



TRANSFORMING OUR WEB PRESENCE IN THE MARKETPLACE

A Report to the Learning and Technology Roundtable
December 2009

Jeff Iseminger, Integrated Marketing

Redesigners

- **Enrollment Marketing Team**
 - < reports to Enrollment Management Task Force
 - < chaired by Jeff Iseminger, Integrated Marketing
- **Tom de Ranitz, marketing consultant**
- **Pam Belding, Web designer**
- **Web Development team, ITS**
- **Stakeholder input**
 - < “owners” of redesigned pages
 - < current students
 - < prospective students

Two large, overlapping, yellow, curved decorative elements resembling swooshes or flames, positioned on the left side of the slide.

University Home Page: Before and After

Pages for

[Prospective Students](#)
[Current Students](#)
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Quick links

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[Undergrad Majors](#)

Student Orientation
Registration



Library Services faculty offer tours and hands-on help to learn various research tools.

NEWS
Alumni award winners

Four graduates -- TA Loeffler, Dennis Miller, Carl M. Egan and Andy Welti -- received 2008 Distinguished Alumni Awards April 10. [read more](#)

EVENTS
April 12, 13: Relay for Life

The campus Colleges Against Cancer chapter will host the fourth annual Relay For Life in Myers Field House Saturday and Sunday, April 12 and 13, from 6 p.m. to 6 a.m. [read more](#)

April 14: Habitat banquet

The 14th annual Minnesota State Mankato Habitat for Humanity banquet, originally scheduled for March 31, will be Monday, April 14. [read more](#)

April 16: Caller awards

The 18th annual Student Caller Award Ceremony will be Wednesday, April 16, in CSU 253/4/5. [read more](#)

LECTURES
April 14: Moore Lecture

Helping to demystify how Earth's oils and gases move beneath us, Geology faculty member Steven Losh will present his research on petroleum and fluid flow at the Douglas R. Moore Faculty Research Lecture Monday, April 14. [read more](#)

April 15: 'White-Collar Crime'

Prosecutor Hank Shea and information officer John Motschenbacher will present the College of Business lecture 'White-Collar Crime' Tuesday, April 15. [read more](#)

ARTS & ENTERTAINMENT
April 10-13: Piano festival

The 12th Annual Bunny Just Piano Festival, featuring performances by professional and amateur pianists, will be Thursday, April 10, through Sunday, April 13. [read more](#)

April 10-13, 17-20: 'Millie'

The Department of Theatre and Dance will conclude its 2007-08 Mainstage season with the musical 'Thoroughly Modern Millie.' Performances are Thursday through Sunday, April 10-13 and 17-20. [read more](#)

GO
FURTHER
THAN YOU
THOUGHT
POSSIBLE





Big ideas. Real-world thinking.

Learn how Prof. Bruce Jones and his students are helping today's vehicles go further to reduce our dependence on foreign oil.

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Ready to apply?
Use our online tools to begin the application process

[START NOW](#) 



New, Improved
Mavericks Web site:
More info, many features.



Make it happen!
Earn your MBA & other degrees in Twin Cities



[LEARN MORE](#)



[VISIT
OUR CAMPUS](#)

News

Special effort
Student leaders urge students to be counted during 2010 Census.

[More news](#)

Events

'Christmas Carol'
Paul Hustoles' adaptation stays true to Dickens' original.

[More events](#)

Opera done well
Kimm Julian's Nov. 19 opera 'Christopher Sly' exudes comedy.

[More events](#)

Be Part of Our Future

- > Give to Minnesota State Mankato
- > Learn about Strategic Partnerships
- > Diversity at Minnesota State Mankato
- > Explore Career Opportunities

 [Ask a question](#)

[Campus Quick Links](#) | [Email](#) | [Directories](#) | [Contact](#) | [Emergency Preparedness](#) | [Feedback](#)

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Other custom-designed pages

PROSPECTIVE STUDENTS

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[Off-campus Learning](#)

[Continuing & Prof. Ed.](#)

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[FAQ](#)

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[Student Life](#)

[Housing](#)

Go Further

With more than 150 majors and 80 graduate programs, we'll take you further than you thought possible.

[Learn more about our high quality academic programs](#)

A great campus in a great community

[LEARN MORE](#)

Flexibility to meet your goals, schedule, and location


From full-time degree programs to non-credit classes – from Mankato to satellite locations to online – from day to evening to weekend classes – you'll find the *flexibility* you need and the quality you deserve at Minnesota State Mankato.

Meet our accomplished alumni

[LEARN MORE](#)

Personal attention in a supportive environment

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UNDERGRADUATE ADMISSIONS

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[Ask a Question](#)

[Transfer of Credit](#)

[Admitted Students](#)

122 Taylor Center
Mankato, MN 56001
Tel: 1-507-389-1822

 [Ask a question](#)

Welcome!

The Office of Undergraduate Admissions serves students who have graduated or will soon be graduating from high school and plan to pursue a four-year undergraduate bachelor's degree.

[Other prospective students](#)




Why Minnesota State Mankato is THE RIGHT CHOICE for you...

[Ideal location and size](#)

[Excellence and choice in academic programs](#)

[Individualized attention in a caring environment](#)

Schedule a tour of our beautiful campus located in the heart of the scenic Minnesota River Valley...



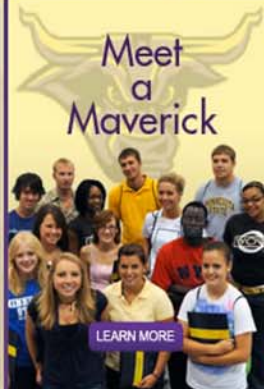
[LEARN MORE](#)

Mark Your Calendar

Prospective Students: Personalize your Minnesota State Mankato experience by becoming a VIP today!

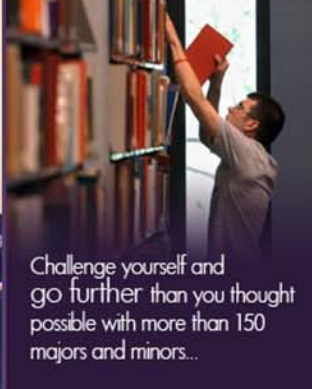
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Meet a Maverick



[LEARN MORE](#)

Challenge yourself and go further than you thought possible with more than 150 majors and minors...



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ACADEMICS

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[All Academic Links](#)



Quality and Choice

Excellence across the curriculum is a Minnesota State Mankato hallmark, where renowned faculty challenge students to explore new possibilities in the classroom and beyond. Choose from more than **150 undergraduate majors**, **80 graduate programs**, and a wide variety of **online** and **off-campus** learning opportunities.



ACADEMIC SUPPORT

[Student Advising](#)
[Other Support Services](#)



KNOWLEDGE serving the real world

Research at Mankato

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UNDERGRADUATE STUDENT RESEARCH

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CURRENT STUDENTS

- [Academic Bulletins](#)
- [Class Schedule](#)
- [D2L login](#)
- [Diversity](#)
- E-services (register, pay bills)**
[register, pay bills, check grades](#)
- [Final Exam Schedule](#)
- [Financial Services](#)
- [MavMail login](#)
- [myMNSU Single-sign-on](#)
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- [Study Abroad](#)
- [Undergraduate Programs](#)
- [Services for Students](#)
- [Page comments/feedback](#)

CAMPUS NEWS



- [University News Releases](#)
- [MSU Reporter Student Newspaper](#)

LISTEN ONLINE



KMSU 89.7 FM Campus Radio

CURRENT CAMPUS WEATHER
From the WALTER WEATHER LAB



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CAMPUS CONNECT

- [Office Phone Directory](#)
- [People Search](#)
- [Group Email Search](#)
- [Campus Event Calendar](#)
- [Services for Students](#)
- [katoparty411.com](#)
- [Student Activities](#)

myMNSU Portal

Get single-sign-on web access to these services and more...

- D2L
- Class Registration
- Tuition Payment
- Grades
- MavCASH
- MavMAIL
- MavDISK

CAREER DEVELOPMENT CENTER

Find out how we can help you plan for your career.

[LEARN MORE](#)



ACADEMIC SUPPORT

[Student Advising](#)

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New Tier 3 Design

- **modular grid system that allows great design flexibility**
- **intended for college, department, office and program home pages**



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- [Transfer Visit Opportunities](#)
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The Best Way to Learn About Minnesota State Mankato

Join us for a **Weekday Campus Visit** [Learn more](#)

OTHER VISIT OPPORTUNITIES...

[Open House Events](#)

In addition to our **weekday campus visits**, our Open House events are another great way to experience the campus and learn more about our outstanding academic programs. [Learn more.](#)

Campus Visits for TRANSFER STUDENTS

If you've already attended college or enrolled in the military after graduating from high school and have specific questions about the transfer process to Minnesota State Mankato we can tailor that campus visit experience for you!

[Join us on a Transfer Thursday.](#)



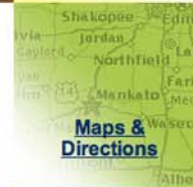
Welcome to Minnesota State University, Mankato!

Mankato is a fast-growing community of 50,000 located just 80 miles southwest of Minneapolis and St. Paul. Our 350-acre campus overlooks the beautiful Minnesota River Valley and is dynamic, energetic, welcoming and just the right size. It's the ideal environment for your college career.

"Campus is amazing. It is buzzing all the time."

MaryKay Bergeron
Majors: *Accounting and HR Management*
Hometown: *Burnsville, MN*

We look forward to meeting you and invite you to use the links on this page to explore the different ways to experience our campus and community.



[Maps & Directions](#)

[Food and Lodging](#)



[Explore Greater Mankato](#)



[See for Yourself Watch the Videos](#)



COLLEGE OF EDUCATION

College of Education Home

MNSU > COE

About the COE

For Students

Programs

Centers & Institutes

Departments and Offices

Alumni & Donors

Office of Academic Advising

Office of Field Experience

Professional Development

Professional Education

Teacher Licensure

Resources & Quick Links

Student Info. Mgmt. System

E-Outreach

Ask a question



SUCCESS
for Students, Schools,
and Communities.

Outstanding programs engaged with the profession make the difference. [Learn more...](#)

FOR STUDENTS...

- [Prospective Students](#)
- [Current Students](#)
- [Grant and Scholarship Info](#)

ANNOUNCEMENTS

- [Welcome to the new academic year AND our new homepage!](#)
- [Doctoral programs now offered by the College of Education.](#)
- [The Third-Thursday webinar continues on Thursday, November 19.](#)
- [Scholarship winners announced for the 2009-10 academic year.](#)

The College of Education at Minnesota State Mankato

Undergraduate • Graduate • Doctoral • Professional Development

Classrooms are filled with more than students and teachers. They're filled with futures. The College of Education at Minnesota State Mankato takes responsibility for helping those futures to flourish – the futures of students and of educators. Prepared today for tomorrow's demands, our graduates enter schools ready to embrace a diverse and changing society with a principled, experienced and enthusiastic approach to education.

We also embrace the responsibility of student success – success that builds healthy individuals, stronger communities, and better schools. At Minnesota State Mankato that responsibility is embedded in our teaching, our research and our working relationships with area schools. [Read more...](#)

[Education Data Portal](#)

[Maverick Insights](#)

[Third-Thursday Webinars](#)

[Alumni and Donors](#)



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- [About the President](#)
- [University Vision & Mission](#)
- [Strategic Plan Report Card](#)
- [Organizational Chart](#)
- [Presidential History](#)
- [Faculty Research Lecture](#)
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MNSU > Administration > Office of the President



Minnesota Gov. Tim Pawlenty, left, and Minnesota State University, Mankato President Richard Davenport.

ahlan wa sahlan
Wilkóm Bienvenido
Welcome
dobrodosli
Kafos irthes
SWAGATAM Namaste

"Our changing and challenging world demands the best of all of us - and I'm proud that Minnesota State Mankato meets that demand by applying the best thoughts of our time to real-world needs. I invite you to explore Minnesota State Mankato and see how applied research, top instruction and boundless imagination allow our students to go further into an exciting and rewarding future for us all." - President Richard Davenport.

A University of big ideas and real-world thinking.

President Richard Davenport recently set forth a new set of bold and exciting strategic priorities. These measures further strengthen Minnesota State Mankato's role as the university with the courage to generate big ideas and the responsibility to apply them toward real-world issues.

It is an environment that takes students further in their journeys through school, careers and their lives - and makes a difference in the world. From student-run food programs for the needy to groundbreaking research into alternative energy, the University's talented faculty, staff and students continue to gain widespread attention for their inspiration and action.

President Davenport detailed his vision for Minnesota State Mankato at his 2009 convocation speech.

President Davenport oversees several initiatives to enhance the University environment. Explore each here.

[A Great Place to Work](#)

[The Status of Women](#)

[Diversity](#)

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MNSU > KMSUFM



Upcoming Events

Smash Palace Day
Friday, November 20, 2009
Listen from 9:30 a.m. to 2:00 p.m. for Smash Palace tunes and interview.

News and Views

- [BBC Iraq VP vetoes new election law](#)
- [Southern MN News project](#)
- [Voices from the Valley](#)
- [In-studio Interviews](#)

PLEDGE NOW

KMSU doesn't exist without listeners like you! Click below to keep this station on-air.



Smash Palace Day

Friday, Nov. 20, 2009
Featuring Steve Butler, lead singer of Smash Palace, a Brit-influenced, power pop band. Butler flew from New Jersey to KMSU to fulfill the dreams of KMSU Day Sponsor, Miriam Dekarski of St. Paul. Listen from 9:30 a.m. to 2:00 p.m. for Smash Palace tunes and interview. Butler and Minneapolis-based rocker, Jerry Rhodes will also entertain that day at Savoy Bar and Grill, located at 526 S. Front Street, for the benefit of the [Southern Minnesota Autism Coalition \(S.M.A.C.\)](#) from 4:30 - 6:30 p.m.



Listen Live



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Underwriting Partners



Mankato, MN
49 °F / 10 °C

Clear at 2:55 PM
[Click for Forecast](#)



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- Summer Housing
- Residence Halls
- Rates
- Dining Services
- Policies
- Additional Resources
- What is my Tech ID?
- What is my PIN?

MSU > Residential Life >

Living on Campus

The smart choice no matter where you are in your college career.

News and Info for Current Residents

All the information you need. [Click here.](#)

DID YOU KNOW

that students who live on campus...

- Tend to have higher GPAs
- Find more opportunities to make connections at the University
- Are more likely to graduate

Moving in this Fall?

[Click here for a complete checklist.](#)

Welcome to Minnesota State University, Mankato!

Our exceptional residential life program will allow you to get the most out of our college experience, and we are dedicated to providing a safe, secure, and enriching environment for our students.

Here are five great reasons why living on-campus is the smart choice for you:

- [Academic and Personal Success](#)
- [Personal Attention](#)
- [Convenience, Convenience, Convenience](#)
- [Great Amenities](#)
- [Outstanding Value](#)

Apply for Housing

[Learn more](#)

Look Inside

Amenities, Floor Plans, 360° Room Views

Parents

[Find the FAQs](#)

Dining

Live well, eat well!



STUDENT FINANCIAL SERVICES Campus Hub

- Home
- Personal Financial Mgmt
- Financial Aid Programs
- Student Charges and Payments
- Additional Services
- Campus Information
- E-services (register, pay bills)
- Cashiers Office
- MavCARD ID
- Forms
- Site Map
- Contact Us
- Ask a Question

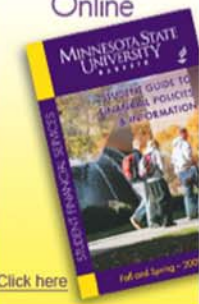
Minnesota State University
Mankato, MN 56001-6062
1-800-722-0544

MSU > Campus Hub >

We're Here to Help

We want your finances to go smoothly, so you can focus on your academics.

Access the Student Guide Online



[Click here](#)

College is Affordable
Minnesota State Mankato provides a high quality education at affordable prices.

- [Monthly Planning Guide](#)
- [Spending Plans](#)
- [Calculators](#)
- [Tuition and Fees](#)
 - Differential Costs
 - Global Solutions
 - Reciprocity
 - Legacy Tuition
- [FAFSA Help Sessions](#)
- [ASK ... Money is available](#)

Announcements

- [2009 Summer Term Financial Aid Application](#)
- [Fall 2008–Summer 2009 Tuition and Fee Rates](#)
- [Accepting Financial Aid Awards](#)
- [Important Dates](#)
- [Purchase a Parking Permit](#)

DID YOU KNOW

- The Campus Hub is your one stop station for questions
- 90% of financial aid forms are online
- 85% of Financial Aid students are on Direct Deposit

Know Your Costs
[Learn more](#)

Know Your Resources
[Learn more](#)

Start with FAFSA
[Learn more](#)

Maximize Your Investment
[Learn more](#)



New template wrap for all pages

[FYE Home](#)

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Learning Communities

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Undeclared Academic Advising Services

Educational Outreach Workshops

Sophomore Initiatives


Parent Services




Student Employment

Welcome Week


FYE Staff

Contact Us

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Owner: [First Year Experience](#)
Last Modified: 2008-10-20

 [MNSU](#) > [FYE](#) > [Learning Communities](#)

Learning Communities

Purpose

The Minnesota State University, Mankato Learning Communities Program provides an opportunity for incoming **first year students** to join a community that supports their academic success and transition to college life, as well as encourages students to involve themselves in the different opportunities we have to offer on campus!

How they work

Learning Community students take some of their semester classes together and many live on the same residence hall floor providing an excellent opportunity to connect with other first year students. Each Learning Community has their own Learning Community Coordinator (LCC) who is dedicated to the academic success of every member as they transition to college life at Minnesota State, Mankato. The LCC assists each student in setting academic goals, develops study groups for the community, and plans service work, cultural appreciation, and other events.

Make the most of your first year!

You're only a first-year student once-and it's the only chance you have to become part of one of Minnesota State Mankato's residential Learning Communities. You'll meet other students with similar interests and passions, and you'll discover activities that suit you as a student and a person. You'll live and learn in an environment designed specifically for success on campus and beyond.



"The learning community has done more for me than I could ever imagine. It has connected me with the campus, to the faculty, and not to mention the best friends I have gained for life. It has helped me stay focused on my goal, and is preparing me for the future. This positive experience has been filled with support, knowledge and friendships. I do not think that I could have done this well and gotten this far without it". - Current Learning Community student

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Budget

- **\$100,000 original grant**
- **\$12,000 remaining, as of Dec. 1, 2009**
- **Focus of remainder:**
 - < additional photography for new Web pages and downloadable Image Library
 - < scheduled for spring 2010

What's needed now?

- **A Director of Web Marketing to help departments, colleges and offices redesign their pages with these aims:**
 - < Use vibrant color and emotive photography.
 - < Write engaging copy designed for target audiences.
 - < Include “sell,” not just “tell.”
 - < Deploy new flexible Tier 3 structure for home pages.



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A Report to the Learning and Technology Roundtable
December 2009

Jeff Iseminger, Integrated Marketing