

WSE Web Redesign

Audiences & Motivation

WSE Website Audiences

Primary	Secondary	Tertiary
<ul style="list-style-type: none"> • Prospective Students <ul style="list-style-type: none"> ○ Undergrads ○ Grad students • Current Students <ul style="list-style-type: none"> ○ Undergrads ○ Grad students • Parents • Alumni/Donors 	<ul style="list-style-type: none"> • News Media • WSE Faculty & Staff • Fellow Researchers & Faculty (external) • Funding Agents 	<ul style="list-style-type: none"> • Potential Hires • Employers • Community Members <ul style="list-style-type: none"> ○ K-12 Teachers ○ Local organizations

Department Websites Audiences

Primary	Secondary	Tertiary
<ul style="list-style-type: none"> • Current Students <ul style="list-style-type: none"> ○ Undergrads ○ Grad students • Prospective Students <ul style="list-style-type: none"> ○ Undergrads ○ Grad students • Alumni/Donors 	<ul style="list-style-type: none"> • WSE Faculty & Staff • Fellow Researchers & Faculty (external) • Potential Hires • Funding Agents 	<ul style="list-style-type: none"> • Employers • Community Members <ul style="list-style-type: none"> ○ K-12 Teachers ○ Local organizations

Audience Motivations & Business Needs (Primary audiences)

Prospective Undergraduates	Prospective Graduates	Parents
<p>Motivations:</p> <ul style="list-style-type: none"> • I'm interested in JHU, what majors/degrees do they offer? • I love math (for example), what math majors are offered at JHU? • What can you do with a degree in ChemBE, BME, etc.? • What's happening on campus? Around the city? • What is the JHU community like? Will I like it? Will I fit in at JHU? <p>Business Needs:</p> <ul style="list-style-type: none"> • Recruit the best, brightest and most well-rounded students. • Tell the Hopkins story, what sets us apart. • Communicate opportunities for undergrads across the Homewood Campus. • Increase enrollment in 5-year concurrent BS/MS program. • Highlight undergraduate research. 	<p>Motivations:</p> <ul style="list-style-type: none"> • I'm interested in a specific area of research. Is there someone at Hopkins working in that area? • I'm interested in working with a specific faculty member. Does that person's lab have openings for grad students? • Is there funding available to support my research? • Will I like living in Baltimore? Can I afford it? <p>Business Needs:</p> <ul style="list-style-type: none"> • Recruit the best and brightest graduate students. • Communicate diverse grad program offerings, including EP part-time program. • Sell Baltimore as a good place to live, study and work. • Tell the Hopkins story, what sets us apart. 	<p>Motivations:</p> <ul style="list-style-type: none"> • What can you do with a degree in ChemBE, BME, etc.? • Will my child to be successful at JHU? Will he/she find a good job after graduation? • Is Baltimore a safe place to live? • What's happening around campus? <p>Business Needs:</p> <ul style="list-style-type: none"> • Tell the Hopkins story, what sets us apart. • Communicate opportunities for undergrads across the Homewood Campus. • Sell Baltimore as a good place to live, study and work. • Encourage active parent community – JHU Parents Facebook page, blog • Convert parents to donors

Current Undergraduates	Current Graduate Students	Alumni/Donors
<p>Motivations:</p> <ul style="list-style-type: none"> • What do I need to do to complete my degree? (Requirements checklist) (dept) • What policies, procedures do I need to know about? (WSE, dept) • I'm looking for research experience. Which lab(s) should I solicit? Who do I contact? • I'm looking for opportunities to study abroad? What's available to me? • I want to join/start a group? What student groups are on the Homewood Campus? • What's going on around campus? Special events, seminars, news, career fairs, etc. <p>Business Needs:</p> <ul style="list-style-type: none"> • Communicate degree requirements, policies, procedures. • Communicate special events, seminars, news, career fairs, etc. • Foster community engagement, on campus and online. • Convert students and recent graduates to donors. 	<p>Motivations:</p> <ul style="list-style-type: none"> • How can I connect with other faculty/grad students working in my area of research? • I'm interested in working with a specific faculty member. Does that person's lab have openings for grad students? • Is there funding available to support my research? • Will I like living in Baltimore? Can I afford it? <p>Business Needs:</p> <ul style="list-style-type: none"> • Communicate degree requirements, policies, procedures. • Communicate special events, seminars, news, funding opportunities, etc. • Foster communication and collaboration. • Highlight research by current graduate students to aid recruiting efforts. • Convert students and recent graduates to donors. • Make EP community part of the broader JHU community. 	<p>Motivations:</p> <ul style="list-style-type: none"> • Why should I give? • What will my money support? • How do I give money? • What's happening on campus? (alumni events and general school news) <p>Business Needs:</p> <ul style="list-style-type: none"> • Drive donations. • Recruit alumni volunteers. • Drive attendance at events. • Foster community engagement, both on campus and online. • Keep alumni up-to-date on happenings on campus, and off campus (news of fellow alumni)