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**Introductions**

**Greg Gearhart**

- Financial Aid Director, Messiah College
- 23 years Financial Aid experience
- PASFAA President 2008/2009

**Dan Weigle**

- Assistant Vice President, Automated Loan Services, American Education Services
- 12 years student loan experience

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**Introductions**

**About All of You?**

- How many participate in your institution's web strategy or standards?
- How many assist in the design your financial aid section?
- How many write the content for your financial aid section?
- How many code your section?
- How many believe your site is as good as it can be?
- Which topics interest you the most?

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**A Solid Foundation is Critical.**

- What do you want to achieve?
- What does your institution want to achieve?
- How will you measure success?

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## A Solid Foundation is Critical.

- Who are your audiences?
- What are they trying/wanting to do?
- What do you want them to do?

**Not sure? Ask!**

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## Design Basics

Build on your foundation

- List and prioritize intentions.
- Understand web page real estate.

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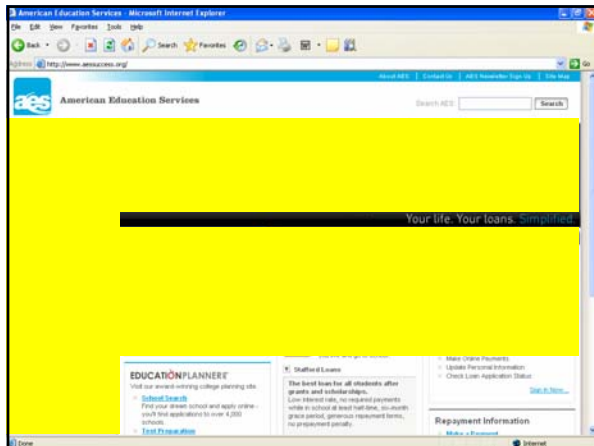
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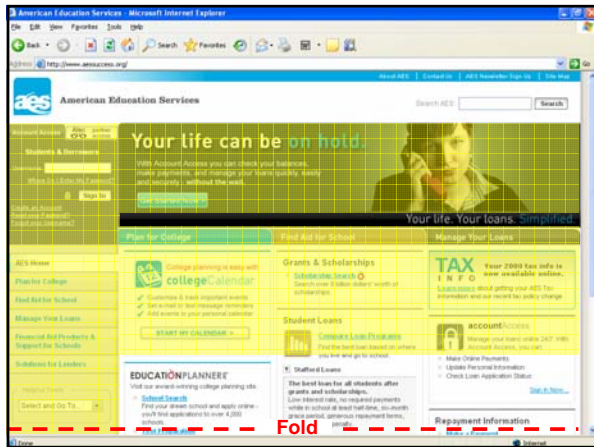
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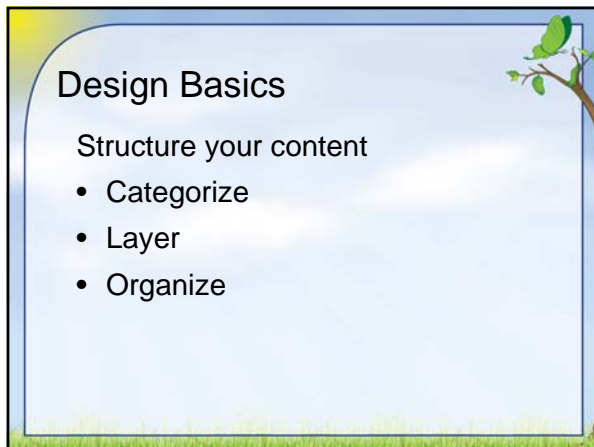
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**Design Basics**

Write Well

- Concise
- Simple
- Structured
- Avoid Jargon

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**Design Basics**

Smart Visual Design

- Let your institution guide you
- Be consistent
- Recognize “Affordance”
- Have a purpose, simple might be better

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**Getting Traction**

Web Design is a Team Sport

- Know branding and style guides
- Don’t jump on every trend
- Focus on goals and outcomes
- Emphasize “What” more than “How”

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**Getting Traction**

Making Friends with IT

- Recognize constraints
- Work well in advance
- Emphasize “What” more than “How”
- Prioritize your requests on value

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**New and in Fashion**

Got?

- Rich Media – video, podcasts
- Social Networks
- Blogs
- Txt and Mobile

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**New and in Fashion**

Understanding what’s hot

- Some things are fashionable
- Leaders can change quickly
- Adoption may be lower than you’d think
- What’s hot might NOT be what you need

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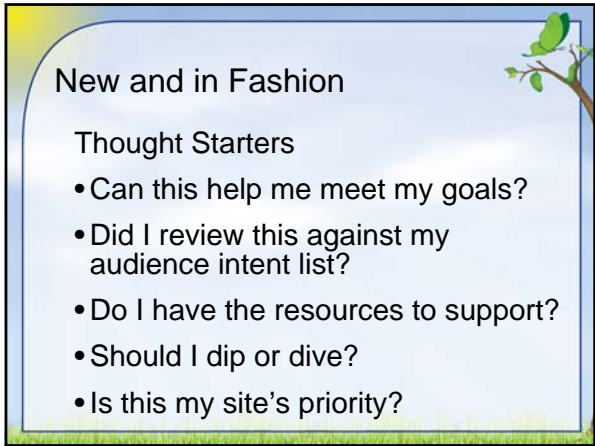
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New and in Fashion

Thought Starters

- Can this help me meet my goals?
- Did I review this against my audience intent list?
- Do I have the resources to support?
- Should I dip or dive?
- Is this my site's priority?

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Questions  
&  
Discussions

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