

A large, stylized sculpture of a wolf made of woven metal strips, standing on a brick path. Two other similar sculptures are visible in the background on either side.

THINK AND DO





Undergraduate

At NC State, you'll gain more than a diploma. We're here to shape resilient, creative thinkers who excel in whatever they do.


Bold Thinkers Blossom Here

We believe that real learning opportunities come from getting your hands dirty. Taking big swings (and sometimes missing). Pushing yourself and persevering. Leaving your comfort zone to land somewhere better.

Every one of our undergraduates, regardless of what they choose to study, gets a supportive environment brimming with rich experiences that provoke their mind and prepare them for the future.

On this campus, you'll unite powerful ideas with purposeful action. You'll **think and do**.


START EXPLORING



Majors and Minors

Accounting, zoology and everything in between. We have more than 100 majors and 120 minors to discover.

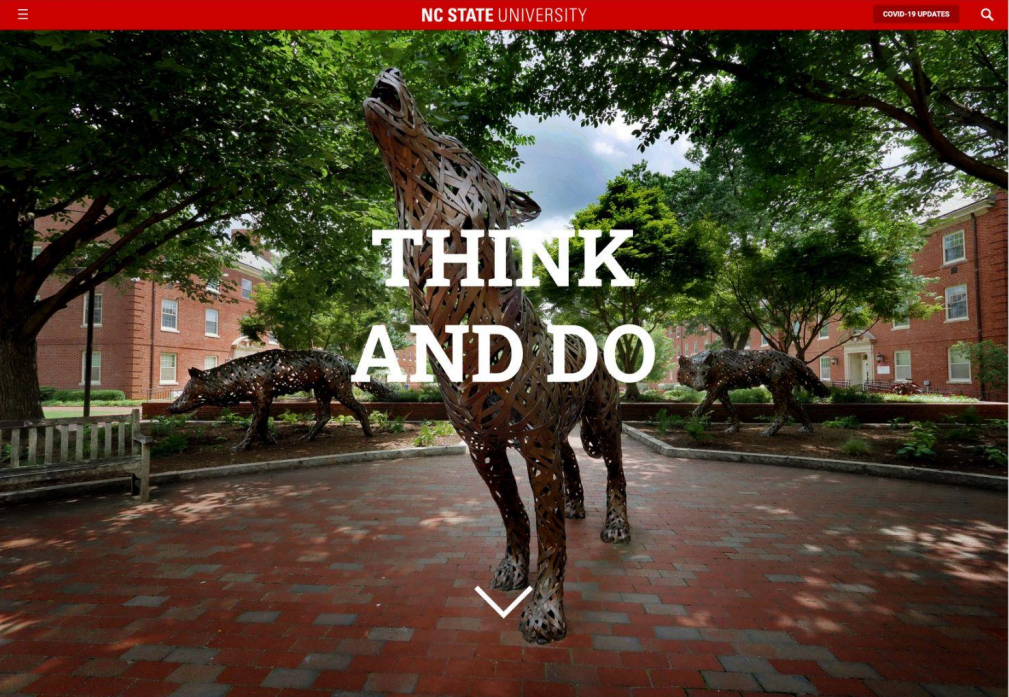
[See the full list →](#)



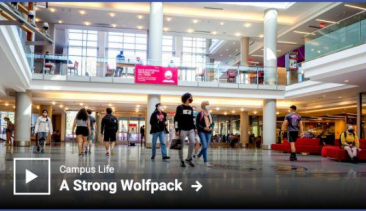
Colleges and Departments

Scout out an academic home among more than 60 departments housed throughout our 12 colleges.

[Browse our offerings →](#)






IN THE SPOTLIGHT



Campus Life
A Strong Wolfpack →

More From NC State

-  **Honoring Robert Westbrook, Alumnus Who Died at Pearl Harbor →**
-  **Engineering North Carolina's Future by Adding Just a Whole Bunch of Students →**
-  Student Life

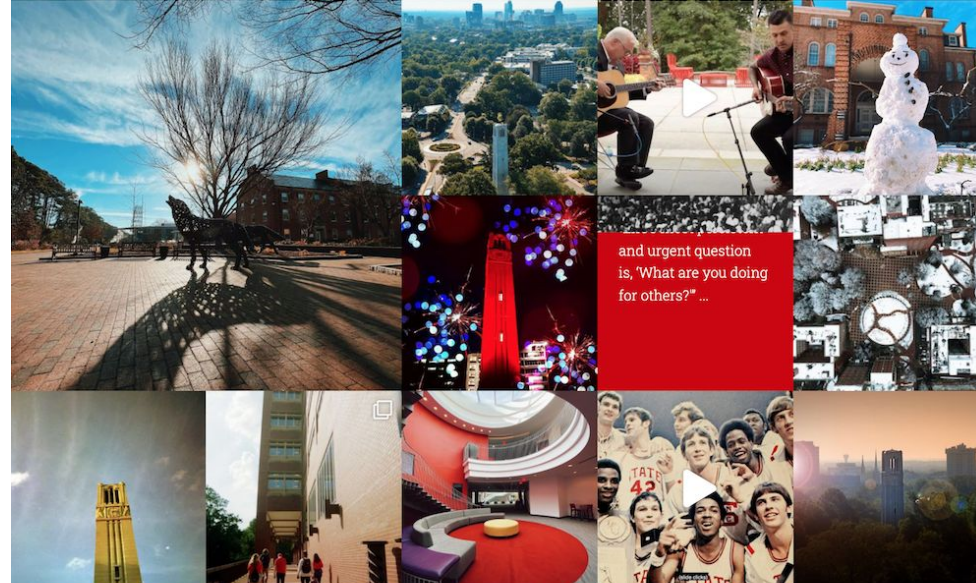
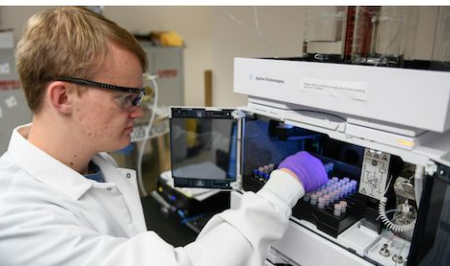


Stop Video

ADMISSIONS AND AID

Our Pack is made up of innovative, purposeful thinkers and doers from all over the world — and we're always looking for more members.

If you want to drive the future with us, explore how to apply to NC State and learn more about financial support.



and urgent question is, "What are you doing for others?" ...

[Load More...](#)

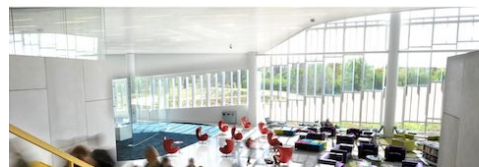
A Dynamic Environment

How would we describe our campus? Gorgeous, traditional architecture meets leading-edge, futuristic structures. (It's a combination you won't see at any other university in the area.)

See where our students spend their time.

#14 Most Beautiful Urban College Campus

College Consensus



Enterprise Web Redesign: Team

- Alastair Hadden, Director of Marketing Content
- Christy Sadler, Assistant Director of Marketing Content
- Alex Fulton, Senior Digital Content Specialist
- Bob Witchger, Art Director
- Lindsey Shepherd, Senior Designer
- Amanda Pearlszig, Graphic Designer
- Luis Chacon, Senior Director of Web and Digital Strategy
- Scott Thompson, Director of Web Services
- Gary Alexio, Web Developer
- Richie Leahey, Web Developer
- Katherine Taylor, Advertising Strategy Manager

Enterprise Web Redesign: Goals

- Align with NC State's strategic plan and embody its brand.
- Do justice to the university's mission, vision and values.
- Emphasize our familiar strengths — and how we're different.
- Focus our energies on key audiences and actions.
- Make it simpler to maintain and improve the website.
- Defer to the experts across campus.

Enterprise Web Redesign: Content Audit

TITLE	CURRENT PATH	3Y TOTAL	1M AVG	BOUNCE	ORGANIC	NOTES	ACTION
About the Site	/about-the-site/	1,700	47			Obsolete page, redirects to /about/	
Academics	/academics/	676,274	18,785	21.34%	69.64%	Top-level topical nav	
2018 Commencement	/academics/2018-commencement/	4,424	123	66.71%		Archived card system	
2019 Commencement	/academics/2019-commencement/	319	9	58.65%		Archived card system	
Colleges and Academic Departments	/academics/departments-a-z/	1,276,326	35,454	32.51%			
Discover STEM at NC State	/academics/stem-at-nc-state/	573	16	42.93%		Relatively new page? (2019)	
High-Impact Education	/academics/high-impact-education/	11,117	309	62.90%			
Online Education	/academics/online-education/	209,095	5,808	16.21%		Hugely popular	IMPROVE
Academic Excellence Programs	/academics/academic-excellence-programs/	44,426	1,234	50.11%			
Admissions	/admissions/	1,154,218	32,062	22.16%	69.44%	Top-level topical nav	
Undergraduate Admissions	/admissions/undergraduate-admissions/	457,718	12,714	30.60%	52.35%	See overall admissions funnel clarification	
Admitted	/admissions/undergraduate-admissions/admitted/	6,750	188	51.34%		Landing page for enrollment digital ads? (2020)	CHECK
Show Your Wolfpack Pride ...	/admissions/undergraduate-admissions/show-wolfpack-pride/	205	6	65.00%		Landing page for social campaign? (2020)	CHECK
Athletics	/athletics/	279,808	7,772	46.38%	64.21%	Top-level topical nav	
Copyright	/copyright/	3,343	93	71.52%		Footer	
Copyright Info	/copyright/copyright-info/	182	5			"	
Defenses	/copyright/copyright_defenses/	254	7			"	
Liability	/copyright/liability/	36	1			"	
Peer-to-Peer (P2P) File Sharing	/copyright/peer-to-peer-p2p-file-sharing/	47	1			"	
Procedure	/procedure/	60	2			"	
Procedure Two	/procedure-two/	67	2			"	
Faculty and Staff	/faculty-staff/	365,299	10,147	37.28%	31.70%	Top-level audience nav	
Professional and Personal Development	/faculty-staff/professional-personal-development/	2,426	67	48.48%		Link list and utility for internal employees	
Information Technology (IT) Resources ...	/faculty-staff/technology/	3,966	110	63.04%		"	
Employee Resources	/faculty-staff/employee-resources/	4,873	135	54.82%		"	
Resources for Retired Faculty	/faculty-staff/retired-faculty/	1,523	42	57.93%		"	
Faculty and Staff Support Services	/faculty-staff/campus-services/	2,387	66	63.96%		"	
Apply for a Job	/faculty-staff/apply-for-a-job/	139,072	3,863	15.08%		Underserved audience, buried	
NC State Photos	/nc-state-photos/	6,219	173	40.77%		Obsolete push to PackPix, almost no traffic since late 2019	DELETE
Outreach	/outreach/	52,495	1,458	50.46%	57.16%	Top-level topical nav; how do we curate alongside service, extension?	
Partnerships	/partnerships/	43,960	1,221	59.54%	54.50%	Top-level topical nav; how do we curate this concept – and provide utility?	
Army Futures Command	/partnerships/army-futures-command/	-	-				CHECK
Students	/students/	377,736	10,493	50.61%	46.57%	Top-level audience nav	
Academic Services	/students/academics-services/	12,266	341	56.25%		Link list and utility for current students	

Enterprise Web Redesign: Information Architecture

[illegible]

Enterprise Web Redesign: Information Architecture

MENU	PAGES	EXISTING URL	PROPOSED URL	WP	NOTES
DISCOVER >					
	Majors and Careers	n/a	ncsu.edu/majors-and-careers	<input checked="" type="checkbox"/>	Marketing page, meat of which is pointing to catalog.ncsu.edu and similar resources
	Admissions and Aid	ncsu.edu/admissions/	ncsu.edu/admissions-and-aid	<input checked="" type="checkbox"/>	Sparkly overview page that helps users self-identify and directs them to relevant resources quickly
	Campus Life	ncsu.edu/campus-life/	ncsu.edu/campus-life	<input checked="" type="checkbox"/>	New and improved, glossier, more social and event-focused Campus Life
	Spirit and Traditions	n/a	ncsu.edu/spirit-and-traditions	<input checked="" type="checkbox"/>	Synthesizes existing history and tradition pages, Hallowed Places pages, other one-shots
	Athletics	ncsu.edu/athletics/	ncsu.edu/athletics	<input checked="" type="checkbox"/>	New and improved, glossier, not just a gauze for gopack.com
	Raleigh, N.C.	n/a	ncsu.edu/raleigh-nc	<input checked="" type="checkbox"/>	New page that markets the experience of living and working in Raleigh and the Triangle
ABOUT					
	NC State 101	ncsu.edu/about/	ncsu.edu/about	<input checked="" type="checkbox"/>	Similar to existing page with some polish; not solely aimed at potential students
	Chancellor ↗	chancellor.ncsu.edu/	-	<input type="checkbox"/>	Spin Chancellor/Leadership off as its own subsite
	Rankings and Facts	ncsu.edu/rankings/	ncsu.edu/rankings	<input checked="" type="checkbox"/>	Similar to existing page
	Think and Do ↗	ncsu.edu/think-and-do/	-	<input type="checkbox"/>	Repository for advertising pages and one-shots, "homepage" is latest ad campaign
ACADEMICS					
	Undergraduate	n/a	ncsu.edu/undergraduate	<input checked="" type="checkbox"/>	More functional than related Discover pages, addresses general nature of an NC State undergraduate education
	Graduate	n/a	ncsu.edu/graduate	<input checked="" type="checkbox"/>	More functional again, addresses general nature of NC State graduate education, quickly drives offsite
	Online	ncsu.edu/academics/online-education/	ncsu.edu/online	<input checked="" type="checkbox"/>	General explanation of quality of online programs, attention paid to lifelong learners, quickly drives offsite
	Colleges and Departments	ncsu.edu/academics/departments-a-z/	ncsu.edu/colleges-and-departments	<input checked="" type="checkbox"/>	Index page of colleges and departments, relatively low marketing; another way of getting at the same information
INNOVATION					
	Research	ncsu.edu/research/	ncsu.edu/research	<input checked="" type="checkbox"/>	Similar to existing page with some polish, drives to ORI
	Partnerships	ncsu.edu/partnerships/	ncsu.edu/partnerships	<input checked="" type="checkbox"/>	Similar to existing page with some polish, drives to EAPED
	Centennial Campus ↗	centennial.ncsu.edu	-	<input type="checkbox"/>	Offsite link
	Entrepreneurship ↗	entrepreneurship.ncsu.edu	-	<input type="checkbox"/>	Offsite link; is this too student-focused?
COMMUNITY					
	Diversity, Equity and Inclusion	ncsu.edu/diversity/	ncsu.edu/diversity-and-equity	<input checked="" type="checkbox"/>	Eventually, new Diversity and Inclusion microsite? For now, top-level landing page framing the concept
	Global Engagement ↗	global.ncsu.edu	-	<input type="checkbox"/>	Offsite link
	Outreach and Extension	ncsu.edu/outreach/	ncsu.edu/outreach-and-extension	<input checked="" type="checkbox"/>	Low-investment page summarizing important aspects of NC State mission, driving to relevant websites

Enterprise Web Redesign: Page Goals

Page Title	Audience	Context	Benefit	Goal	Message	Action	Writer	Content Doc
	Who needs this page?	When and why do they need it?	What does this page help them do?	How does this page serve NC State?	What do we want users to think or feel?	How do we measure success?		
Online	Future online and distance students, their parents and families.	When exploring the breadth and caliber of NC State's online education offerings...	Decide whether NC State is a viable option for online education – both in the scope and quality of what it offers.	Offers a single, cohesive experience of the myriad, discrete online offerings across the university.	As a forward-looking, STEM-focused university, NC State excels at online teaching and instruction.	Traffic to Online and Distance Education, principally the "Programs" page.	Alastair	COMPLETE
		...because they have specific, niche needs that can only be satisfied by online or distance programming.	Quickly learn whether NC State has the specific program, course or other offering they need.	Helps prospects experience high-level marketing and find their way to a specific program.	NC State anticipates the distinct needs of online or distance learners.	Traffic to other high-value online programs, including Engineering Online, the Jenkins MBA, etc.		
					An online qualification from NC State is as valuable – and prestigious – as one earned on campus.			
Colleges and Departments	Future students of all kinds, their parents and families – especially those with a narrow or specific academic interest.	When exploring the academic structure of NC State and what kinds of degree (and non-degree) offerings may be available...	Quickly see how NC State's academics and research are structured by college and field.	Provides a complete overview of the colleges and departments comprising the broader university.	NC State is a comprehensive university that excels – and offers academic opportunities – across a wide range of colleges and fields.	Traffic onward to specific college and department sites. (Ideally, we would monitor which are most in demand.)	Alex	COMPLETE
	Any external or internal user seeking a specific college or department.	...because they'd prefer to see a broad overview – or pin down a specific resource – rather than engage with marketing content.	Find their way to specific college or department resources with minimal effort or searching.	Establishes clear paths to college and department subsites.		High share of organic traffic: users searching for "list of nc state colleges" and similar come here directly and get the information they need.		
INNOVATION								
Research	Future students who are interested in the university's innovation – and how they might participate.	When first investigating the range, quality and impact of NC State research...	Understand the broad scope of NC State research, its intentions, its outputs.	Provides a single, cohesive snapshot of the university as a research powerhouse.	NC State is a globally respected research enterprise – and a national model for public-private research.	Traffic to Results magazine and other highlighted research stories.	Alex	COMPLETE
	Potential faculty and staff, or potential partners, curious about NC State's research mission.	...because they're looking for high-level information about the university's research mission, how successful it is, and how relevant it may be to them.	See specific examples of our research in action, making the world a better place.	Helps prospective faculty, staff and partners connect with the Office of Research and Innovation, Results and other resources.	NC State research is practical, hands-on, problem-solving.	Traffic to the Office of Research and Innovation site.		
	Legislative and peer audiences who are sizing up NC State.		Find their way to more dedicated research resources.		Research is intrinsic to NC State, pursued by everyone from undergraduates to professors to multinational corporations.	Traffic to other Innovation destinations: Partnerships, Centennial Campus.		
Partnerships	Future students who are interested in the university's innovation – and how they might participate.	When first gauging NC State's strength and success in partnering with private, public and nonprofit institutions...	Understand NC State's approach – and commitment – to partnering with a wide range of entities to pursue research and innovation.	Provides a single, cohesive snapshot of the university as the partner of choice for public, private and nonprofit entities.	NC State is sought out by leading companies, federal and state agencies, and nonprofits because we excel at fruitful partnership.	Traffic to the Partnership Portal.	Christy	COMPLETE
	Potential partners, or potential faculty and staff, curious about NC State as a hub for innovation.	...because it may benefit their career prospects, or they value a university where public-private partnerships are commonplace and have a positive impact on the world.	Understand how partnerships benefit them personally, and know their options for learning more.	Helps prospective partners connect with External Affairs, Partnerships and Economic Development, their dedicated Partnership Portal and other resources.	NC State partnerships are simple, direct, effective and beneficial for everyone, including students and ordinary people across the state and nation.	Traffic to the External Affairs, Partnerships and Economic Development site.		
	Legislative and peer audiences who are sizing up NC State.					Traffic to other Innovation destinations: Research, Centennial Campus, Commercialization.		

Enterprise Web Redesign: Content Overview

■ Discover pages

- ◆ High-gloss marketing aimed at potential students
- ◆ Designed to funnel users toward an application, *exciting*

■ Topical pages (or subdomains)

- ◆ Marketing content aimed at array of external users
- ◆ Nonlinear, skimmable content with many exits, *engaging*

■ Audience pages

- ◆ “Homepages” for internal users who need to get things done
- ◆ Linear, direct content for short sessions, *useful*