Branding and the University’s Web Presence: The Importance of Partnerships

What to Expect from the UD Web Refresh

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INTRODUCTION TO
THE OFFICE OF COMMUNICATIONS & MARKETING

Our Mission:
To position and cultivate a brand image for the University of Delaware that evokes the concepts of distinguished scholarship, research, teaching and service for both internal and external audiences.

Our Objective:
Promote the University's actions, activities, and achievements so that the University is recognized around the world as one of the great public institutions of higher education.
The face of higher education is changing in Delaware on August 1.
The reviews are in….

“Brilliant, eye-catching, visually stimulating and informative…a real winner!”

--The Journal
Welcome to our new World...beginning August 1.

www.udel.edu
**OUR MISSION:**

- Develop a web site that better serves the University’s mission and advances our strategic goals.
- Differentiate ourselves from other universities and respond to increasing demands of our many constituencies searching for information.
- Present the full depth and breadth of our brand (who we are) to the world.
Our web site is a front door to and for the world and is open 24/7.

It must be:
✓ Eye catching;
✓ Easy to navigate;
✓ Have enough information to explain our message clearly;
✓ Load fast, be reliable and look professional;
✓ Reflective of who we are;
✓ Current;
✓ Promoted;
✓ Ready in a disaster;
✓ A component of our communications and marketing strategies.
Refresh the site with a newly structured site organization that:

✓ Is visually succinct
✓ Reduces the number of clicks to content
✓ Drives visitors quickly to the areas they are looking for
✓ Strengthens the UD brand
✓ Capitalizes on the many opportunities open to UD through the Web

2008 Project:

“...The goal of this refresh is to update the façade to be in line with current goals and direction. Search engine services and an events engine will also be evaluated at this time.”

Team members: John Brennan, David Barczak, Maria Fargo, Paul Hyde, Joy Lynam, Paul Rickards
**Goals:**

- Implement a Web strategy that is end user based
- Enhance brand recognition and awareness by maintaining consistency
- Demonstrate the power of the University as a whole
- Support the implementation of an overall brand architecture
- Effectively communicate messages at the University, college and department level
- Build a dynamic database and content-driven site, with content being populated by multiple people on various places on the site
- Provide a deeper online experience to interact with UD
- Integrate our online and offline messaging to ensure maximum impact
- Identify opportunities to leverage technology to integrate initiatives
- Enhance timeliness of communication to multiple audiences
Sum of the Parts

Office of Communications & Marketing

Information Technologies

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UD communications professionals and webmasters