

# PROJECT INITIATION FORM

## Project Briefing

### Date

1/24/2022

### Project Name

UA site redesign

### Project Owners

David Hummel – Dir of Digital Services

Julia Ward – Asst VP, UA MC&T

### Project Summary

University Advancement has two main websites – the MUAA site and the Development site. Neither of them has had a design update since 2016. The sites are starting to look outdated and don't always have space to house the types of content that we'd like to have on the sites. During the site redesign, we will be auditing the content (deciding what stays and goes) but we will not be starting over with all new content.

### Channel Strategies

*MUAA site - Our Alumni site specifically targets alumni of Miami University. Here, alumni can find ways to engage with the University, events going on, resources available to MU alumni, and learn more about the Alumni Association. This site also features news stories that highlight alumni, signature events, and promote upcoming opportunities for alumni to get involved and stay connected to their alma mater by fostering their passion through high energy and informative info.*

*Giving site - Our Foundation website is focused on why constituents should give, ways they can give, where they can give and additional information relating to gifts. As such, we should be sharing stories of how those gifts are impacting our students and the University as a whole. Since we are trying to inspire gift-giving, we will need to make sure we are pulling at the readers emotions to make them feel good as they are giving.*

### Content Focus

*MUAA site – All alumni events are hosted on this site, along with news, ways to get involved, and current happenings in the Alumni Association. Focus on the connection alumni have with their alma mater- through groups, chapters, and personal profiles/class years. Also provided resources to keep alumni connected to MU.*

*Giving site - Show the impact of gifts through stories, educate the audience on how and where they can give, and give them easy ways to give.*

### Target Audience

*MUAA site – All alumni*

*Giving site – All constituents (alumni, parents, donors, friends)*

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## **Specific Deliverables Expected**

*Design – for the 2/16 design meeting, we need to share the following with the Anthology team:*

- » *MU brand guidelines that must be followed (colors, fonts, etc)*
- » *Logo files*
- » *Specific design elements that we want to have for each of the sites*
- » *Sites that we like (for them to use as inspiration)*

*Navigation – due 3/1*

- » *Primary level navigation buckets*

## **Timing**

*Internal project kickoff – Fri Jan 28*

*Project kickoff with Anthology – Mon Feb 7*

*Design meeting with Anthology – Wed Feb 16*

*Navigation final – March 1*

## **Executional Mandatories**

*MUAA home page design:*

- » *Highly prominent area for story telling/impact stories*
- » *Prominent area for events, updating contact information, ad areas (that can be updated as needed), others TBD*
- » *Simple page layouts and navigation*
- » *Social media links*

*Giving home page design:*

- » *Highly prominent area for story telling/impact stories*
- » *Easy and multiple ways to make a gift*
- » *Area to push Gift Planning*
- » *Area to have contact info*
- » *Simple page layouts and navigation*
- » *Social media links*