Website Redesign Town Hall
Current Site
Overarching Goals

• **More Dynamic Design** – Based on current web trends and technologies

• **Shift in Audience Focus** – Make prospective students our target audience, while also focusing on current students, faculty and staff, employers, donors, alumni and the general community

• **More Aligned With Key Messaging** – Highlight our outstanding faculty, comprehensive curriculum, innovative skills training, culture of collaboration, dominance in the regional legal market, strong alumni network
Laying the Groundwork

Research & Discovery
- Stakeholder Meetings
- Competitive Analysis
- Student Surveys

Content Strategy
- User Personas
- Brand Personality
- Tone/Positioning
A New Experience
Experience life as a USD Law student

When we say USD offers the perfect climate for studying law, it’s not just about the great weather and our location in America’s finest city.
“Very professional, seems informative and engaging.”

— Prospective Student
“The site is visually appealing and stimulating. I like the choice of colors used throughout.”

– Current Student
The Perfect Climate for Studying Law
Experience life as a USD Law student

When we say USD offers the perfect climate for studying law, it's not just about the great weather and our location in America's finest city.
Learn to practice law—by doing

Through our clinics, advocacy programs, and externships, you'll gain hands-on experience that builds your legal skills.

Legal Clinics  Externships  Advocacy Programs

Bright minds, better together

Study just about every area of law

Top notch faculty
Learn to practice law—by doing

Bright minds, better together

Study just about every area of law

Top notch faculty

Alumni network over 14,000 strong

Upon graduation, you’ll join our network of more than 14,000 successful law alumni across diverse practice areas and industries. With graduates that dominate both the public and private sectors of San Diego’s legal community and throughout the U.S., a USD Law degree connects you across the country.

Alumni Spotlights
Regional Chapters
Alumni Page
"Law school opens access to leaders and mentors."

70% of all students receive academic scholarships

83°F Study Law in America's Finest City

**ACADEMIC CALENDAR**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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| 14-17 | MONDAY - THURSDAY  
Law School Orientation for First-Year JD Students |
| 19 | SATURDAY  
Late Changes Begin |
| 18 | FRIDAY  
Final Registration/Fee Payment without penalty |
| 21 | MONDAY  
Fall Classes Begin |

View Full Calendar
SCHOOL of LAW

ACADEMIC CALENDAR

| 14 - 17 | MONDAY - THURSDAY | Law School Orientation for First-Year JD Students |
| 19      | SATURDAY           | Late Charges Begin                                |
| 18      | FRIDAY             | Final Registration/Fee Payment without penalty    |
| 21      | MONDAY             | Fall Classes Begin                                |

UPCOMING EVENTS

| SEP 13 | ABOTA Civility Matters Lunchtime Event |
| SEP 14 | Mass of the Holy Spirit               |
| OCT 2  | The Red Mass                           |

RECENT NEWS

- USD Law Professor Robert Muth Quoted in San Diego Union Tribune
- Article about Military and Veteran Consumer Protection Issues
- USO School of Law Professor Olly Label Publishes New Book YOU DON'T OWN ME: How Mattel v. MGA Entertainment Exposed Barbies Dark Side
- The Dean's Closet: Now Accepting Donations of Lightly Worn Professional Attire
New Site Features
Prospective Students

Each year, the University of San Diego School of Law welcomes more than 200 of the brightest students from across the country and around the world. The school’s goal is to provide students a robust, rigorous and personalized legal education, both inside and outside the classroom. Watch the videos below to learn more about what law school can do for your career and what makes USD Law a good choice in your journey to become a well-rounded legal professional.

CONTACT:

J.D. Admissions
Warren Hall, Room 203
Phone: (619) 260-4528
Fax: (619) 250-2218
Email: J.D. Admissions
Hours

Directory
Prospetive Student

Why USD School of Law?

LEARN TO PRACTICE LAW—BY DOING.

Through our clinics, advocacy programs, and externships, you’ll gain hands-on experience that builds your legal skills.

APPLY NOW
Audience Hub Pages - Faculty and Staff
Academic Calendar

- Easier to find
- Quick at a glance calendar, with link to full view
- Module can be used throughout site
News Center

- Upgraded look and feel
- Performance optimization
- Events Calendar
- Spotlights
ESADE Law School

Program Details

Term: Fall 2017
App Deadline: Apr 30, 2017

Students are expected to arrive to Madrid on Sunday, October 8 by the early afternoon. Students will travel as a group from Madrid to Valencia on Tuesday, October 10. The program will conclude by the evening of Friday, October 13, and students may depart Valencia on Saturday, October 14.

Term: Fall 2018
Program Dates: TBA - TBA
App Deadline: Mar 21, 2018

Program Location: Madrid, Spain
Valencia, Spain
Other Features

- 30+ forms converted to Salesforce
- New Law Manage area
- Database improvements
- Student Orgs
- Faculty Scholarship
- Student Scholarships
- New Cascade templates
What’s Next?
Next Steps

**Development**
Content Migration  
Site Build  
Database Creation

**Training**
Cascade CMS  
MyPostings  
Directory  
Databases

**Beta Testing/Review**
Browser/Device Testing  
Accessibility  
Bug Fixes  
Content Review
December 13th
STAY TUNED...
Thank You and Q&A

lawredesign@sandiego.edu