

Cory Leahy

# **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.**

[Read story >](#)

What starts here changes the world.



#### *President's Tower Talk*

**Zlotnik family puts its mark on campus.**

Last week, longtime UT supporters Bob and Maureen Zlotnik gave \$5 million toward the construction of Robert B. Rowling Hall, the new graduate education building at the McCombs School of Business.

[Read Story >](#)



#### *Improving Health*

**UT graduates are changing the world.**

Today's students are tomorrow's leaders. The fourth man to walk on the moon. First Lady Bird Johnson. CEO of Southwest Airlines. See how University of Texas at Austin graduates are transforming the world.

[View notable alumni >](#)



#### *Preparing Leaders*

**New football season kicking off soon.**

The kick-off for UT's first football game of the 2013 season starts at 2 pm on August 31 against New Mexico State. Show your burnt orange pride by coming out to cheer on the Longhorns.

[Reserve tickets >](#)



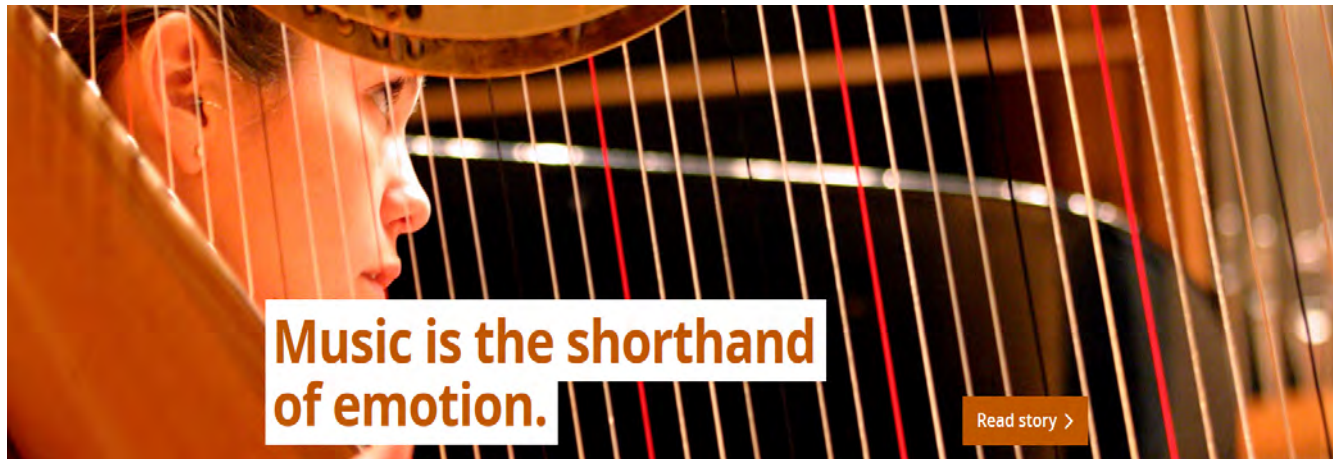
#### *Transforming Education*

**Donations that make a difference.**

Our freshman class will enjoy the benefits of the Bill & Melinda Gates Computer Science Complex and Dell Computer Science Hall, thanks to \$30 million and \$50 million donations from Bill Gates and Michael Dell.

[Tour the hall >](#)

# 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

# Homepage Channels: Pillars



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## 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

**Is it aimed at: (required for utexas)**

- prospective students?
- prospective faculty?
- prospective donors or staff?
- people on campus?

**Does it tie to an important occasion? (preferable for utexas)**

- Campaign
- Seasons/Admissions Cycle
- Lege
- Big UT News

**Does the story talk about: (required for utexas)**

- students
- research
- UT gems
- UT experience

**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?**

# Post Checklist

## Message

- Brand pillar
- Theme

## Audience

- Prospective student
  - Undergrad
  - Grad student
  - Continuing education
- Alum/UT Community
- Prospective faculty/  
staff

## Multimedia

- UGC
- Photos/Slideshow
- Video
- Sidebar

## Call to Action

- Learn more about a program/UT resource
- See related content
  - Story
  - Program description/  
ad
  - Event info
  - Stats/infographic
- Sign up for newsletter
- Attend an upcoming event
- Share on social
- Apply to be a student
- Donate
- Buy tickets