Frequently-asked Questions
New Student Affairs website
Marketing, Communications and Media Technology, Division of Student Affairs

Q. What is the purpose of the new site?
A. Strengthen communication and outreach to students by consolidating information they need to fully engage and develop into leaders. Offer quick paths to often-requested or critical content, i.e. crisis support information. Particular focus is on first-year students and orienting them to resources, opportunities and programming across campus. Another goal is to spotlight student accomplishments. Overall the new site seeks to offer information in a student-friendly format and perspective.

Q. What challenges does the new site aim to address?
A. Decentralized information across Student Affairs has made it difficult to help students find information, particularly since they don’t navigate based on the unit or area that creates the information. Websites in the Division may not be fully updated or consistent in messaging. Also, the Division needs a space to suggest resources and activities to students in a broader way.

Q. Who is the audience for the new site?
A. Undergraduate students are the key audience, along with graduate and professional students and incoming students. Families, faculty and staff and others are also considered part of the audience.

Q. What role do Student Affairs departments play in this new website?
A. A critical role! Staff in Student Affairs departments are the subject matter experts on their resources, services and programming. As key partners in this project, Division department staff will provide the core information for the site, both during the preparation for launch and ongoing. Simply put: we can’t do this without you.

Q. How will departments get their information into the new site for the launch?
A. Content has been copied from departments’ existing websites. The copy process was done during the summer of 2018 so some content may be out of date. Departments should review the content currently included on the new Division website and make updates and additions as needed.

Q. What size and format for photos and images for the new site?
A. Featured image for a post in filtered view: 752 x 423 pixels. Image for staff contact or student profile: 455 x 455. Department page header image at top: 1920 x 1000. Department page footer at bottom: 1920 x 500. Acceptable image file formats are .jpg and .png. If you can size and crop the images before submitting, that’s preferred. If not, the MCMT team will make the size changes from your image.

Q. How will departments update information (such as deadlines, changes to programs and services, etc.) on the new site?
A. Department staff will submit a form, https://washucampuslife.typeform.com/to/oUUTYs with updates to content and new content for the Division website. This includes the ability to add/update posts, staff contacts, web forms, student profiles and your department landing page.
Q. How quickly will department requests for changes to the site be completed?
A. Turnaround for routine updates is 1-2 business days. Urgent updates will be completed same-day.

Q. My department uses web forms to gather information from students and others. How will forms work on the new site?
A. Forms have been recreated from department websites. Any changes to forms should be submitted using the same process for content update requests.

Q. How can my department gain access to form entries?
A. Form entries will be transmitted as soon as they are submitted via email to addresses provided by department.

Q. How much control will departments have over their content?
A. Department staff will supply the majority of content for the new site. Aside from editing for style, suggesting titles and occasionally splitting longer content into more than one post for ease of user access, content will be under the control of Division departments. Only the delivery of the content will be done via the new Division site.

Q. How will users of the new site find my department’s information among all the other content stored there?
A. Tags! These are the most critical component of the new website’s architecture. If a post is tagged properly, users on the site will find it as part of menus, highlighted posts, theme pages, department pages, etc. Users will also use tags in filtering content to display. We need the assistance of department staff to develop and manage the site’s tags to insure ongoing access to content. It’s anticipated that students will make extensive use of search on the new site so creating content written with terms and names students typically seek will also facilitate locating content quickly.

Q. Students are accustomed to finding information on our department site. How will they find the new site when it goes live?
A. Existing department site addresses will be redirected automatically to the new Student Affairs site.

Q. Who can I ask about the new website if I need further information?
A. Each Division department has a Brand Manager who can provide quick answers to questions about the new website or can research further information for you. If you don’t know your brand manager or would like to ask additional questions about the site, please contact Kathy Atnip, Web Resources Manager, atnip@wustl.edu.