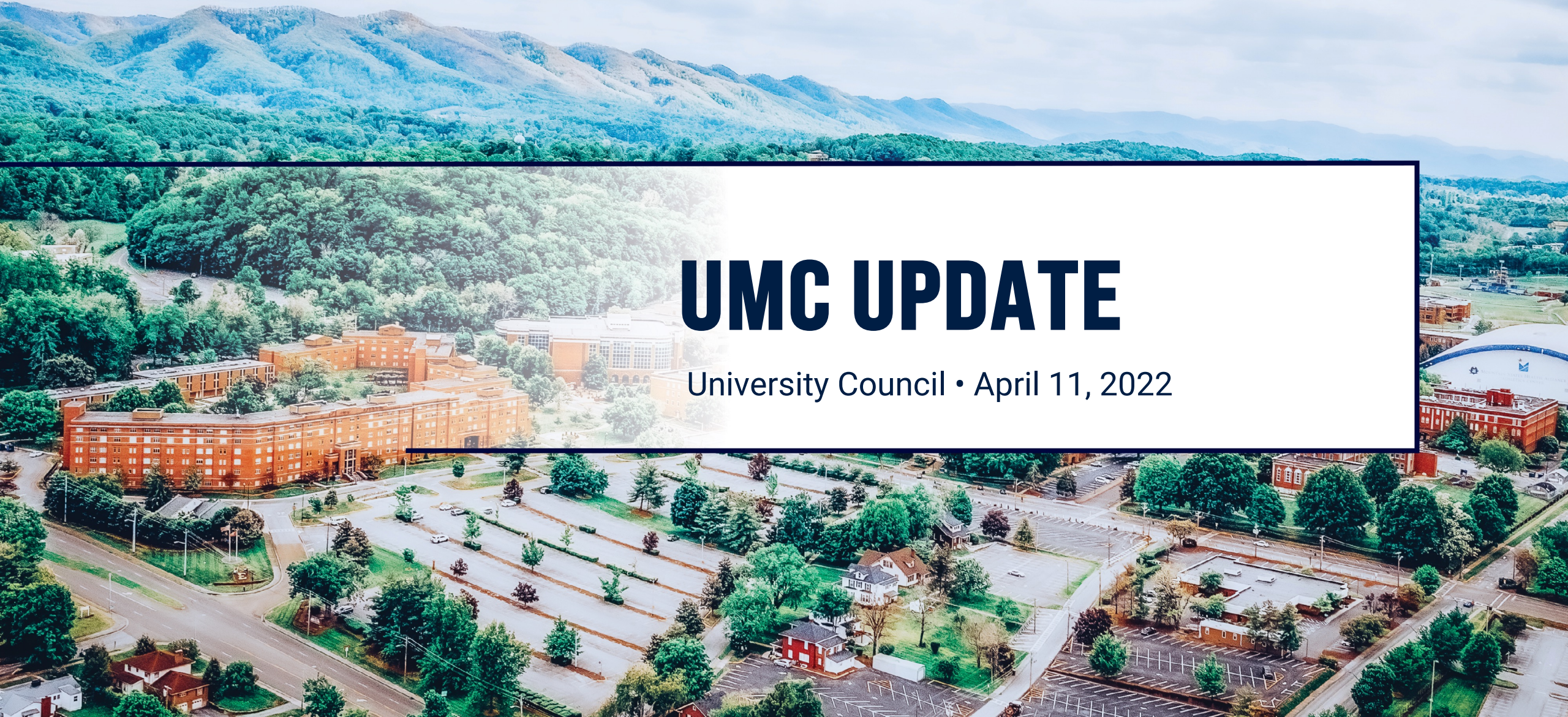




EAST TENNESSEE STATE  
UNIVERSITY

# UMC UPDATE

University Council • April 11, 2022



# AGENDA

- ETSU.edu
- Bambu Advocacy Platform



# STRATEGIC ALIGNMENT

**Responsibility for the design and content for the University's website has moved from ITS to UMC.**

- Effective April 1
- New UMC Team Members
  - Romario Briscoe: Digital Marketing Specialist
  - Kevin Call: Front-End Web Developer
  - Stephen Fields: Back-End Web Developer
  - Sherry Martinez: Web Coordinator
- The former Web Steering Committee will transition to an advisory committee of the University Marketing and Communications Network



# GOALS

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- Align digital strategies with the University's overall marketing and communications strategic plan
- More fully leverage the website as the powerful marketing tool it is – **convince and convert**



# #1 RECRUITING TOOL

The sources high school students rank as most influential in their college search

1-5 scale, 5=most influential, sorted by 2021 seniors

RESOURCE	OVERALL	SENIORS	JUNIORS	SOPHOMORES
The college's website	3.99	3.91	3.91	4.08
Results from a financial aid or scholarship calculator	3.84	3.85	3.77	3.90
Statistics on salaries of recent college graduates	3.69	3.79	3.74	3.65
Videos of campus, classrooms, students, residence halls	3.75	3.73	3.70	3.86
Email from a particular school	3.75	3.70	3.79	3.90
Phone calls from admissions counselors	3.64	3.58	3.80	3.73
Texts or live messages from admissions counselors	3.62	3.54	3.59	3.66
Virtual reality videos	3.50	3.53	3.41	3.43
Social media posts	3.36	3.51	3.46	3.28
Virtual tours	3.51	3.51	3.59	3.78

Source: RNL High School E-Expectations Report



# DESIGN MATTERS

- According to [EAB](#), 87 percent of students indicated that a well-designed website improves their opinion of a college. 77 percent said a poor website experience negatively impacts their opinions.



# STRATEGIES

## Support the University's Strategic Growth Agenda

- Omni-Channel Brand Development
- Dynamic Storytelling
- Improved User Experience
- Accessibility and Inclusion
- Data-Driven Decision Making
- Meaningful Collaboration



# AUDIENCES

## Primary

- Potential students
  - FTF
  - Transfer
  - Adult & Pandemic Affected
  - International
  - Graduate
- Current students

## Secondary

- Alumni
- Supporters and Partners
- Community Leaders & Influencers
- Policymakers
- Faculty and Staff
- Potential Faculty/Staff Recruits
- Researchers, Members of the Academy
- Community Members





# ROAD MAP

- **April to July 2022:** Update style for a cleaner look and to optimize for various viewing devices/preferences
- **May to July 2022:** Update the homepage and combine internal and external designs
- **May to July 2022:**
  - Conduct audience research to inform future updates and development of site content
  - Conduct initial audit of site content
  - Develop and launch comprehensive digital strategy to drive traffic to the site and capture inquiries including pilot of dynamic content
- **July 2022:** Launch new design components
- **July to December 2022:** Overhaul key entry points for recruitment and external engagement
  - College pages
  - Select academic program pages
  - ETSU News
  - Select Student Life content including housing and resident life
- **January to June 2023:** Update remaining academic program pages
- **June 2023:** Optimize homepage based on analytics and research
- **July to December 2023:** Conduct extensive content audit
- **January to June 2024:** Update remaining pages and content



# WHAT TO EXPECT

We'll...

- Work with Deans and VPs to determine priority for overhaul
- Identify and work with an advisory committee
- Communicate major site updates in advance
- Reach out to you when it's "your turn."
- Provide training on developing effective content for the web
- Help you update your content
- Provide guidance on how to keep it up to date
- Always continue optimizing and updating the site



# STYLE UPDATE

- Based on design of Admissions website
- Optimized for
  - Mobile
  - Dark-Mode
  - Usability and Accessibility
  - Conversion
- First Rollout: April/May
- Second Rollout: June/July





# Office of the Provost



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## Office of the Provost

206 Dossett Hall | PO Box 70733

Johnson City, TN 37614 (Get Directions)

Phone: 423-439-4811



EAST TENNESSEE STATE UNIVERSITY

1276 Gilbreath Dr., Box 70300, Johnson City, TN 37614-1700

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1911 Society



It was in Gilbreath Hall on the ETSU campus where faculty of East Tennessee State Normal School first met more than a century ago. Those 18 faculty members trained the most impressive institutions in the world, and they did so on a campus with the shared belief that through education our communities could be made better.

Fast-forward over a 100 years later, and that same belief continues. Today, hundreds of faculty call this institution home. They believe in the power of higher education, and they believe that through a college degree, any dream is possible. Our faculty are leaders, mentors, scholars, and public servants. They are award-winning teachers and researchers in their fields of study. They generate new ideas and develop solutions for our students.

And, they are all committed to the success of their students.

Welcome to East Tennessee State University.

# 1911 Society

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**N**amed in commemoration of the year when ETSU was founded, the 1911 Society recognizes the university's most notable graduates from undergraduate, graduate and professional programs. The selection committee evaluates applicants on academic achievement; sustained service; honors, awards, recognitions, publications and presentations; demonstrated leadership; work experience, such as study abroad, internships, externships and clinicals; and personal narratives.



ETSU President Brian Noland said, "For more than a century, ETSU has carried forth a mission to improve the quality of life for the people of this region. The 1911 Society recognizes an elite group of graduates who have embodied that very mission. We are delighted to honor these distinct members of the Class of 2021 throughout Commencement exercises this week."

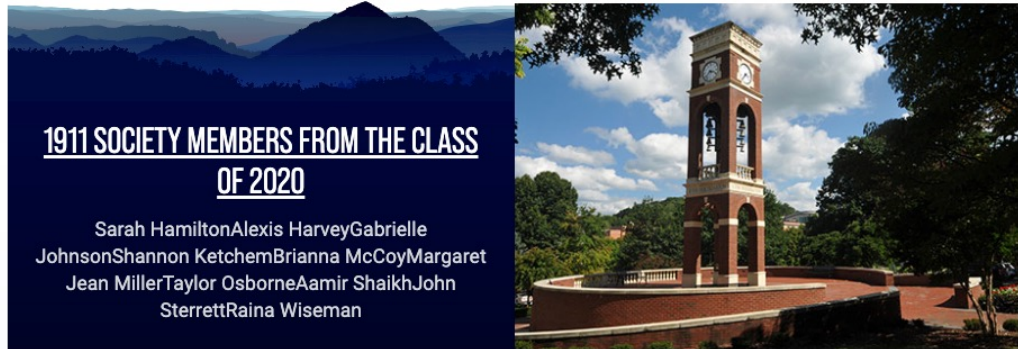
The 1911 Society was established in 2020. Honorees receive special recognition and tartan stoles to wear during Commencement. Their contributions and accomplishments will be showcased on the 1911 Society wall located on the third floor of the D.P. Culp Student Center.

"The 11 students being inducted into the 1911 Society have achieved great accolades in the classroom, in research laboratories and in service to this campus and our communities," said Dr. Wilsie Bishop, Senior Vice President for

Academics and Interim Provost. "Each has transformed ETSU in some way during their time at ETSU, and their selection is our way of celebrating the legacies they have established."

## CLASS OF 2021 INDUCTEES:

Hebah Al-Khateeb

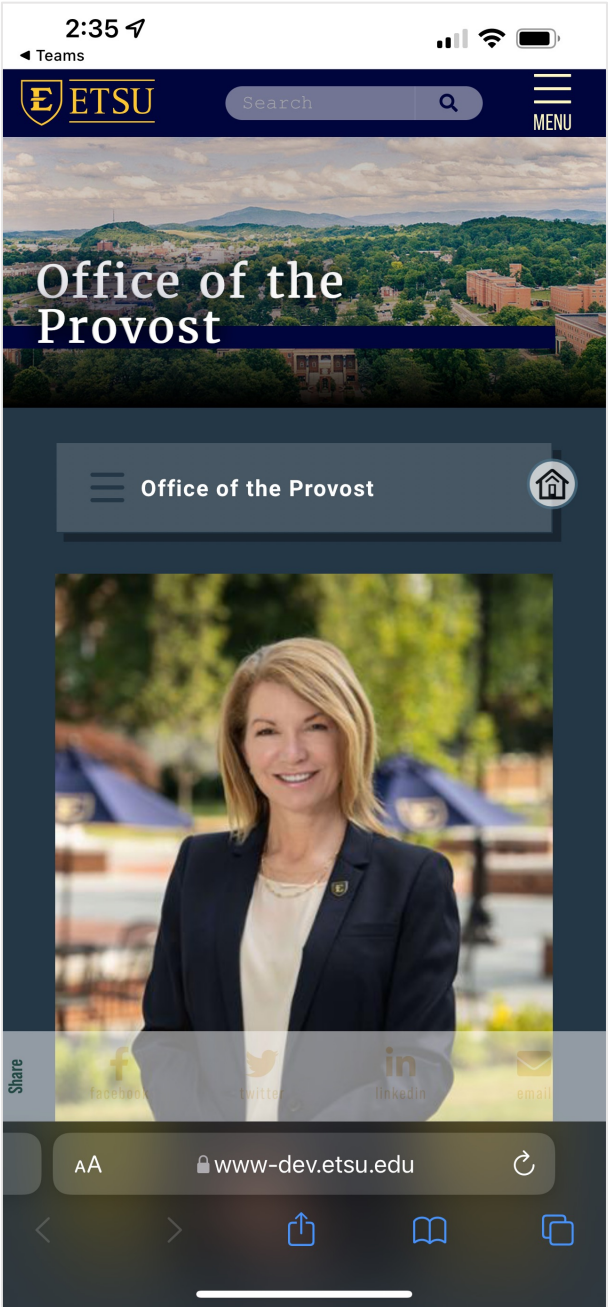


**1911 SOCIETY MEMBERS FROM THE CLASS OF 2020**

Sarah Hamilton Alexis Harvey Gabrielle  
 Johnson Shannon Ketchem Brianna McCoy Margaret  
 Jean Miller Taylor Osborne Amir Shaikh John  
 Sterrett Raina Wiseman

- ELIGIBILITY
- SELECTION
- APPLICATION INFORMATION
- INDUCTEE RECOGNITION

**THE CAVE ESPORTS ARENA**  
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2:35

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- 1911 Society
- Academic Programs & Services ▾



It was in Gilbreath Hall on the ETSU campus where the inaugural faculty of East Tennessee State Normal School first taught more than a century ago. Those 18 faculty members trained at some of the most impressive institutions in the world, and they came to this campus with the shared belief that through education, lives can be changed and our communities could be made better.

Fast-forward over a 100 years later, and that same tradition continues. Today, hundreds of faculty call this institution home. Our faculty believe in the power of higher education, and that with a college degree, any dream is possible. Our faculty are champions for our students. They are leaders, mentors, scholars, innovators, and public servants. They are

# Office of the Provost



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*And, they are all committed to the success of their students.*

Welcome to East Tennessee State University.

**Questions?**



# BAMBU: ADVOCACY PLATFORM

## Goals

- Amplify our voice
- Tell our story
- Connect with the community



# BAMBU

[EXTERNAL] Weekly Digest for East Tennessee State University (Mar 22, 2022 - Mar 29, 2022)



B Bambu <digest@getbambu.com>  
To: Vodden, Jessica

Tuesday, March 29, 2022 at 12:11 PM



DIGEST



Alumni, Athletics

## It's official: Former Buc Seamus Power headed to Masters

As the World Golf Rankings came out Monday morning, it became official: Seamus Power will play in this year's Masters.

[Read more](#)

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Awards and Honors, ETSU Health, Public Health

## U.S. News ranks ETSU College of Public Health among best

JOHNSON CITY – East Tennessee State University's College of



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Curated by OJ Early on Apr 8



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### ETSU hosting Q&A on Ukraine crisis

JOHNSON CITY, Tenn. (April 5, 2022) – The unfolding crisis in Ukraine continues to hold the world's attention and generate questions about the conflict, forces and ideas propelling it. On Tuesday, April 12, a panel of experts...

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News

### Student exhibitions on display at Reece Museum

Student exhibitions are on display at the ETSU Reece Museum.

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Arts & Sciences

### ETSU Planetarium playing important regional role

JOHNSON CITY, Tenn. (April 7, 2022) – As audience members make their first "flight" to Mars, Dr. Gary Henson often makes note of the audible gasps that fill the room.

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Alumni

### Meet Wes Ramey: from ETSU alum to Dollywood PR Director

When Wes Ramey graduated from East Tennessee State University in 2008 with his masters' degree in Professional Relations, he planned on a career that focused on public relations in motorsports.

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Clemmer College

### ETSU professor uses Dollywood as his classroom

For students studying parks and recreation at ETSU, a trip to Dollywood is on the syllabus.

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News

### ETSU's Reece Museum wins awards

JOHNSON CITY, Tenn. (April 5, 2022) – The Reece Museum at East Tennessee State University was the recipient of two Tennessee Association of Museums (TAM) Awards of Excellence at the recent TAM conference.

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 @JessicaVodden  



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1. Don't miss these engaging @ETSU student exhibitions at the Reece Museum! [Use this](#)

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Student exhibitions are on display at the ETSU Reece Museum.

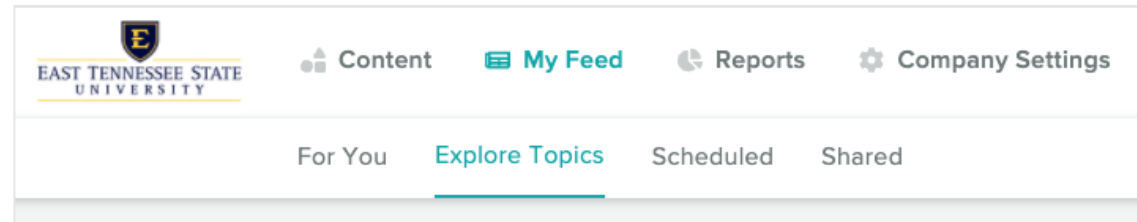
O.J. EARLY

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