



Joan B. Kroc School of Peace Studies

WEBSITE REDESIGN | TOWN HALL MEETING

Introduction

- Team
- Project Overview and Timeline
- Goals and Objectives
- Target Audience
- Next Steps
- Questions and Comments

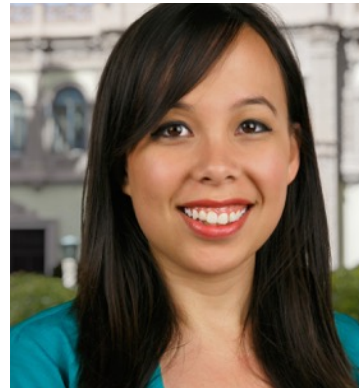
Team Members



Renata Berto
Communications and
Marketing Manager



Prabath Ranatunga
Project Manager



Cristina Cruz
Concept and Design



Kim Grob
Content Strategist



Jen Jackson
Content Strategist

UNIVERSITY WEB SERVICES

Michael O'Brien
Project Advisor

Joy Brunetti
Project Advisor

Ahmed Khan
Development and Programming

Berta Roebuck
Development and Programming

Bryan Teague
Server Administration

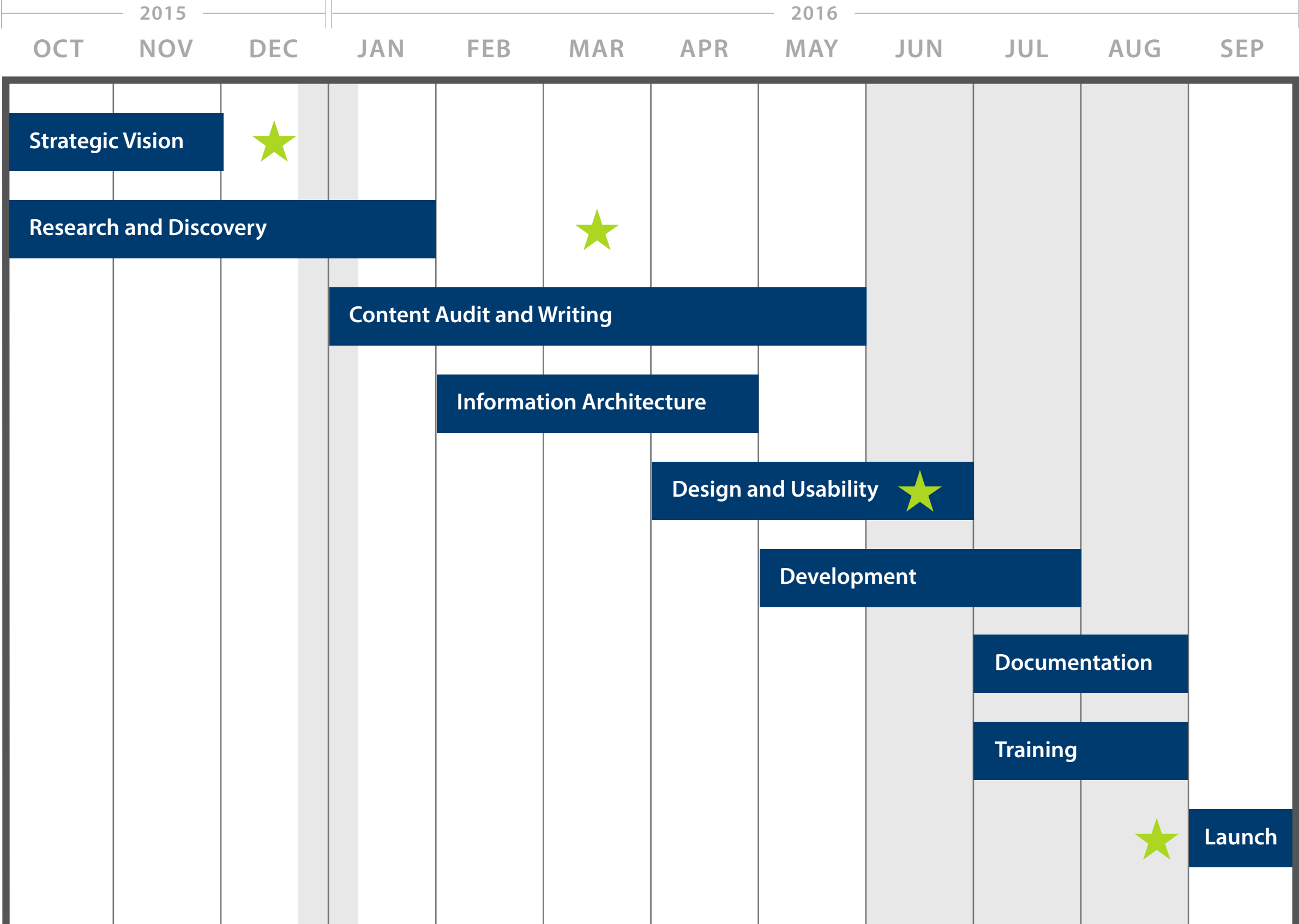
David Schmidt
Documentation and Training

Shay Baumgart
Research and Discovery

ADDITIONAL SUPPORT

University Communications
Branding and Messaging

Timeline



Strategic Vision and Stakeholder Meetings

Office of the Dean

Academic Unit

Development

**Institute for
Peace and Justice**

**Trans-Border
Institute**

**Center for
Peace and Commerce**

Faculty

Current Students

Donors

Strategic Vision and Stakeholder Meetings

Key Needs

- Restructure navigation
- Improve visuals and aesthetic
- Highlight school
- Better communicate identity
- Showcase engaging stories

Insights

- School reputation and atmosphere
- Professional appearance
- Inspiring programs
- Personal connection
- Real-world practical knowledge

Site Challenges

Current Hurdles

- Duplicate Content
- Buried Information
- Restrictive Templates
- Program Confusion



Future Solutions

- Streamlined Content*
- Restructured Navigation*
- Dynamic and Flexible Layouts*
- Clear Messaging*

Core Messaging Priorities

The Joan B. Kroc School of Peace Studies teaches students to actively engage in bringing peace and justice to the world. We do this with our unique focus on:

- International Border Experiences
- Applied Justice
- Practice-based Learning
- Global Diversity
- Real-World Career Paths



Changing the world,
one peacebuilder
at a time

Goals and Objectives

Showcase

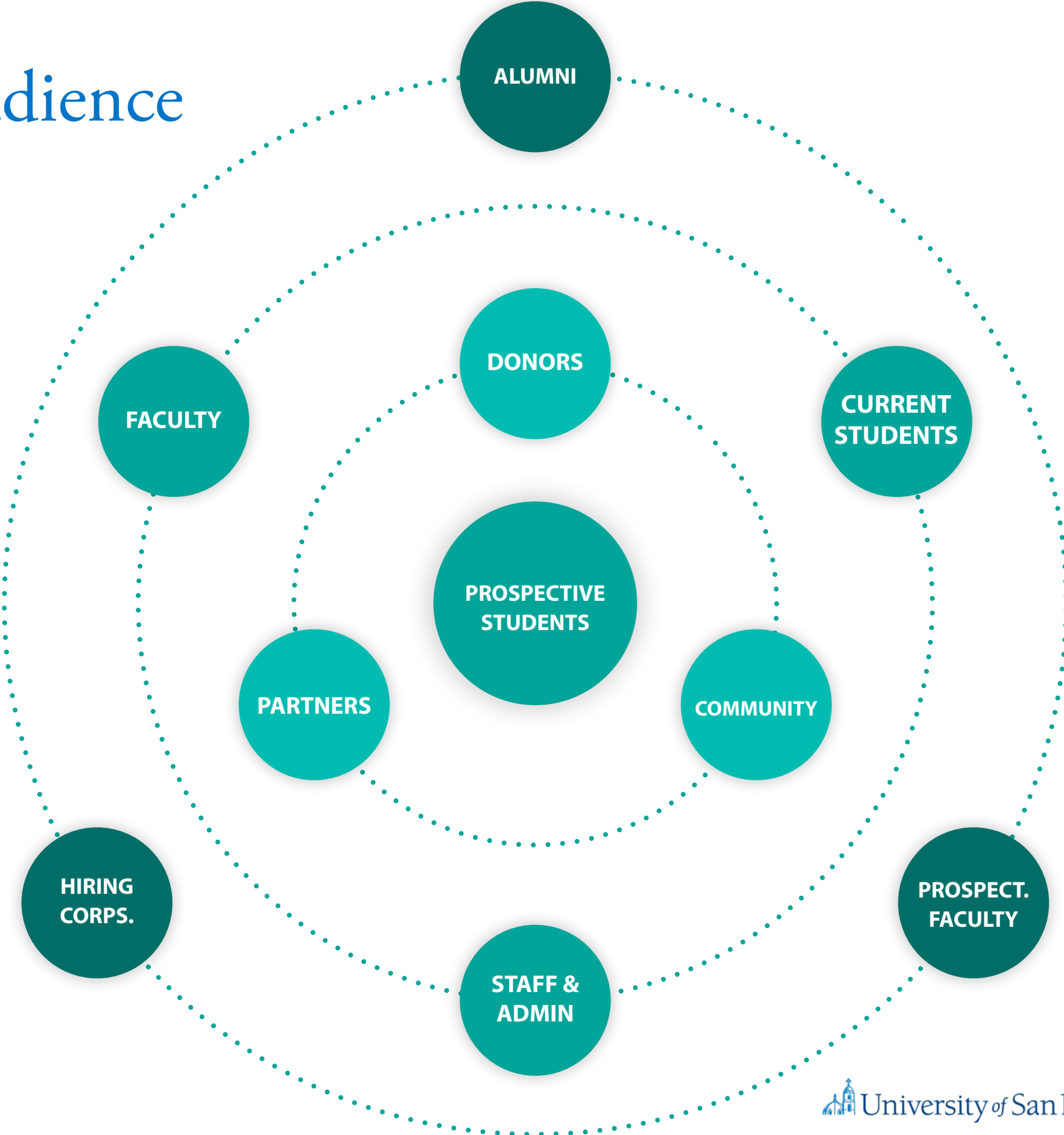
Inspire

Engage

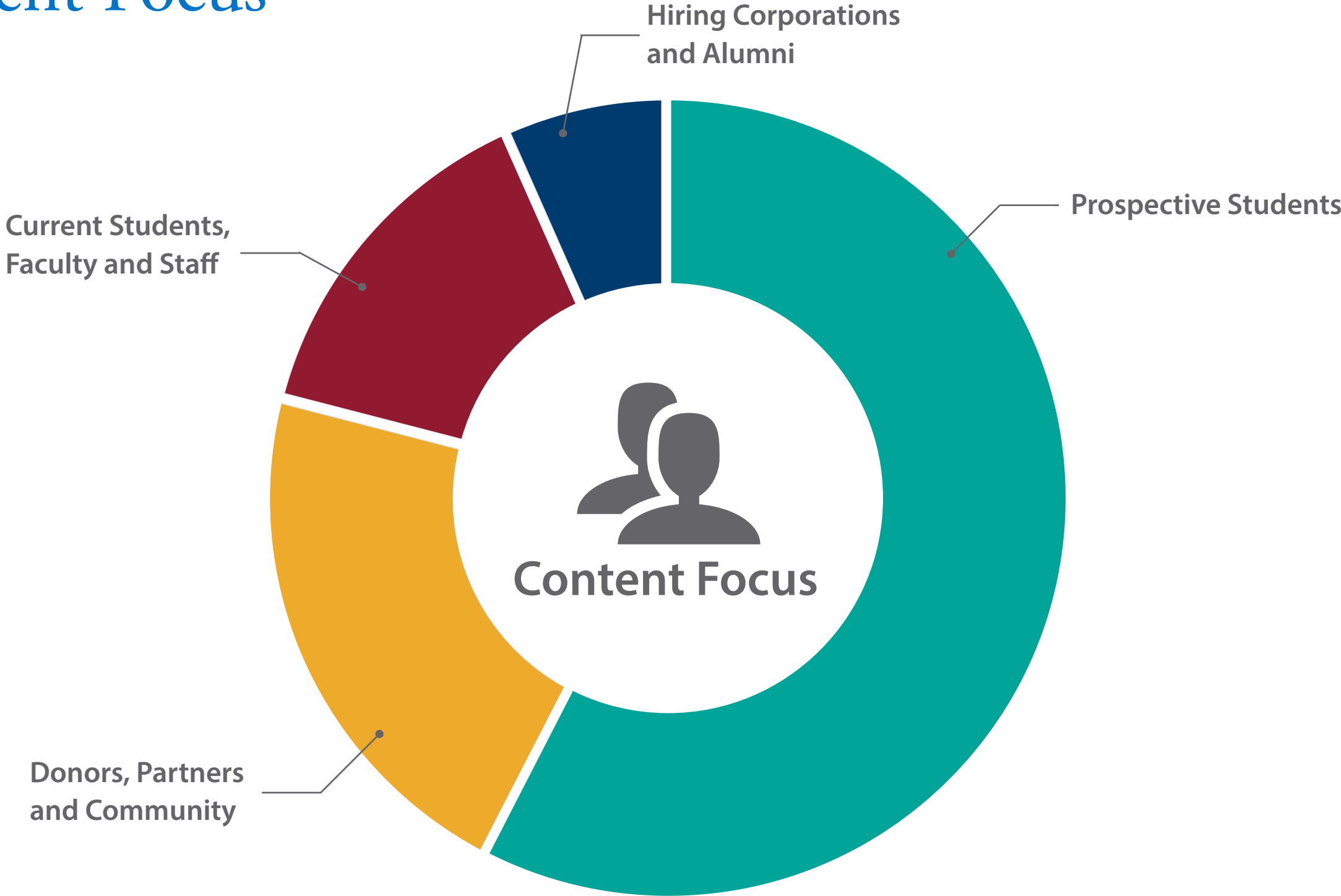
Recruit

Understanding Our Target Audience

Target Audience

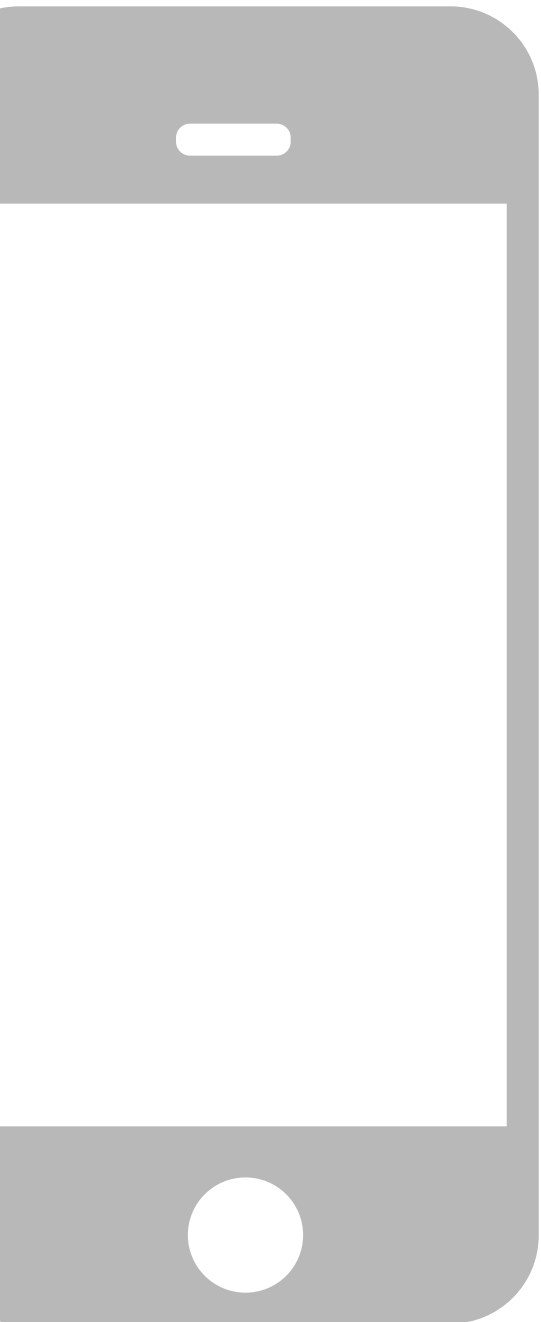


Content Focus



Considerations

Mobile Addiction is *Real*



100

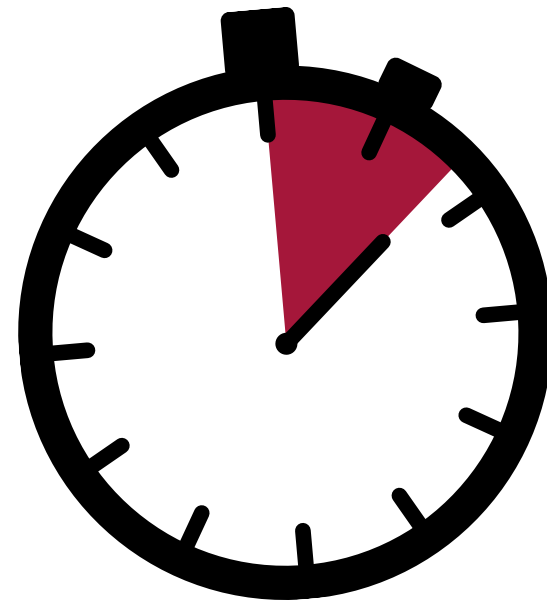
text messages
sent per day

82%

check their phones within
15 minutes of waking up

72%

want personalized content
across all platforms



8 SECONDS

AVERAGE AMERICAN ATTENTION SPAN

(12 seconds in 2000)



Millennials

GENERATION Y

1980 – 1995



iGeneration

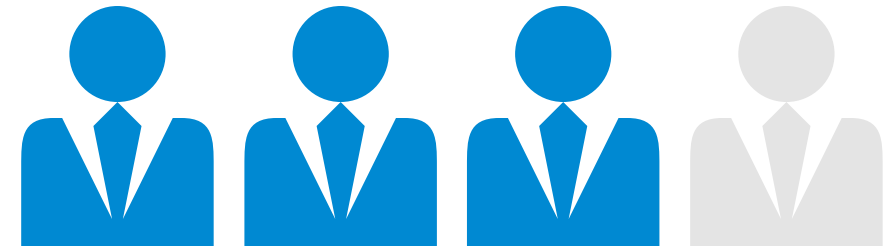
GENERATION Z

1996 – 2010



Millennials

- Largest generation in history
- Digital natives
- 4 in 5 own a smartphone
- Motivated to make a difference
- Endured 9/11 and the Great Recession



75% OF WORKFORCE BY 2025



65% SAY LOSING THEIR PHONE WOULD HAVE **GREATER IMPACT** THAN LOSING THEIR CAR



Millennials

84%
say making a difference
is **more important** than
professional recognition



Source: <http://www.slideshare.net/Dice/using-social-to-engage-millennials>

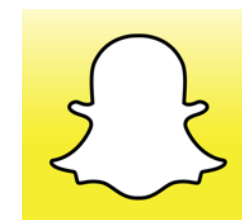


iGeneration

- Mature, self directed and resourceful
- Find access to answers and inspiration online
- Increased focus on their personal connections
- Speak emoji and are accustomed to autocorrect



UNIVERSITY EDUCATED



Live Streaming and **Video Conferences** are the preferred ways of communication



iGeneration

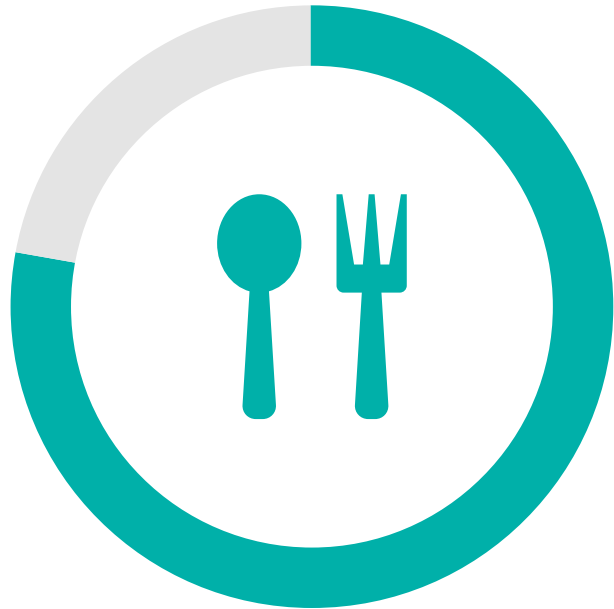
DETERMINATION TO “MAKE A DIFFERENCE” AND “MAKE AN IMPACT”



60% want their jobs to **make an impact**



76% are concerned about **humanity’s impact** on the earth



78% are concerned about **world hunger**

Source: <http://www.slideshare.net/sparksandhoney/generation-z-final-june-17>
<http://www.inc.com/larry-kim/forget-millennials-is-your-workplace-ready-for-generation-z-infographic.html>

How are they different?

Millennials

1980-1995

Tech Savvy

2 Screens

Communicate with Text

Share Stuff

Now Focused

Optimistic

Want to be Discovered

Team Orientation

Want Dream Job

iGeneration

1996-2010

Tech Innate

5 Screens

Communicate with Images

Create Stuff

Future Focused

Realistic

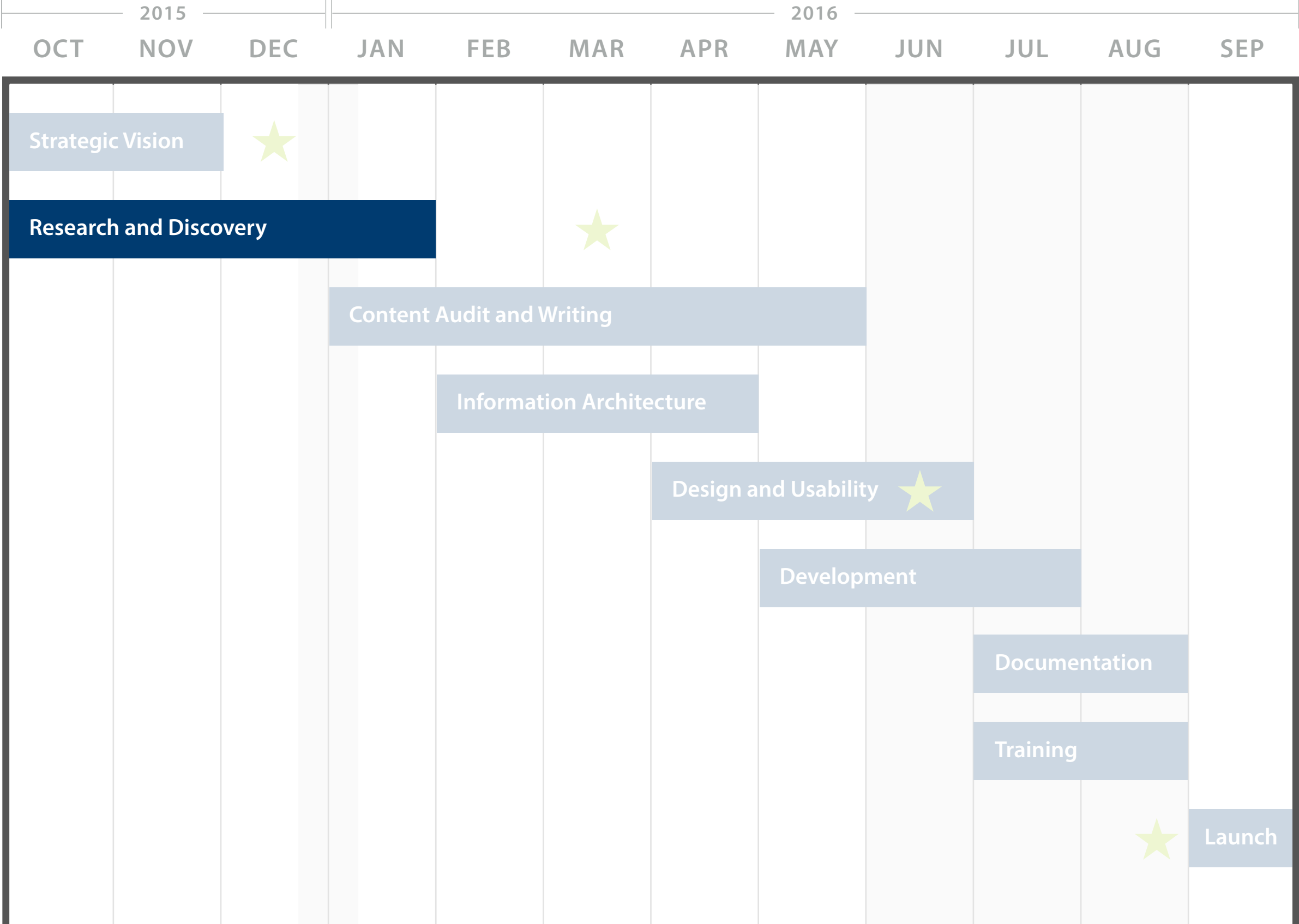
Want to Work for Success

Collective Conscious

Want Financial Stability

Next Steps

Timeline



Research and Discovery

Internal Data Analysis

- Peer and Aspirational Schools
- Heatmap Software
- Google Analytics

External Surveys and Focus Groups

- Prospective and Current Students
- Faculty, Staff and Administrators
- Donors
- Alumni

Thank You

and Q&A

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