What’s NOT new?

- Content
- URLs
- Site structure
- CMS
- Same content types and page layout options (just with a new look)
What’s new?

• New look for the Seattle U home page and Academics page
• New global navigation with drop-down menu
• New footer
• Brand new Tuition and Aid page at top-level
• New look overall
• Template changes for more options
• 10 new content types
Why?

• Changes made based on research and feedback from campus community and external website visitors

• Take advantage of technological advancements and our increased knowledge of T4

• Better accessibility, SEO, and user experience

• Better meet the needs of prospective students
Our holistic approach to education nurtures more than just the mind--it cares for the whole person. That's why people from everywhere come to Seattle University with open minds and open hearts, ready to discover their path in life.
New Global Navigation
New footer
BRAND NEW: **Tuition and Aid**

GETTING YOU TO YOUR PASSION
There's a financial aid path for everyone. Our Student Financial Services team is here and ready to help you find which one is right for you.

**Tuition & Expenses**
Funding a high-quality education can seem daunting but we strive to make your educational investment affordable. The cost of tuition, fees and charges vary by program and degree.

- UNDERGRADUATE TUITION & FEES
- GRADUATE TUITION & FEES
- ROOM AND BOARD
Significant style changes to banners

• ALL banners now full-width

• Section banners
  – Might need to change image to larger higher resolution image ➔ Section Customizations folder
  – Recommend 600px x 300px (but optimize for web)
  – New design cuts off top left corner of image
Title banner & Megabanner

- Background image meant to be texture behind (optional) color overlay
- To increase accessibility and ease of creating new banners, title in white text box
  - For Megabanners: subtitle and paragraph underneath banner image
Title banners & Megabanners

• Banners will go full width so we recommend a minimum size of 1920px wide
  – Still can be between 300-450px tall

• Depending on user’s screen size, significant parts of image may not display
  – Change width of browser to test banner at various screen sizes
Title banner & Megabanner

• If you already have a megabanner, MarCom has created a new v9 banner for you

• If you already have a title banner, you may want to change image/color overlay

• If you don’t have a large banner and want one, get in touch!
Template changes

• Option for content to go full-width
• Zone C content now viewable on mobile devices
• More control of how your content appears on a mobile device
• Existing content types available in more zones
Fixed width vs Full width

• Fixed width: Website ≤ 1170px wide
  – Content defaults to fixed width, same as v8
  – All banners, however, will go full-width
Fixed width vs full width

• Width varies depending on user’s device
Before you go full width…

• Preview your pages and check on balance of content across zones

• You may need to replace older images (especially ones that migrated over from Ektron) with a new higher resolution images

• Access Photoshelter for high res images taken by University Photographer
How to go full-width

• “Section Customizations” folder in your site structure

• Content tab

• Open “Site Configuration Options” content item

• Select “Full width”

• Save & approve!
Review: Zones

Wellness and Health Promotion

We focus on you
SO YOU CAN FOCUS ON CHANGING THE WORLD
You're at your best when you're feeling well and we're here to help. From online screenings, to individual consultations, to large events, we offer the education and support you need to be successful here at SU.
Ordering content for mobile

• v8 mobile: Zone A content top to bottom, then Zone B top to bottom, no Zone C
Ordering content for mobile

- v9 mobile: section order (regardless of zone)
- What content do your mobile users most need/want?
# More zone options for content types

### Zones A, B, C

- Audio, Call to action feature*
- Carousel*, Contact box*, Code only
- Infographic, Mini spotlight*, Organizer
- Primary/secondary/supplemental content
- Program overview*, Quote
- Testimonial, RSS Feed, Form

### Zone B only

- Call to Action Links Undergraduate*
- Call to Action Links Graduate*

### Footer

- Department contact info

### Zone A only

- Accordion*
- Blog post, News
- Dual column content
- Faculty & staff bio
- Featured content
- Image panel*
- Jumbotron (I, II, III*)
- Jump links*
- Slideshow, Media kit
- Spotlight*
- Video (embedded)

### Zones B, C

- Curated events box
- Curated news
- Facebook or Twitter feed
- Give button
- Program summary box
- Quicklinks
- Social media buttons
- SU Master Calendar Feed
- Video (pop up)

### Top Zone

- Color box navigation, Section banner, Title Banner, Mega Banner

---

**If zone options, new radio button field:**
New content types

Zone A only:
• Accordion
• Image Panel
• Jumbotron III
• Program Overview
• Spotlight

Zones A, B, or C:
• Call to Action Feature
• Contact Box
• Mini Spotlight

Zone B:
• Call to Action Links – Undergraduate
• Call to Action Links - Graduate
Accordion

• Up to four content blocks that expand and collapse upon click
• Available to all content editors
• Zone A only
Call to Action Feature

- Optional title, up to four buttons, with background image and color overlay
- Available to all content editors
- Available in zones A, B, C
Call to Action Links – Graduate and Undegraduate

• For pages aimed at prospective students
• Three buttons: Apply, Visit, Request Info (linking Undergraduate Admissions or Graduate Admissions)
• No customization available
• Available to all content editors
• Zone B only
Contact Box

• Headshots, names, titles, phone and email for up to three primary contact people
• Zone A, B or C
• All content editors
Image Panel

- Available to all content editors
- Zone A only
- Background image with text box placed over on top with title, subtitle, text, up to 2 links
Jumbatron III

• Available to all content editors
• Zone A only
• Image on side, with title, paragraph up to 4 links
Mini Spotlight

• All content editors
• Zone A, B, C
• Up to four small images with name, link, short text

Megan Otis  
Web Support Specialist

Aubrey Benasa  
Digital Designer

Anne Reinisch  
Graphic Designer

Kaily Serralta  
Marketing Operations and Projects Manager
Program Overview

• For program pages / other pages aimed at prospective students
• Overview paragraph, followed by accordion for degrees and specializations
• All content editors
• Zone A only

Overview
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Degrees and Specializations

- Bachelor of Arts in Criminal Justice
- Bachelor of Science with Criminal Justice Minor
- Minor in Criminal Justice
Spotlight

- Zone A only
- All content editors
- Background image or color behind headshot image with title, quote, attribution

STUDENT STORY

"This financial support has freed me to focus on my studies, to volunteer to help other students who are struggling, to spend more time on campus developing relationships with my professors and to give back to the community through the clubs that I volunteer for. [My scholarships] made a world of difference in my life, and I'm so grateful."

Carrie Smith, '10, Electrical Engineering Scholarship Recipient
More changes coming soon

• A few more content types:
  – Carousel (Zones A, B, C)
  – Jump links (Zone A)
  – Featured curated events (Zone A)
  – Color box navigation (Zone A)

• Program pages
Help

• Resources for content editors: www.seattleu.edu/web

• Need a T4 refresher? Attend a basic training: www.seattleu.edu/web/training/sign-up/

• Content type encyclopedia: www.seattleu.edu/web/training/content-types/

• Megan Otis, Web Support Specialist
  – otism@seattleu.edu, 296-6354
  – web@seattleu.edu