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DIGITAL STRATEGY
Vision for the new utexas.edu

The homepage should serve as the proud face of the University, extending its brand to convert prospective talent by celebrating the passions of the Longhorn community, its bold ideas, the unique character of its campus, and the richness of its resources – while offering quick routes for loyal constituents to access their desired tools and services.
Homepage Key Content Audiences

• Prospective Students
  – Undergrad students
  – Graduate students
  – Continuing ed students

• Prospective Donors

• Prospective Faculty

• Prospective Staff
New Homepage Content Elements

Music is the shorthand of emotion.

What starts here changes the world.
Homepage Channels: Hero

**Focus Topics**
- Passions
- Athletics
- Austin & Community
- Evergreen sparkly research
- Campus
- Select brand-building campus-wide events
- Seasons
- Buildings, Landscapes
- Resources – gems of UT
- People profiles

**Content**
- Great imagery
- Video or short stories
- External links (rarely)
- Could go to info pages
- Stories up for 1-2 weeks, scheduled in advance, with some limited flexibility
- ~40 heroes per year

**Audiences**
- Prospective Top Talent – all types

**Goals**
- Sign up for email/social
- Apply to be a student
- Apply for a job (faculty or staff)
- Sign up for an event
- Give now

**Metrics**
- Clicks/pageviews
- Applications
- Sign-ups/RSVPs
- Subscriptions

Music is the shorthand of emotion.
Homepage Channels: Pillars

Focus Topics
- Brand pillars
- Bold ideas
- Research
- Opportunities
- Unique resources
- Libraries
- Museums
- Continuing ed
- Entrepreneurship
- Major news
- Student stories

Content
- Short to medium stories or videos
- Provide link to full story for more details
- External links
- Each block rotates constantly as needed
- Hero stories could get demoted here after being up for a while
- Stories MUST have an image

Audiences
- Prospective Top Talent – all types

Goals
- Sign up for email/social
- Give now
- Find out more

KPIs
- Clicks/pageviews
- Sign ups
- Giving
Content Factors

**GOALS/PRIORITIES**
Convert prospective talent & donors. Encourage them to:
- Take actions
- Dive into the site

Showcase UT:
- Resources
- Community
- Experience

**BRAND PILLARS**
Lead
Innovate
Make an Impact
Engage

**STORY FOCUS**
Students
Research
UT Gems
UT Experience

**THEME**
- In Pursuit of Health
- Eyes on Innovation
- Creative 40 Acres
- *Finding Solutions*
- *Preparing Leaders*

**OCCASION**
Seasons
Admissions
Campaign
WCP Legacy
Lege

**PLATFORM**
utexas.edu
Social
@Texas
Ads
Jumbotron

**MEDIUM**
Text
Video
Photos
Storify/UGC
Monthly Mix

2-4 heroes, 6-12 stories

- Student focused
- Research
- UT Gem
- Sports/Culture
- Beautiful Image
- UT Experience/Culture

- [Theme]
  - Highlight degree program?
  - Event promotion?
  - Admissions milestone?
Filter Questions

Does the story clearly illustrate a brand pillar? (required for utexas)
☑ Lead  ☑ Innovate  ☑ Make an Impact  ☑ Engage

Does the story talk about: (required for utexas)
☑ students  ☑ research  ☑ UT gems  ☑ UT experience

Is it aimed at: (required for utexas)
☑ prospective students?  ☑ prospective faculty?  ☑ prospective donors or staff?  ☑ people on campus?

Does it relate to a theme? (preferable for utexas)
☑ In Pursuit of Health  ☑ Eyes on Innovation  ☑ Finding Solutions  ☑ Preparing Leaders  ☑ Creative Forty Acres

Does it surprise, delight, intrigue?
Engender pride?
Invite action?

Does it tie to an important occasion?
(preferable for utexas)
☑ Campaign  ☑ Seasons/Admissions Cycle  ☑ Lege  ☑ Big UT News
# Post Checklist

<table>
<thead>
<tr>
<th>Message</th>
<th>Audience</th>
<th>Multimedia</th>
<th>Call to Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Brand pillar</td>
<td>• Prospective student</td>
<td>• UGC</td>
<td>• Learn more about a program/UT resource</td>
</tr>
<tr>
<td>• Theme</td>
<td>• Undergrad</td>
<td>• Photos/Slideshow</td>
<td>• See related content</td>
</tr>
<tr>
<td></td>
<td>• Grad student</td>
<td>• Video</td>
<td>• Story</td>
</tr>
<tr>
<td></td>
<td>• Continuing education</td>
<td>• Sidebar</td>
<td>• Program description/ad</td>
</tr>
<tr>
<td></td>
<td>• Alum/UT Community</td>
<td></td>
<td>• Event info</td>
</tr>
<tr>
<td></td>
<td>• Prospective faculty/staff</td>
<td></td>
<td>• Stats/infographic</td>
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<td>• Sign up for newsletter</td>
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<td>• Attend an upcoming event</td>
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<td>• Share on social</td>
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<td></td>
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<td></td>
<td>• Apply to be a student</td>
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<td></td>
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<td>• Donate</td>
</tr>
<tr>
<td></td>
<td></td>
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<td>• Buy tickets</td>
</tr>
</tbody>
</table>