

OWU WEB CONTENT STRATEGY

Maintaining your website can be a daunting task, especially when it comes to creating and publishing content. But with a little help from the content strategy and its simple guidelines, you should be able to inform and inspire your visitors with fresh, engaging content.

It is important to remember that your website is not just a place for your content, it is an interactive space that should respond to your audience's needs in the same way a good conversation does.

Ohio Wesleyan University

Office of University Communications

61 S. Sandusky St.

Delaware, OH 43015

OWU WEB CONTENT STRATEGY

Target Audiences

Who does the new owu.edu speak to?

The new owu.edu speaks to a variety of audiences, each with different aims in visiting the site. As a main initiative of the redesign, the unique needs of external audiences should be our highest priority, with prospective students as the primary target for the site. Internal audiences, who already have connections to the University, are more likely to come to the site with specific goals in mind. Their needs are more procedural, sometimes routine, and less experiential.

- Prospective students
- Parents of prospective students
- Current students
- Faculty and staff
- Donors/Alumni
- Parents of current students
- Prospective faculty and staff
- Media
- Community

OWU WEB CONTENT STRATEGY

Target Audiences

Producing targeted content

"Who is this content for?" This is one of the most important questions to ask yourself when creating content for the Ohio Wesleyan website. You must **understand who you're speaking to** before you can **determine the kind of conversation you want to have**. A prospective student interested in student life has different needs than alumni trying to request transcripts for graduate school applications.

Your audiences may be:

- On the site to explore
- Interested in learning more about you
- Visiting to accomplish a very specific task

We should be:

- Telling stories throughout the website
- Introducing the brand through interesting details about the people and programs that make OWU unique
- Allowing visitors to complete tasks without getting in their way

OWU's site must serve a multitude of audiences, but we must always remember that the audiences who know the least about us are the most urgent for us to support. This isn't because they are more important, but because these visitors are the most likely to shape their entire impression of OWU through their experience on the website.

OWU WEB CONTENT STRATEGY

Voice & Tone

How to write for the new owu.edu

On the web, content is king. A beautiful design will help OWU stand out, but the design is only as good as the writing and imagery it helps present. Voice and tone are the two main components of writing style, as explained by *Nicely Said: Writing for the Web with Style and Purpose* by Nicole Fenton and Kate Kiefer Lee:

People often use the words voice and tone interchangeably, but they're not the same thing. Your voice is your company's public personality. It doesn't change much from day to day. Like your own individual personality, it comes through in all of your content and influences how people perceive you. On the other hand, your tone changes to fit the situation. While your voice is more about you, your tone is more about your readers and how they feel. Together, your voice and tone make up your writing style.

Keywords

From the Creative Brief, the following are the Voice & Tone keywords. A piece of content doesn't need to fulfill every word, but care should be taken to avoid undermining these values.

- Engaged
- Academically Driven
- Personal Connection
- Eclectic
- Leaders
- Sense of Humor/Fun
- Warm

OWU WEB CONTENT STRATEGY

Good Writing

Good writing is the same both online and off. But we know that users read differently on the web. They instinctively scan or skim until they find the information they need.

Make sure you are writing and sharing clear and concise messages. Avoid overly lengthy sentences and paragraphs, or dense blocks of type whenever possible. Be sure to use visual hierarchy, structuring, and variation to help make a page clear in purpose and easy to scan, while remaining visually interesting.

Basic page content, or content entered through your WYSIWYG editor, should always be treated with great care. It should be as clearly written as possible, remaining within the official voice of the website, unless an individual is being quoted or is clearly speaking directly to the audience.

The website's voice should always remain consistent, although its tone should change depending on the purpose of the content. Don't treat serious situations lightly, but take the opportunity to be playful or unexpected when presenting lighter content.

The Voice & Tone suggestions throughout this document should serve as a guide to all content creators to ensure that a consistent voice and proper tone is used throughout the website.

OWU WEB CONTENT STRATEGY

When & How to Use Your Website's Features

Various templates and features have been designed to tackle the content needs of the OWU website. These features (also called components) provide a tool kit to help the content creators manage and publish the kinds of content needed, with little work on anyone's part to make things look professional or beautiful.

The trickiest part can be knowing exactly when and how to use a component. What follows are guides for using each individual component. We have clearly outlined the recommended usage and types of content that should be included within each component or feature.

Why all the rules? The driving goal behind the site redesign is to provide options while maintaining a consistent look. When components are used within the recommended guidelines, they will enhance the design and behave correctly when the site is viewed on mobile devices.

Share this content strategy document with those responsible for managing or creating content; it will be extremely helpful for the entire team to have a resource to refer to when it comes to generating any content. The bottom line: find the right feature or component to get the job done, and remember to always consider your audience.

OWU WEB CONTENT STRATEGY

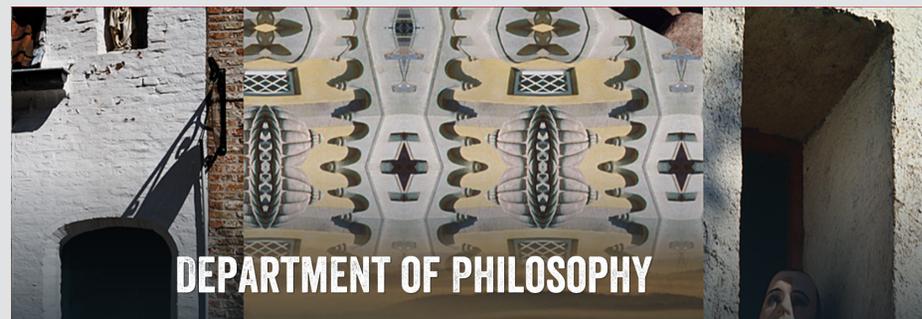
Content Page: Included Components

The Content Page is the most basic and versatile template design, and is intended to be used for the majority of subpages throughout the site. While many components are available for inclusion on content pages, an average page should use only a few tasteful elements that support the primary body copy. Don't overwhelm a short page with an overabundance of visual components when one or two simple callouts would suffice.

Custom Header

Every Content Page requires the selection of a header. Options include headers with the seal (default), Oh-Wooo, seven themed OhWoodle designs, a custom image, or plain black (blank).

The custom image for the content template is optional, but can be a great way to provide an engaging visual introduction to the topic at hand. When selecting an image, use high quality photographs that support the subject matter on the page, but avoid using copyrighted images. The default header is the OWU seal image.



minimum image size
1440 x 570

OWU WEB CONTENT STRATEGY

Content Page: Included Components

Using the WYSIWYG editor for page content

Body Copy should always be tailored to fit the content goals of the page. Voice and tone often change throughout the site depending on your audience and your topic. Consult the Voice & Tone sections of this guide to find specific directions for key sections of the site.

As a general rule, quality is always more important than quantity. Before submitting any written material, remove anything that is repetitive or off-topic. Be sure to break up sections of copy with brief, engaging headers that provide organization and structure. Also make use of in-content images, ordered and unordered lists, tables, and block quotes when appropriate to break up information and make it more scannable. Remember that there will be many visual ways to tell the story of OWU through callouts and feature areas on the page. You don't need to do all the work with body copy.

MEET ROCK JONES



President Jones celebrates the labyrinth installation with the OWU community.

Since Rock Jones, Ph.D., became Ohio Wesleyan's 16th president in 2008, his energetic leadership has been helping to move the University forward with innovative academic programs, new and rejuvenated campus facilities, and a strong sense of engagement with alumni and the community.

OWU WEB CONTENT STRATEGY

Content Page: Included Components

Using the Contact Information component

The BigTree content management system has a built-in section for contact information on every Content Page. Fields in this component only appear on the page when information is entered. Consistency is key with this component.

Title: Use default text or simplify to CONTACT INFO

Location: List the name of department, office, or group, then building name and room number. The mailing address (61 S. Sandusky St.) is omitted because it's in the footer. Do not put individual names of persons in this Location section.

Phone Number(s): Use dash instead of parenthesis to separate area code.

Email: Should be a University email address 99% of the time.

Social Media: Only fill in fields for the social media platforms that are used. These are pre-built to feature Twitter, Facebook, and LinkedIn. An Instagram component is available. Utilize the third column of the Contact Information component for other social media.

Third Column: Available for individual contact person name, office hours, or additional social media. If displaying office hours, format the days of the week and hours like this:

M-F(three spaces)9 a.m.-5 p.m.

Days of the week format: **M, Tu, W, Th, F, Sa, Su**

DEPARTMENT CONTACT INFO

LOCATION

Elliott Hall
Ohio Wesleyan University
Delaware, OH 43015

P 740-368-3835
F 740-368-3644
E jgpeople@owu.edu

SOCIAL MEDIA

Facebook [Visit Us](#)

DEPARTMENT CONTACT

James G. Peoples
740-368-3839
jgpeople@owu.edu

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Content Page: Optional Components

In-Content Text / Image Callout

BigTree provides In-Content Blocks as an optional text/image display on any content page. This callout can display a title, image, text, and link. Consider using In-Content Blocks when you are presenting a list of links or a series of images that link to different sections of the website. In-Content Blocks can be rearranged, edited, and deleted, but they cannot be archived.

This component flows to the left of the right-hand navigation and below the body copy entered into the Page Content WYSIWYG area.

page intro

Ohio Wesleyan will challenge you to push yourself academically as you learn to think creatively, communicate effectively, and work collaboratively—all hallmarks of an OWU liberal arts education.

[Academic Resources](#) ▾

[ACADEMIC ADVISING](#)

[ACADEMIC CALENDAR](#)

[SAGAN ACADEMIC RESOURCE CENTER](#)

[OFFICE OF THE REGISTRAR](#)

[SCIENCE LECTURE SERIES](#)

[NATURE PRESERVES](#)

[GPA CALCULATOR](#)

headline and text in page content WYSIWYG editor

THE TOOLS YOU NEED TO SUCCEED!

These academic resources will help you to meet the those challenges and prepare for lifelong learning and leadership in today's global society.

In-Content Block

L.A. Beeghly Library

The L.A. Beeghly Library is the main library at Ohio Wesleyan University. Discover all the resources available to you for research and study and the hours of operation.



[MORE INFORMATION](#) ▶

OWU WEB CONTENT STRATEGY

Content Page: Optional Components

Full-Width Callout Blocks

BigTree provides Full-Width Callout Blocks to enhance page content and provide more opportunities to utilize media on the site. Because these components are very visual, we urge you to not overwhelm a page with minimal content by inserting more than one or two Full-Width Callout Blocks.

The next several pages provide visual representations of Callout Blocks in use on our site and provide suggestions on the best way to use these components. Following these best practices helps owu.edu to maintain a consistent look and function for the user.

When placed on the site, Full-Width Callout Blocks appear below the Page Content, any In-Content Blocks, and the right-hand navigation. Full-Width Callout Blocks can be rearranged, edited, and deleted, but they cannot be archived.

| | | |
|-------------------------------------|--------------------------------|-------------------------------------|
| Content Blocks with Photo Carousels | Events Carousel | Featured Custom Event/ News Callout |
| Large Photo Carousel | Link List | Media Gallery Grid |
| Multi-Column Text Callouts (Red) | News & Events | News Headlines |
| People Carousel | Stories Carousel | Split Text |
| Story Callouts with Sidebar | Text Callouts with Red Sidebar | Tips & Answers |
| Triple-Column Image Callouts | | |

OWU WEB CONTENT STRATEGY

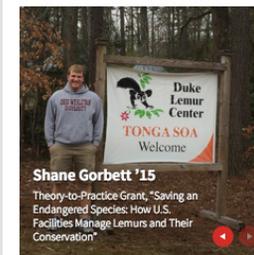
Content Page: Optional Components

Content Blocks with Photo Carousels

This component can be used as a single or stacked feature to highlight important content in a visually engaging way.

Features & recommendations for use:

- Top-level intro header, content, & link
Optional; in many cases not necessary to use. If intro elements are used, they must apply to all the blocks underneath.
- Blocks of content that include copy, link, and scrolling media carousel
Stack up to 3 blocks. Copy should be relevant to all media in the adjacent carousel.
- Title and caption on carousel images
Optional; keep the title and caption very short. Carousel images can be rearranged.
- Carousel images with click through links OR click and play YouTube video feature
Links are optional. YouTube videos require an image that fits carousel size requirements. YouTube player pops up over the web page.



GET YOUR HANDS DIRTY.

Our Theory-to-Practice Grants let you pursue your passions. You might conduct environmental research in Australia. Or participate in a prestigious National Theatre Institute summer intensive program. These are just a few of the projects Ohio Wesleyan students have immersed themselves in recently.

[MORE INFORMATION *](#)

EAT, SLEEP, AND BREATHE YOUR PASSION.

OWU's Small Living Units, or "SLUs," bring together students with shared interests. Residents share responsibilities for the house, plan things like service projects, campus speakers, and more.

[MORE INFORMATION *](#)



NEVER BE BORED.

Downtime isn't very appealing around here. There's too much we want to do. Arts, sports, music, service, faith, Greek life, student government – there are 150 clubs, organizations, and activities on campus.

[MORE INFORMATION *](#)

OWU WEB CONTENT STRATEGY

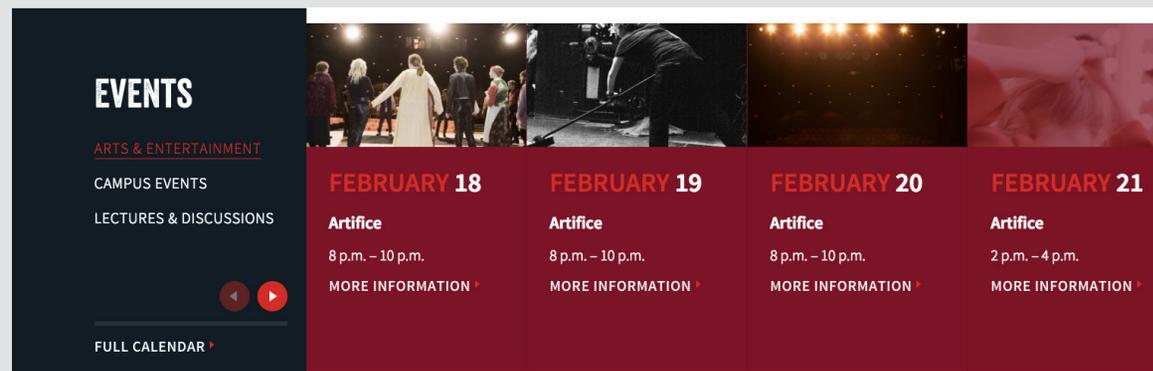
Content Page: Optional Components

Events Carousel

This component pulls in a feed of events from the owu.edu calendar based on a specified category. In general, events submitted for the owu.edu calendar should be open to the public, or of importance to the external OWU community, such as the academic calendar.

Features & recommendations for use:

- Features up to 12 events that have photos associated with them
Events with no photos show up only on the Full Calendar page.
- Select up to five categories to feed events into your page's Event Carousel
Or select just one category. But make sure there are at least 3-4 events in this category. If no category is selected, the 12 most recent calendar events will appear in the carousel.
- Insert optional text in the left sidebar of the component
Or leave the text field blank and the list of categories selected for the component will appear in list form.
- Calendar events can be created by submitting them to the Communications office
Use the [SUBMIT AN EVENT](#) form on the [owu.edu/calendars](#) page.



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Content Page: Optional Components

Featured Custom Event / News Callout

This component is designed to call out one specific event relevant to the page/audience.

Features & recommendations for use:

- Event name, secondary title, date, and two link opportunities
 - Use one link to take visitors to more details about the event, the other link to owu.edu/calendars.
 - Keep event titles brief and use active language in the event description.
 - We recommend an engaging photo vs. event logo for the image.
 - When the event is over, your department/office/group is responsible to replace the event and image.
 - If no featured event exists to fill this space, then drop the component from the page.

COMMUNITY DAY

[SEE FULL CALENDAR](#) ▶



PRESENTED BY BISHOP BACKERS **SATURDAY, JANUARY 23**

This family-friendly event will include a visit from Columbus Zoo animals, children's activities provided by the YMCA, an expo of area organizations and businesses, and OWU men's and women's basketball games vs. Denison. Admission to both games is free with a canned food donation to benefit the food pantries of Lutheran Social Services. The expo opens at noon inside Gordon Field House, 105 S. Sandusky St., Delaware. The basketball games tip-off at 1 p.m. Food will be available for sale.

[Community Day 2016](#)

OWU WEB CONTENT STRATEGY

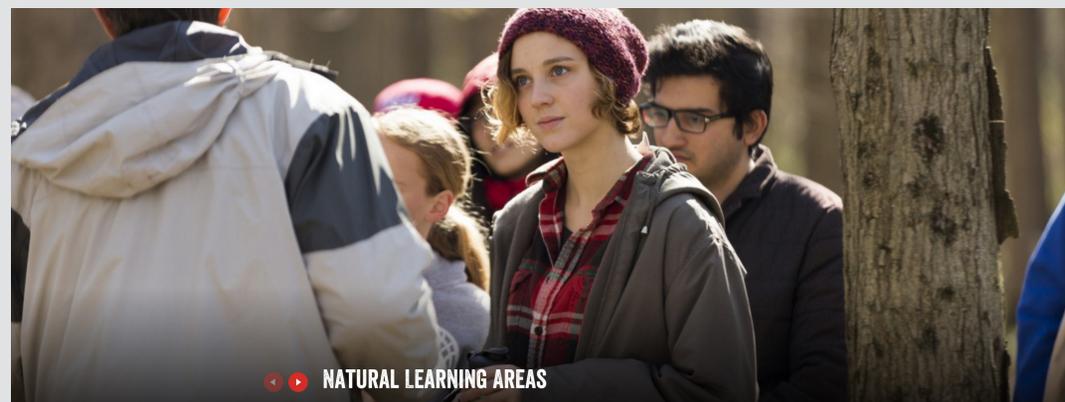
Content Page: Optional Components

Large Photo Carousel

The Large Photo Gallery provides space to visually present content that is difficult to express in words. Be selective when choosing images for this gallery. Images should be of high quality and should be visually striking. They must be relevant to the subject matter of the page.

Features & recommendations for use:

- Scrolling images with captions
 - Short captions are strongly recommended.
 - Keep image titles brief.
 - Minimum of six photos in the gallery, if possible.
 - If possible, refresh the gallery by adding new photos or replacing all the photos each semester. If you have the capacity to update as frequently as every one or two months, do it.



◀ ▶ NATURAL LEARNING AREAS

Professor David Johnson leads a group of students through one of 2 large nature preserves maintained by Ohio Wesleyan. Ohio Wesleyan maintains multiple outdoor and indoor learning environments, including an herbarium, greenhouse, and an arboretum. These serve as living labs for students and faculty.

OWU WEB CONTENT STRATEGY

Content Page: Optional Components

Link List

The Link List or Resources Box provides content managers the opportunity to display a visually appealing list of links vs. a vertical list of text links or a table of links.

Features & recommendations for use:

- Include up to 12 links to other owu.edu pages or external non-OWU pages.
 - Keep link titles brief.
 - Arrange links easily based on importance/relevance. (They are easy to rearrange.)
 - Create a minimum of 6 links—otherwise do a vertical list of links in the page content.
 - Try not to duplicate every link in this box with right-hand navigation links.

RESOURCES

[COURSE CATALOG](#) ▶

[ACADEMIC CALENDAR](#) ▶

[LIBRARIES](#) ▶

[BOOKSTORE](#) ▶

[STUDENT HANDBOOK](#) ▶

[CAMPUS RESERVATIONS](#) ▶

[HOW TO AT OWU](#) ▶

[TRANSCRIPT](#) ▶

[FITNESS FACILITIES](#) ▶

[TODAY'S MENUS](#) ▶

[CAREER SERVICES](#) ▶

[SENIORS](#) ▶

OWU WEB CONTENT STRATEGY

Content Page: Optional Components

Media Gallery Grid

While the Large Photo Carousel calls for high-quality striking images, the Media Gallery Grid should tell a story about the content on the page.

Features & recommendations for use:

- Include a minimum of six images or video.
 - Each photo should have a headline and/or caption. If captions are used, keep them very brief.
 - Photos do not have to be of the highest quality, but the story each tells should be rich.
 - If possible, update the grid once per semester.

A LOOK AT ZOOLOGY



OWU WEB CONTENT STRATEGY

Content Page: Optional Components

Multi-Column Text Callout (Red)

This component is designed to provide one row of features or opportunities with a link to find more information.

Features & recommendations for use:

- Only use this feature if you have three items to feature
Any less or any more, look for a different callout to use.
Keep each of the three sections of the callout brief.
Any single item should fit entirely on a cell phone screen.

FEATURES & OPPORTUNITIES

Study Abroad & Meet Visiting Scholars

Classics students have the ability to apply to study in Greece and Italy. The Dorothy Herbst Prize supports summer study and travel in Europe, North Africa, and the Middle East that is related to Classics and to the study of classical antiquity. OWU also hosts a vibrant series of lecturers from top Classics programs. In short, Classics majors and minors are able to engage with the rich and varied treasures of the noble traditions of the ancient Greeks and Romans that stand at the very heart of western civilization.

Research Orientation

We are a research-oriented department. Our majors in Classics are encouraged to pursue research projects and summer research travel from the start, and we have the generous resources of the Herbst and Robinson endowments to assist in these endeavors. Our students have been admitted to some of the finest graduate programs in the country; every summer we send students abroad to study classical antiquity in Europe. Our students publish papers and present the findings of their research at conferences. And every year, visiting speakers introduce our Classics students to different scholarly approaches to the discipline.

Career Paths

Classics majors are well trained for a variety of career and lifetime pursuits, and the OWU Classics program regularly sees its graduates admitted to graduate programs in Classics. Our students have been admitted to some of the finest graduate programs in the country.

OWU WEB CONTENT STRATEGY

Content Page: Optional Components

News & Events / News Headlines

Both of these components pull in related content based on a category.

Features & recommendations for use:

- News & Events pulls in two news stories with photos and three events

Use this component only if you are not already displaying an Events Carousel on the page.

Select the categories to determine which stories and events feed into the component.

- News Headlines pulls in two news stories with photos and three without photos

This component can be used in conjunction with an Events Carousel.

News categories can be selected to display specific types of stories.

Be sure that enough stories populate the component within a category, or assign additional categories.

HEADLINES



An Artist Finds 'Solace'
Ohio Wesleyan's Catie Beach '16 Unveils Her First Solo Exhibition "As an artist, my time here at OWU has been really constructive," says Catie Beach ...



Theory-to-Practice Grant, 'Understanding the Global Prevalence of Plumage Microbes'
Name: Nadya Solnychuk '17Majors: Zoology and Psychology/Minor: TheatreHometown: Vineland, New JerseyExperience: Theory-to-Practice Grant, 'Understanding ...

EVENTS

FEBRUARY 19
Great Decisions: 'The Kurds,' Melinda McClimans

FEBRUARY 24
"A Glimpse at the Culture & Art of Mexico"

FEBRUARY 25
Science Lecture Series: Matthew Oremland, Ph.D.

NEWS HEADLINES



Theory-to-Practice Grant, "Spanish Classical Theater and its Relevance to Contemporary Society"
MAKE THE CONNECTION
Name: Chris MacDonald '16Majors: Spanish and Theatre Hometown: Valencia, California Experience: Theory-to-Practice Grant, "Spanish Classical Theater..."



Ohio Wesleyan Announces March 2016 Public Events
PRESS RELEASE
DELAWARE, OH – Ohio Wesleyan University today announced its March 2016 lineup of public events. For the latest OWU event information, including schedule...

OWU Graduate Elected to National Academy of Inventors
OWU IN THE NEWS

Ohio Wesleyan Professor To Discuss One-Room Schoolhouses
PRESS RELEASE

Ohio Wesleyan RAKtivists
FEATURE STORY

MORE NEWS HEADLINES >

OWU WEB CONTENT STRATEGY

Content Page: Optional Components

People Carousel / Stories Carousel

Both of these components provide a scrolling presentation of stories or people related to your page content.

Features & recommendations for use:

- Both carousels provide a title and description area in the left sidebar.
 - Add text to both of these areas, but keep text short so that it does not run off the bottom edge.
- Both carousels require a minimum of three stories/persons to exist on a page.
 - The maximum number of stories/persons should be under 9.
 - Neither component should be used to list every single person in the department/office/group; create a separate staff page to showcase all people in a group/area.
- Stories and featured persons require a photo and description text.
 - Keep description brief. People Carousel description can be a quote OR a bio tidbit written in third person. People Carousel can be faculty, alumni, or current students. Quotations or bio facts should be fascinating, fun, and engaging. **Prospective students want to hear from the mouths of current students or recent grads.**
 - Utilize links in both carousel descriptions to send visitor to more information.

MEET OUR PEOPLE

OWU is people. Brilliant, engaging, passionate, friendly, genuine people. Meet some of them here.



Bonnie Milne Gardner '16
Professor of Theatre & Dance

Professor Gardner's play "The Secret War of Emma Edmonds" premiered at OWU in 2013, and won the 2014 Excellence in Playwriting Award from the Ohio Arts Council. It's the story of Sarah Emma Edmonds, who disguised herself as a man to serve in the U.S. Army.



Hannah Simpson '16

For her senior project, Hannah is exploring Shakespeare and gender in her adaptation "Actions That A (Wo)Man Might Play."



Chris Cowen '94
Producer

Chris Cowan has won four Emmy Awards as the Producer for "Gettysburg" and has worked with many top actors, including Tom Hanks.

STORY CAROUSEL

Nullam id dolor id nibh ultricies vehicula ut id elit. Maecenas faucibus mollis interdum.



Story Title
Subtitle



Story Title
Subtitle



Story Title
Subtitle

OWU WEB CONTENT STRATEGY

Content Page: Optional Components

Split Text

Use this component to feature a letter from the President, Dean's Message, op-ed piece, blog post, or other correspondence.

Features & recommendations for use:

- Do not use this component for displaying regular page content. It is designed for a piece of writing or correspondence that supports the page content.
- Copy should feel personal and be no longer than 500 words.
- Tone can vary to reflect the personality of the author.
- Use the option link if there is a repository of past messages.

OWU LONG COMMITTED TO SERVE FIRST-GENERATION & DIVERSE STUDENTS

PROUD TO BE FIRST •

OWU Magazine, Winter 2016

In 1842 the founders of Ohio Wesleyan University set out to build an educational institution that served intellectually curious students regardless of their family heritage or financial circumstance. Toward this end, our founders secured resources from citizens of Delaware to purchase the abandoned Mansion House Hotel (now Elliott Hall) as the home of their new university. Our founders then traveled to neighboring communities to raise money for subscriptions, scholarships in today's terminology, to ensure that students whose families lacked financial resources would have full access to an Ohio Wesleyan education. The vast majority of those early students would be the first in their families to benefit from a college education.

Those founding values permeate our university today and reflect one of the great hallmarks of the American residential college. In few places can individuals from such a wide range of backgrounds and life experiences live, learn, work, and play together. A four-person suite in a first-year residence hall may include students from an affluent suburb, the inner city, a small town in middle America, and a country halfway around the world. They include students from families where both parents have advanced degrees and students whose families have no previous college experience. They reflect a variety of ethnic heritages and religious traditions. A student from India once told me she had to go to Ohio Wesleyan to discover that her best friend, a first-year suite-mate, could be from Pakistan.

This fall campuses across the country have struggled in new ways with what it means to value diversity, to respect and value every student, and to

Ohio Wesleyan celebrates the diversity that is represented in its student body. This diversity enriches the educational experience of every student and prepares our students for leadership in the rapidly changing world of the 21st century.

Education is the pathway to financial security, meaningful work, engaged citizenship, and an enriched life. **Nothing is more important to the preservation of the values of our democratic society than the commitment to make the dream of a college education available to all intellectually curious students and, perhaps most important, to those whose families have not had this experience in the past.**

Because most students whose parents are not college educated also have limited financial resources, the generous support of donors who provide scholarship assistance through the Ohio Wesleyan Fund, the Promise Scholars Program, and endowed scholarships is more important than ever. Indeed, the single largest component of the Connect Today, Create Tomorrow campaign is the enhancement of endowed scholarships. We seek to ensure in perpetuity our ability to fulfill the vision of our founders. And we seek to provide in the future what many alumni report to me Ohio Wesleyan provided them: the support to fulfill a dream that otherwise might not have been fulfilled and to lead to a life they might otherwise never have known. Thank you for your support of Ohio Wesleyan and for your commitment to the success of every student on our campus.

Rock Jones
President, Ohio Wesleyan University

OWU WEB CONTENT STRATEGY

Content Page: Optional Components

Story Callouts with Sidebar / Text Callouts with Sidebar

Use these components to feature information in a visual way.

Features & recommendations for use:

- Both components provide a title and description area in the left sidebar.
 - Text Callout requires one image in the sidebar.
 - Story Callout requires exactly two stories.
 - Utilize both story title and subtitle.
 - No option to add descriptions.
 - Subtitle links to full story.
- Text Callout requires exactly four areas of text.
 - Utilize links to full story in each section.

The screenshot displays two story callout components. The first is titled "STORY CALLOUTS WITH SIDEBAR" and features a red sidebar with a "LINK" button. The main content area shows two stories: "Story Title" with a subtitle and a "Limited to Two" note, and "Second Story" with a subtitle and a "Limited to Two" note. Each story includes a small image and a link to the full story.

The screenshot displays a text callout component. The sidebar is red and titled "GRADUATE OUTCOMES", featuring a photo of Austin Daniels '15 and a link to his full story. The main content area is divided into four sections: "Highly Valued Skills", "Diverse Careers", "Incubator for Entrepreneurs", and "Pathway to the Boardroom". Each section contains text and a link to "More Information".

OWU WEB CONTENT STRATEGY

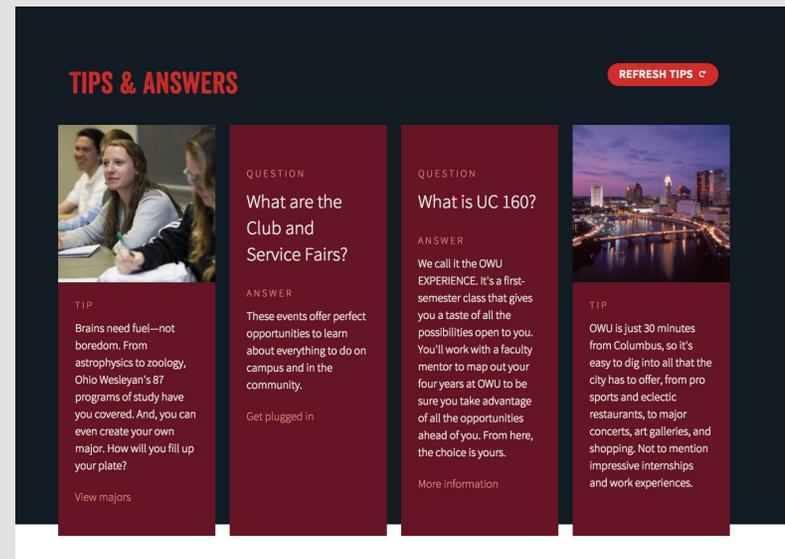
Content Page: Optional Components

Tips & Answers

This interactive feature displays tips or Q&A "cards" relevant to your web page content.

Features & recommendations for use:

- Currently University Communications is the only office able to create the Tips & Answers "cards." Contact our office and we'll be glad to assist you with this component.
- Content for this component MUST fit into the "Tip" or "Q&A" category.
 - This is a "friendly" component, so have fun with it
- Create a mix of Tips and Q&A cards in the same display.
 - Recommended quantity of "cards" for this component is 12.
 - Component allows you to create a mix of Tips and Q&A cards in the same display.
- Tips require images and description text.
 - Keep content relevant and up-to-date.
- Q&A cards display only the Q&A text (no images).
- Both components have the ability to link to other content on owu.edu.



OWU WEB CONTENT STRATEGY

Content Page: Optional Components

Triple-Column Image Callouts

This triple display is visual, and a key component to the Gateway pages (Current Students, Alumni & Friends, Parents & Families, Faculty & Staff). It can be used effectively on content pages as well.

Features & recommendations for use:

- Using this component requires three SHORT titles, three photos, three descriptions, three links.
- Please note the images are not clickable, and that cannot be changed.
- Keep this visually appealing by maintaining uniformity in title and description text length.
- Link-text works well with a strong call to action.

GET INFORMED



Check out the latest OWU Magazine articles, news releases, webstreams, and more to keep campus close – no matter how near or far you are.

GET THE FACTS ▶

GET INVOLVED



Once a Bishop, always a Bishop. If you're ready to get involved – or more involved – with OWU, we've got lots of opportunities to connect.

BECOME A VOLUNTEER ▶

GIVE TO OWU



Be part of a special group of alumni, family, friends, faculty, and staff invested in providing the best education possible for tomorrow's global citizens and leaders.

MAKE A GIFT ▶

OWU WEB CONTENT STRATEGY

Academic Pages

What goes on a department or program page vs. major page?

Academic Department/Program Landing Page Goals:

- Inform and inspire visitors with a brief introduction to a specific department (2-3 short sentences and 2-3 scannable bullets).
- Incorporate academically-focused content about the program.
- Engage the audience without overloading them with information.
- Speak to an audience whose primary goal is exploring the possibilities available at OWU.
- Portray the level of academic rigor found at OWU.
- Convey to students that they will be transformed and well-equipped for the future after participating in a particular program.

Academic Major Landing Page Goals:

- Provide general information about a particular major. The intro should be 2-4 sentences.
- Convey passion about the possibilities available to students within a major.
- Speak to the audience as fellow academics/intellectuals—your primary visitors are prospective students who already have an interest in this particular major, so don't talk down to them.
- Tell the story of the major by describing thought-provoking projects, interesting research, and inspiring classes.
- Answer: What makes this major so unique at OWU?
- Be concise. Quality is much more important than quantity.
- Make this page as "scannable" as possible through bullet points, visual elements, video, and full-width callout blocks.

OWU WEB CONTENT STRATEGY

Academic Pages

Voice & Tone Keywords: Academically Driven, Personal Connection, Engaged

Goals:

- The writing here should be smart, and it should make OWU students seem scholarly. Don't dumb down big ideas.
- The section should never seem dry or boring. Highlight real-world applications, study abroad, and the other ways professors make learning fun and exciting.
- Be clear and straight-forward about big ideas like The OWU Connection.
- Lead with what makes an OWU education distinct from other programs. Cite The OWU Connection and opportunities in your department.
- Imagine a teenager reading your content and asking WIIFM? Translated: "What's in it for me?"
- Get specific early and often. Students are going to be wary of empty promises. Every site they go to is going to boast about excellent professors and a broad curriculum. Back up those claims.
- Have a talented photographer capture some average classes (not just labs or field trips). Find ways to make the academic experience visual.
- Make intro text inspirational and persuasive, instead of delivering administrative details.
- Highlight variety and opportunity.

WRITE LIKE THIS

With over 80 majors in a wide variety of disciplines, learning at OWU starts in our classrooms, and extends to Capitol Hill, corporate boardrooms, New York art studios, and Brazilian rainforests.

NOT LIKE THIS

"Offering more than 90 majors, minors, and concentrations, Ohio Wesleyan confers three degrees: the Bachelor of Arts (BA), Bachelor of Fine Arts (BFA), and Bachelor of Music (BM)."

- Academics page, pre redesign

OWU WEB CONTENT STRATEGY

Academic Department/Program: Included Components

Dress up your page with what you've got

Components for Department/Program Pages:

- **Custom Header:** Creative, smart, high-quality image that represents idea of department. Stock photo might work here, but we prefer to use an image unique to owu.edu.
- **Page Content:** Use the WYSIWYG editor to display a headline, three-sentence intro text, and series of three concise bullets under a header of Department Features. Use page content to paint the broad picture of the excellence of OWU academics, and the rest of the page will provide the specifics. Be sure the page content text is scannable and looks good on mobile devices.
- **Major Listing:** Stacked images and descriptions of majors. This must be kept up-to-date, not missing any of the offerings. Description text provides a brief overview and links to a major landing page with all the detail the visitor needs.
- **People Carousel:** Meet Our People is designed to introduce three types of people to the audience—faculty, current students, and alumni. Have a mix of all three. DO NOT use this area to list the entire department staff. The text can be in the form of a first-person quote or third-person bio nugget. Text should be straightforward, fascinating, fun, and boastful.
- **Large Photo Carousel:** Show the visitor what academics in your department/program look like at OWU. Select impressive images that feature unique classroom settings or labs, equipment, or experiences that can't adequately be explained in writing. Update once per year, or at least freshen with new images.

OWU WEB CONTENT STRATEGY

Academic Major Page: Included Components

Dress up your page with what you've got

Remember the prospective student is the primary audience for the major page.

Components for Department/Program Pages:

- **Custom Header:** Creative, smart, high-quality image that represents idea of department. We prefer to use an image unique to owu.edu.
- **Page Content:** Use the Introduction Text field and WYSIWYG editor to display an intro, headline, and 2-4 sentences about the major. Copy should be concise and convey passion about the possibilities available to students within the major. Be sure the page content text is scannable and looks good on mobile devices.
- **Content Blocks with Photo Carousels:** Single or stacked blocks that highlight important pieces of content in a visually appealing way. Each block within the feature needs a short title, a short three- to four-sentence introduction, and a link to further information. If a block focuses on research, incorporate stories and images/video that relate to faculty or student research. Photos and video in the carousel should have a brief title and/or caption. Only stack up to three blocks within this component. If inserting The OWU Connection experience in this section, keep it as up-to-date as possible.
- **Highlights:** This component displays two highlights of the major with photos and two without photos as a visual way to break up information about what benefits a student might gain from this particular major. Use photos to showcase facilities or internship programs. Link options for descriptions are offered and highly recommended.

OWU WEB CONTENT STRATEGY

Academic Major Page: Included Components (continued)

Components for Department/Program Pages:

- **Outcomes Grid:** Since outcomes are strong selling points for prospective students and parents, this grid was designed to showcase graduates and post-grad offerings for each major. One recent alumni profile with name, graduation year, and photo is required. The four content blocks can share about different aspects of life after graduation. These descriptions should be only 1-2 sentences. Link options for descriptions are offered and highly recommended.
- **News and Headlines:** Pull in related content based on a category. Categories exist for all academic areas, so pull in just one or multiple for a selection of stories that support the excellence of a particular major.
- **Gallery Grid:** Tie-in photos and videos related to your major in this visual display of five images. Images and videos should provide a personable view into the major and do not have to be of professional quality. Each image should have a title and/or caption, no longer than one sentence, that clearly indicates what is being shown. If possible, refresh at least once a semester.