Website Redesign Town Hall
The Internet is becoming the town square for the global village of tomorrow.

-Bill Gates
Overview

- Team and Timeline
- Strategic Vision and Direction
- Research Findings
- Target Audience
- Considerations
- Next Steps
- Questions/Comments
Team Members

UNIVERSITY COMMUNICATIONS

Liz Rhodes  
Assistant Dean, Law  
External Relations

Katie Pinto  
Assistant Marketing  
Director

Berta Roebuck  
Lead Developer

Tim Borillo  
Designer

Cristina Cruz  
Project Manager

Jen Jackson  
Marketing Strategist

Carlos Huerta  
Development and  
Programming

Ahmed Khan  
Directory Development

Bryan Teague  
Server Administration

David Schmidt  
Documentation and  
Training

Michael O’Brien  
Project Advisor

Joy Brunetti  
Project Advisor

UNIVERSITY WEB SERVICES

Peter Marlow  
Messaging/Branding

Michael Sauer  
Messaging/Branding
Strategic Vision and Direction
Strategic Vision and Stakeholder Meetings

- Faculty
- External Relations
- Student Affairs
- Graduate Programs
- Career & Professional Development
- Registrar
- Legal Resource Center
- Admissions & Financial Aid
Strategic Vision and Stakeholder Meetings

Key Needs

• Collapse pages and streamline between departments
• Multiple clicks to get information
• Less text
• Make mobile friendly

Insights

• San Diego climate and beach location are big draws
• Collaborative environment
• Prospective students care about the ways in which faculty members are approachable
• Current students are interested in their peer (student) stories
• Faculty members throughout all law schools care about scholarship and research of their peers
Research and Discovery Findings
Internal Data Analysis

- Competitive Analysis
- Heat map
- Google Analytics

External Surveys and Focus Groups

- Prospective Students
- Current Students
- Faculty

- Staff/Admin
- Donors/Alumni
- Employers
Google Analytics - Demographic

NEW VISITORS 56%

BREAKDOWN BY AGE

56% NEW VISITORS
Google Analytics - Engagement

- **Desktop**
  - 2.9 pages per session
  - 59% bounce rate

- **Tablet**
  - 2.8 pages per session
  - 61% bounce rate

- **Mobile**
  - 2.1 pages per session
  - 68% bounce rate
Surveys - About the Respondents

- Prospective Students
- Current Students
- Faculty
- Staff/Admin
- Donors/Alumni
- Employers

How do you typically access the web?

- **Desktops**
  - mostly used by all groups at work/school

- **Mobile/Tablets/Laptops**
  - mostly used by Prospectives, Current Students, Faculty, and Alumni at home

Social media sites used:

- Facebook
- Instagram
- LinkedIn
Surveys - About the Respondents

REPUTATION

RANKINGS

LOCATION
Surveys - Prospective Students

- Decided to go to law school during undergraduate degree and high school
- Help people, practice law, bring change and advocate for important matters

Why USD Law?

1. Location
2. Specific program(s)
3. Reputation

Site usage

32% check the USD School of Law website monthly

I use the USD Law site for...

- Admissions info
- Program info
- Enrollment cost
### Surveys - Current Students

- Decided to go to law school during undergraduate degree

<table>
<thead>
<tr>
<th>Why USD Law?</th>
<th>Site usage</th>
<th>I use the USD Law site for...</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Best in SD</td>
<td>![Calendar Icon] 56% visit the USD School of Law website weekly</td>
<td>- Tech resources</td>
</tr>
<tr>
<td>2. Community</td>
<td></td>
<td>- Academic calendar</td>
</tr>
<tr>
<td>3. Campus</td>
<td></td>
<td>- Contact info</td>
</tr>
<tr>
<td>USD Law Core Values</td>
<td>Faculty</td>
<td>Staff and Admin</td>
</tr>
<tr>
<td>-----------------------------------------</td>
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</tr>
<tr>
<td>1 Commitment to students</td>
<td>Site usage</td>
<td>I use the USD Law site for...</td>
</tr>
<tr>
<td>2 Academic excellence</td>
<td>Mix of daily, weekly, and monthly users</td>
<td>- TWEN</td>
</tr>
<tr>
<td>3 Professionalism</td>
<td></td>
<td>- Blackboard</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Faculty scholarships</td>
</tr>
<tr>
<td></td>
<td>Site usage</td>
<td>I use the USD Law site for...</td>
</tr>
<tr>
<td></td>
<td>69% visit the USD School of Law website daily</td>
<td>- Assist students</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Tech resources</td>
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<tr>
<td></td>
<td></td>
<td>- Academic calendar</td>
</tr>
</tbody>
</table>
## Surveys - Alumni and Employers

### Alumni

**Site usage**

71% visit the USD School of Law website monthly

**I use the USD Law site for...**

- News and Events
- Giving back
- Update info

**News and Events**

- 80% Docket
- 70% Email
- 10% Website

### Employers

**Site usage**

Visit site a few times a year

**I use the USD Law site for...**

- Symplicity
- Staff contact info

**Why hire from USD Law?**

- High quality of students
- Great success
Understanding Our Target Audience
Target Audience

- PROSPECTIVE STUDENTS
- CURRENT STUDENTS
- FACULTY
- STAFF & ADMIN
- DONORS
- ALUMNI
- COMMUNITY
- EMPLOYERS
Content Focus

- Alumni, Employers, Donors
- Current Students, Faculty and Staff
- Prospective Students
- Community Members
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)

Source: http://blog.invoca.com/40-smartphone-usage-stats-that-will-blow-your-mind/
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

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

FOMO
FEAR OF MISSING OUT

Live Streaming and Video Conferences are the preferred ways of communication

Source: http://www.slideshare.net/sparksandhoney/generation-z-final-june-17
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.slideshare.net/sparksandhoney/generation-z-final-june-17)
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
Goals and Objectives
Goals and Objectives

Current Challenges

- Duplicate Content
- Poor mobile experience
- Informative, but bland
- Text heavy

Future Solutions

- Streamlined Content
- Restructured Navigation
- Showcase Personality
- More visually appealing
Core Messaging Priorities

USD School of Law – the perfect climate for studying law

- Collegial atmosphere
- Outstanding faculty
- Supportive alumni network
- Hands-on practical skills training
- Dominance of regional legal market
- Make a difference
Next Steps
Thank You
and Q&A

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