Thank you for your support of the new web site. Please review the attached FAQ for additional information

Q: When will the site be live? Thursday, April 17

Q. Why do we need a new web site?

A. Technology has changed since the launch of the current site in 2011. We have an opportunity to apply the latest technology to make our site even more attractive, effective, memorable and useful for all users, but especially for prospective students.

Q. What are some of the benefits of the new design?
A. The new design is contemporary, lively and friendly in tone. The site features larger photos, more color, and additional opportunities for feature stories. It is also a "responsive" site, meaning users will be able to view it easily on any kind of device (i.e. desktop, laptop, mobile).

The site includes marketing automation features that will enable prospective students to request additional information about the College, schedule visits, or inquire about particular fields of study.

The navigation is simpler and the content targeted very specifically at prospective students. It is intended to draw prospective students in and encourage them to explore all that W&J has to offer. As they navigate the site, we will be able to see where prospects are spending their time, enabling us to perform updates that are meaningful to our users, i.e. strengthening areas where they are clearly looking for more information.

Q. What do I need to do to prepare for the new site?
A. You do not need to do anything to prepare for the new site. Communications is building the content and designing all pages of the future site, incorporating, of course, material from the current site. Any changes are informed by what we know about how prospective students use the web, input from campus focus groups, and research provided by our marketing and web development consultants. We want every section of the site to be valuable and useful and will do our very best to migrate your content into the new design in a way that highlights the distinct offerings of your area.

Once we launch the site, if you see something related to your area that needs to be changed, we will work with you to review the situation and get that done quickly.

Q. Will I be able to see my site, migrated to the new design, before it goes live?

A. Ideally, we would work through the migration one office at a time. Because of the scale of this project, that just isn't possible. We want to assure you that we take seriously the need to get the design and content of every area's site right. One of the advantages of the website is that nothing is permanent. We will be happy to fix whatever didn't hit the mark. We keep an archive of the old site to reference for this very purpose. We will do our best to launch the site with all of the needed content in a way that makes you proud, and then we will gladly work with you to make it better.

Q. Once the new site is live, what do I do if my site has mistakes or content is missing?

A. Our goal at launch is to have all design and content of the site ready. Once the site launches, if you see something that isn't quite right, please contact Erin Faulk, content manager, at efaulk@washjeff.edu.

Q: Will I be able to update my new page?

A. Yes, but maybe not in the way that you are used to. If there is content you would like to add, change or delete, contact Erin Faulk at efaulk@washjeff.edu and let her assist you.

Once you see the new site, if you feel your area, or some portion of it, might not fit the maintenance process described above, we will be happy to talk with you about your situation and options.

Q. I hear that the site is really for prospective students. If this is true, how will everyone else find what they need?

A. It is true that our first goal is to reach prospective student audiences

because we know from extensive research that they make critically important decisions about their interest in the College around the website, and they are our future. But we are equally concerned about providing a useful web presence to our current students, faculty, staff, and alumni. We are confident that the new design can ably serve all of these audiences.

Q. If I request updates, how long will it take for changes to be made?

A. We will always acknowledge receipt of your request within 24 hours. In that response, we will indicate when the work will be completed. We develop that schedule based on an assessment of the complexity of your request and the other projects we are currently working on. Usually we can make your updates within 72 hours (or less) of receiving your request. If your update is urgent and time sensitive, we will act quickly to get it completed.

Q. What should I do if I have an idea for a page or photo (or other material) for the website?

A. Erin Faulk (efaulk@washjeff.edu) will be happy to take your ideas for photos or content, or to accept your changes.

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