School of Business
WEBSITE REDESIGN | TOWN HALL
Overview

☐ Team

☐ Timeline

☐ Goals and Objectives

☐ Considerations

☐ Next Steps

☐ Questions/Comments
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)
Timeline
Research

Launch

Content Evaluation

Information Architecture

Development

Wireframes and

Testing

Design and

User Testing
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
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
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:

- **R**eal-world experiences
- **I**nternational opportunities
- **S**ocially responsible education
- **E**ntrepreneurial programs
- **U**nlimited access to great faculty
- **P**ersonalized 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

Source: AdWeek
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
68,000,000 USA

First true digital native generation

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

Source: Ologie
They speak Emoji
They speak Emoji

(Victory! Train arriving early)
Drawn to social media that protects privacy and is impermanent

Gravitate to live-streaming media

FaceTime and Skype are preferred communication methods
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)
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

http://www.slideshare.net/sparksandhoney/generation-z-final-june-17
85% of high school students research a college's website prior to applying.

85% conduct online searches about a college prior to applying.

75% of prospective graduate students begin their search online.

http://www.slideshare.net/sparksandhoney/generation-z-final-june-17
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:

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