Making the Web Work for You

Agenda
- Introductions
- A Solid Foundation is Critical
- Design Basics
- Getting Traction
- New and in Fashion
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

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?

A Solid Foundation is Critical.
- What do you want to achieve?
- What does your institution want to achieve?
- How will you measure success?
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!

Design Basics
Build on your foundation
- List and prioritize intentions.
- Understand web page real estate.
Design Basics

Structure your content

• Categorize
• Layer
• Organize
Design Basics

Write Well
• Concise
• Simple
• Structured
• Avoid Jargon

Design Basics

Smart Visual Design
• Let your institution guide you
• Be consistent
• Recognize “Affordance”
• Have a purpose, simple might be better

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”
Getting Traction
Making Friends with IT
• Recognize constraints
• Work well in advance
• Emphasize “What” more than “How”
• Prioritize your requests on value

New and in Fashion
Got?
• Rich Media – video, podcasts
• Social Networks
• Blogs
• Txt and Mobile

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
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?

Questions & Discussions