

The background of the slide is a photograph of a sky filled with wispy, white clouds against a deep blue background. The clouds are illuminated from below, creating a warm, golden glow. In the foreground, the dark silhouette of a building with several chimneys is visible against the horizon.

GETTING THEM TO THE TABLE, AND KEEPING THEM THERE: CAMPUS WEB REDESIGNS REQUIRE IT

Susan Evans, College of William & Mary / **Patrick DiMichele**, mStoner



ABOUT OUR TEAMS

ABOUT OUR TEAMS

College of William & Mary

- 1693
- Public
- Williamsburg, Virginia
- 5,500 undergrads / 2,000 grad students

mStoner

- Communications + consulting
- Focused on non-profits (mostly schools)
- Specializing in redesign + CMS implementation

PROJECT OVERVIEW



PROJECT OVERVIEW

Goals for the Website

- **Regenerate** the usability, information architecture, and design of the William & Mary web presence.
- **Implement** improved processes and tools for web content creation and maintenance.



OUR PARTNERSHIP

OUR PARTNERSHIP

The mStoner Essence

- Discovery
- Strategy development
- Content creation
- Design + testing
- Technology specifications
- Implementation + launch
- Constant communication

OUR PARTNERSHIP

The William & Mary Essence

- Transparent communications
- Campus participation
- Project management from IT
- 20% technology / 80% not
- Trust in the mStoner redesign process

OUR PARTNERSHIP: DISCOVERY

mStoner

- Evaluate the current publications
- Clarify our goals and objectives
- Talk to everyone we can
- Review challenges, budgets and staffing concerns

College of William & Mary

- Prepping campus participants
- The green room

OUR PARTNERSHIP: STRATEGY DEVELOPMENT

mStoner

- Prioritize audiences
- Formulate information architecture (IA)
- Outline creative recommendations, messaging ideas
- Sort through policies and procedures
- Plan to make it scale

College of William & Mary

- Internal vs external
- Are you in?

OUR PARTNERSHIP: CONTENT CREATION

mStoner

- What exists? What needs to be (re)created?
- Who produces it? Who reviews it?
- Settle on key messages, feature banks
- Strike the right tone

College of William & Mary

- IA and copy (who? and how?)
- Editorial review

OUR PARTNERSHIP: DESIGN + TESTING

mStoner

- Create a spectrum of design concepts
- Survey designs with target audience
- Build an entire template suite
- Test chosen concept with real users

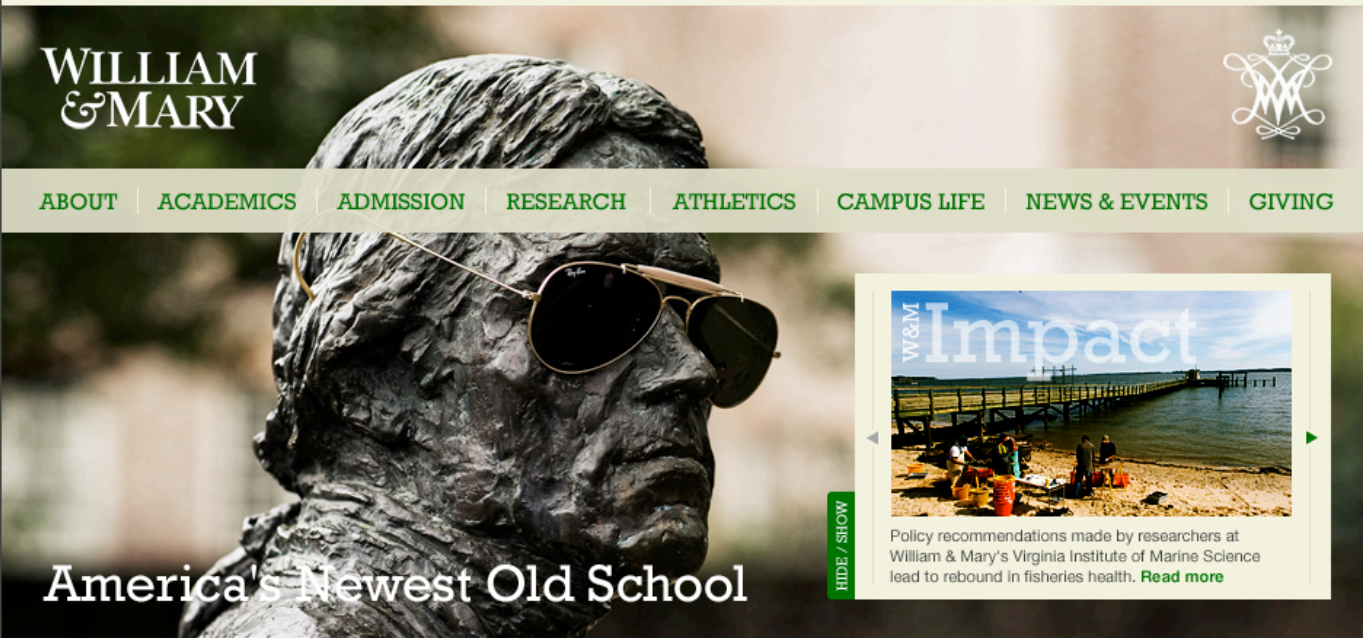
College of William & Mary

- Beware of monsters
- Feedback not voting
- Big splash is 3 not 1

WILLIAM & MARY



- ABOUT
- ACADEMICS
- ADMISSION
- RESEARCH
- ATHLETICS
- CAMPUS LIFE
- NEWS & EVENTS
- GIVING



America's Newest Old School



Impact

Policy recommendations made by researchers at William & Mary's Virginia Institute of Marine Science lead to rebound in fisheries health. [Read more](#)

HIDE / SHOW

Events

- Nov 11, 2007 - 12:00pm
Veteran's Day celebration
- Nov 12, 2007 - 5:00pm
"Empire and Imperialism"
- Nov 13, 2007 - 4:00pm
Study abroad photo exhibition

William & Mary News

[READ MORE NEWS](#) / [RSS](#)

Nov 08, 2007

Malone warns of global-warming 'disaster'

Nov 06, 2007

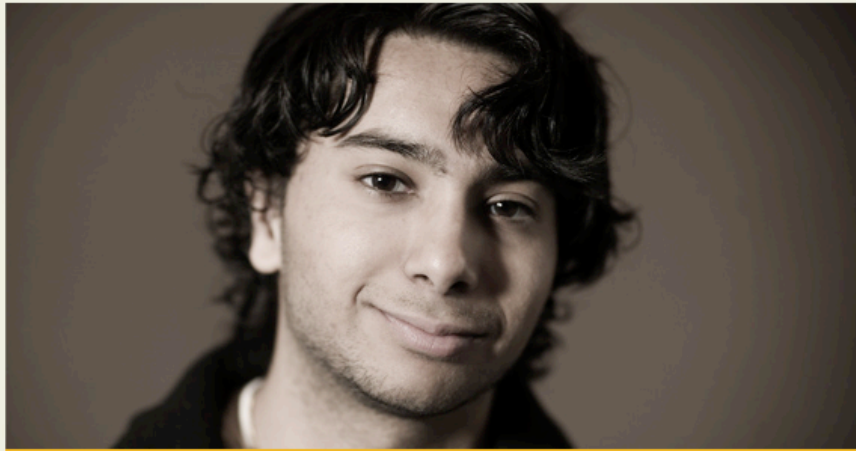
Patterson to lead SeaCamel aquanauts

Nov 06, 2007

30-year veteran Hill to lead in final home matches



STUDENT BLOGS
Ben Saunders
You know that old story about Newton discovering gravity when he got hit in the head with an apple? Well, my roommate and I were playing catch . . . [Read on](#)



What's William & Mary Like?

Let's put it this way — there's a 300-year-old crypt underneath my electron microscope.

[Read More](#)



Info For:

- [Current Students](#)
- [Parents](#)
- [Faculty & Staff](#)
- [Alumni](#)
- [Friends & Neighbors](#)



W&M is one of the nation's top colleges. ▶



News & Events



Potter ('08) wins Shatz prize for 'Monitor' article
Senior Bradley Potter took center stage as the recipient of the Frank Shatz Prize for his essay "Charting a Path to Repair".



Ideation: William and Mary's Three Wise Men
Global trouble spots: Iraq, North Korea, Latin America, Northern Ireland. They've been there and seen that—and earned the wisdom of experience.



Nichol promotes equal justice in inaugural Wythe Society lecture
President Gene R. Nichol called on the legal profession to recommit to the citizen lawyer ideal.

[Read More News & Events](#) ▶



INFORMATION FOR [PLEASE SELECT](#)

WILLIAM & MARY

[DIRECTIONS](#) | [W&M A-Z](#) | [myWM](#)

Search [GO](#)

[ABOUT](#)

[ACADEMICS](#)

[ADMISSION](#)

[RESEARCH](#)

[ATHLETICS](#)


[CAMPUS LIFE](#)

[NEWS & EVENTS](#)

[GIVING](#)

W&M Today

The Way I Spent the End of the World Monday, December 3, at 7:00 and 9:00 pm. The Film Movement Film Series presents this riveting drama set in the waning days of Ceausescu's dictatorship.



W&M Impact

Policy recommendations made by researchers at William & Mary's Virginia Institute of Marine Science lead to rebound in fisheries health.



W&M Style

William & Mary seniors bring a new twist to our traditional candlelight graduation ceremony.



W&M Inquiry

A team of student and faculty researchers want to know what happens to your brain when you listen to music.



© 2007 The College of William & Mary. All Rights Reserved.

The College of William and Mary
398 Richmond Rd, Williamsburg, VA. [Contact us.](#)



[Employment Opportunities](#)
[Privacy Policy](#)

OUR PARTNERSHIP: TECH SPECIFICATIONS

mStoner

- Create a short-list of CMS options
- Identify / select CMS
- Develop functional specifications based on designs
- Code HTML templates, CSS files

College of William & Mary

- Show and tell
- Demo the two best

OUR PARTNERSHIP: IMPLEMENTATION + LAUNCH

mStoner

- Implement templates and features in CMS
- Tie-in additional systems
- Test functionality in an array of browsers
- Configure users, roles, workflow(s)
- Conduct necessary training

College of William & Mary

- Stop communicating
- Command central



CONSTANT COMMUNICATION

COLLEGE
OF
WILLIAM AND MARY
IN VIRGINIA
FEBRUARY 8th 1693

CLASS OF 1693

CONSTANT COMMUNICATION

mStoner & WM Project Team

- Once a week(ish) check-in calls
- Dedicated PMs on both teams
- Project management software (Basecamp)
- Feedback from external audiences

WM Project Team & Campus Community

- Regularly scheduled updates
- Feedback from internal audiences
- Project blog

WILLIAM & MARY



ABOUT | ACADEMICS | ADMISSION | RESEARCH | ATHLETICS | CAMPUS LIFE | NEWS & EVENTS | GIVING



America's Newest Old School



HIDE / SHOW

Policy recommendations made by researchers at William & Mary's Virginia Institute of Marine Science lead to rebound in fisheries health. [Read more](#)

Events

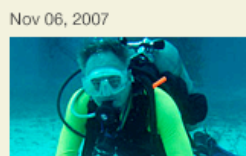
- Nov 11, 2007 - 12:00pm
Veteran's Day celebration
- Nov 12, 2007 - 5:00pm
"Empire and Imperialism"
- Nov 13, 2007 - 4:00pm
Study abroad photo exhibition

William & Mary News

[READ MORE NEWS](#) / [RSS](#)



Nov 08, 2007
Malone warns of global-warming 'disaster'



Nov 06, 2007
Patterson to lead SeaCamel aquanauts



Nov 06, 2007
30-year veteran Hill to lead in final home matches



STUDENT BLOGS
Ben Saunders
You know that old story about Newton discovering gravity when he got hit in the head with an apple? Well, my roommate and I were playing catch . . . [Read on](#)



- W&M at a Glance
- W&M Difference
- W&M In Words
- W&M by Numbers
- Administration
- Diversity @ W&M
- Sustainability @ W&M
- History & Traditions
- Visiting Campus

Home » About
About

We're different, and we like it that way.

William & Mary is unlike any other college in America.

We're the second oldest college in the nation, but also a cutting-edge [research](#) university. We're highly selective, but also public, offering a world-class education without the sticker shock.

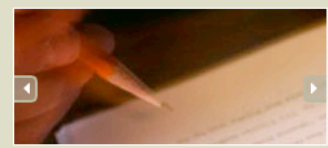
Our students are not only some of the [smartest](#) in the world, but passionate about [serving others](#) and serious about [having fun](#). Our professors are teachers, scholars and [research mentors](#), the cornerstone of a thriving intellectual community that produces experienced, engaged, [successful graduates](#).

We're a "Public Ivy"—one of only eight in the nation. That means we offer a superior education that's accessible to everyone. We love our hometown of [Williamsburg](#) and the amazing Commonwealth of Virginia and we're proud to be one of the reasons for their [economic success](#).

But that's just the beginning.

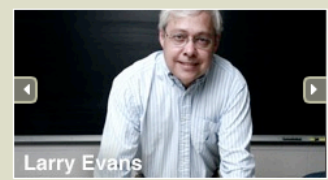
- Get to know the [W&M difference](#)
- [W&M at a glance](#)
- [Rankings and cool facts](#)
- [How to apply](#)

W&M IMPACT



The History Writing Resource Center (HWRC) is a little known William & Mary asset making a huge impact on campus and beyond. [More...](#)

W&M BLOGS



Larry Evans

I firmly believe that for highly talented and dedicated young people who have the option, the best choice for them is to join the remarkable community of learning that we have at the College of William and Mary. [More...](#)



Admission Process

Dates & Deadlines

Early Decision

Applying as a Transfer Student

Applying as an International Student

Resources for Multicultural Students

Visiting

Admission FAQs

Meet the Committee

[Home](#) » [Admission](#) » [Undergraduate Admission](#)

Undergraduate Admission

[Apply Online](#) | [Download App](#) | [Visit](#) | [Sign Up](#) | [Contact](#)

Making senior year less stressful since 1693.

William & Mary admission officers don't have anything against numbers. Numbers are great. Some of our best friends are numbers. But a simple number, like an SAT score or class ranking, will never tell the full story of who a student is and who she or he can become at William & Mary.

That's why each W&M application is read by two different admission staff members. If all we wanted were the kids with the best test scores and the longest list of extra-curricular activities, we'd let the computer do it and go home early. But what we're looking for is much more subtle and subjective than that. It makes our job harder, but the end result—an exceptionally talented and diverse student body—is more than worth it.

While there's no single formula for getting into William & Mary, we've tried to make the application process as straightforward as possible. These links will help get you started:

- [Admission Process](#)
- [Application Requirements](#)
- Important [dates and deadlines](#)

Don't forget to read our special instructions for applying [early decision](#), as a [transfer student](#) or as an [international student](#).

If you're confused with any step of the process, please don't hesitate to contact us. You can also consult our regularly updated [FAQ](#) and our helpful resources for [multicultural applicants](#).

SUMMER INTERVIEWS



Being able to add a three-dimensional component to your application while sitting down, one-on-one with a current senior is a unique opportunity offered via W&M's Summer Interview Program! [More...](#)

ADMISSION BLOGS



Earl Granger

While I recognize that this time of year can be a bit overwhelming for high school seniors, it should also be a time of making your mark in your environment. [More...](#)





INFORMATION FOR

PLEASE SELECT ▼

myWM / DIRECTORY / BLOGS / MAPS & DIRECTIONS / W&M A-Z /

Search

GO

[ABOUT](#) | [ACADEMICS](#) | [ADMISSION](#) | [RESEARCH](#) | [CAMPUS LIFE](#) | [ATHLETICS](#) | [ALUMNI](#) | [NEWS & EVENTS](#) | [GIVING](#)

WILLIAM & MARY | Style



William & Mary

[Impact](#)

[Inquiry](#)

[Style](#)

[Ideation Online](#)

[Galleries](#)

[Blogs](#)

Home » [Style](#)

Diversity at W&M

INTRODUCTION

unscripted: Student Conversations at William & Mary

Choose a topic below to hear more:

- 1 INTRODUCTION
- 2 ORGANIZATIONS
- 3 DIVERSITY
- 4 OUTREACH



The College of William & Mary
Williamsburg, VA. Contact us.

- ▶ [Employment Opportunities](#)
- ▶ [About this Site](#)

PRINT



© 2009 The College of William & Mary
All Rights Reserved.



WILLIAM & MARY Arts & Sciences Geology



About

People

Undergraduate Program

Research

Field Experiences

Alumni and Friends

Support Geology

Job Search

Departments & Programs ▾

A&S Home » Geology

Geology

Geology is the study of the Earth. At William & Mary the Geology department takes a broad view on the Earth offering courses that focus on the workings and history of the Earth's interior, surface, and atmosphere. The Geology department is a dynamic intellectual community with a strong [undergraduate program](#) in which all Geology majors pursue an original [research project](#). Geologists typically go to the field for their primary data and [field trips](#) form a distinctive and critical component of the Geology experience at William & Mary. Our graduates go on to success in many fields, ranging from the earth and marine sciences to law and public service. [Learn more about us...](#)

EVENTS

[Regional Field Geology Summer Course](#)

May 19 - June 1, 12:00 PM

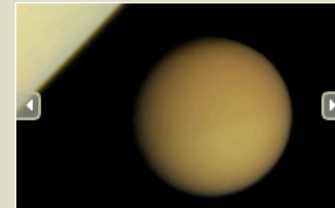
Geomorphology and Geology of California

[Start of the Fall Semester, 2009](#)

August 26

[See More Events >>](#)

EARTH MATTERS



Ellen Stofan ('83) discusses life as a planetary geologist and her research on Saturn's moon Titan [More...](#)

GEOLOGY...



This shell is a ~4 million year old *Chesapecten jeffersonius*, the state fossil of Virginia. This ancient scallop lived in shallow seas that once covered the Coastal Plain of Virginia. [More...](#)



WILLIAM & MARY

Law School 

ABOUT | ACADEMICS | ADMISSION | STUDENT LIFE | CAREER SERVICES | LIBRARY | NEWS & EVENTS | GIVING

First and Foremost



We were the first to have an ABA summer abroad program.

▶ See our other firsts

Try This



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer ac ante non orci nisl.

▶ Read more

Citizen Lawyers



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer ac ante non orci nisl.

▶ Read more

News & Events

MORE NEWS & EVENTS / RSS

Publications

Nov 08, 2007
**Duis At Neque Eget
Ipsum Rutrum Eleifend**
Cras scelerisque. Nullam et quam. In arcu ligula, euismod.

Nov 06, 2007
**Curabitur Convallis
Pharetra Ligula**
Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos.

Nov 06, 2007
**Pellentesque Accumsan
Sapien Gravida Nibh**
Praesent posuere mi quis tortor.

Nov 06, 2007
**Nam Accumsan Nulla
Non Leo**
Duis commodo egestas elit. Vivamus justo lectus, tristique nec, bibendum et, ultrices vitae.



Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; In ac dolor.

[Read more](#)



The College of William and Mary
398 Richmond Rd, Williamsburg, VA. [Contact us.](#)

- ▶ [Employment Opportunities](#)
- ▶ [Privacy Policy](#)

© 2007 The College of William & Mary
All Rights Reserved.



INFORMATION FOR

PLEASE SELECT ▾

DIRECTORY / MAPS & DIRECTIONS / VIMS A-Z /

Search

GO

[ABOUT](#)

[RESEARCH & SERVICES](#)

[EDUCATION](#)

[PUBLIC PROGRAMS](#)

[NEWS & EVENTS](#)

[BAY INFO](#)

[GIVING](#)



WILLIAM & MARY

VIMS
Virginia Institute of Marine Science

Featured Research



Fish vision

Grad student Andrij Horodsky is exploring how fishes see the underwater world of Chesapeake Bay.



Featured People



Two degrees of separation

VIMS' 'founding father' had a vision that continues to benefit the Commonwealth.



Featured Programs



Underwater grasses

SAV program maps and restores underwater grasses in Chesapeake Bay.



Events

May 27, 12:00 PM

Environmental Forensics: Investigating the Source

Steven Mudge of the University of Wales will explore environmental forensics using real-world examples.

May 30, 10:00 AM

Marine Science Day 2009

VIMS' annual open house is a fun-filled event for the whole family.

Sign up for VIMS e-News:



RSS

Top Stories

- 'Ghost Pot' program benefits Bay and watermen
- 2008 VIMS Awards
- Orth to highlight success in seagrass restoration



Virginia Institute of Marine Science
The College of William and Mary
Gloucester Point, VA [Contact us.](#)

- ▶ [Employment Opportunities](#)
- ▶ [Privacy Policy](#)

© 2008 Virginia Institute of Marine Science
All Rights Reserved.



QUESTIONS?

A dramatic sky with wispy clouds and a silhouette of a building at the bottom. The sky is a deep blue with soft, white, wispy clouds. The bottom of the image shows the dark silhouette of a building with several chimneys. The overall mood is serene and appreciative.

THANK YOU.

<http://clients.mstoner.com/EDUWEB/>