real-world expertise

- Results-orientation is attractive

- International is becoming compulsory

The B-School Marketplace

- For-profit-education bubble is deflating

- Enrollment at many for-profit institutions has fallen by half

- Public and private higher education institutions should see an **8 percent** increase in enrollment

- Approximately **23 million students** will be enrolled in an institute of higher education by 2021

- **West Coast** and Southwest will see largest increases overall

The B-School Marketplace

- Student body may become both more local and more international

- Continuous, **lifelong learning** is increasingly the norm

- Business education is on the rise in other countries—Nepal, Thailand, India, Cuba, etc
  16,484 schools worldwide granting business degrees (undergrad or higher)

- In the U.S., the rise of the non-traditional students —part-time or on the 6-year
  program/over age 25

Next Steps

Next Steps

- Internal analysis

    - Competitive analysis

    - Heat map

    - Website audit

- Content audit

- Website architecture reorganization

- Navigation remapping

Questions

Slides and Information:

✉ sbaredesign@sandiego.edu

🌐 www.sandiego.edu/redesign