

Clayton State University

One-time FY16 Over 25K Funding Request

Description: University Website Redesign and Restructuring

Amount Requested: \$67,000

Justification:

A website tells a lot about an institution. It shows how much thought the institution puts into its brand, community members and business practices. It also serves as the front door to visitors who are learning about us such as prospective students, reengaged alumni and donors.

The website was last updated almost five years ago and much feedback was provided regarding the need for an updated University website to better support the University's strategic communication and enrollment goals. After confirming the need to update the University website's design and architecture, the department of Marketing and Communications initiated this University-wide project.

Clayton State identified a vendor to partner for the initial phases of the project and STAMATS was contracted to conduct a Discovery session that took place on September 22, 2015, with a visit at the university's Morrow campus. On this visit they met with numerous constituents to better understand the needs and objectives for the website redesign project. They engaged a variety of groups including President Hynes, key deans and faculty, marketing and communications staff, enrollment management representatives, student support services personnel, enterprise applications staff, admissions team members, web content authors, traditional and nontraditional students, and alumni. STAMATS has also developed the recommendation for the revised web architecture and content style guide.

To continue the project, additional funding is needed to support the following phases:

Website Development – includes wireframe creation, website brand and creative strategy development

HTML Development – Conversion of design to HTML templates and browser testing

CMS Integration – Content Management Intergration into DNN

Content Development – Establishing editorial tone and written copy

This request will allow for the completion of the project within a reasonable timeline and minimize lengthy delays. Currently the project is estimated for completion in the fall of 2016.

Clayton State University

One-time FY16 Over 25K Funding Request

Description: ___Professional Still and Motion Photography, and Video Postproduction Services

Amount Requested: ___\$65,000_____

Justification:

A picture is worth a thousand words.

Visuals, including photos and videos, impact the quality and effectiveness of communication materials. In fact, 90% of information transmitted to the brain is visual and the human brain processes visual information 60,000 faster than text. This is why the most effective websites are built around photos and videos instead of relying solely on text. The quality of visual content also signals a university’s credibility and professionalism.

With the launch of various projects including the

- **University Website (research and discovery, architecture development, wireframe and design content development, HTML development and CMS integration),**
- **Academic Program Collateral (Updated brochures for all academic programs and also College brochures),**
- **Admissions Recruitment Materials (Print and digital), and**
- **Marketing Campaigns (Admissions, program and University marketing),**

It has been identified that there is a need for updated professional photography and videography. There is also a need to produce materials that better tell the Clayton State story through “showing” the work and collaboration that happens throughout campus. An important takeaway from our recent exploratory session with STAMATS found that overwhelmingly, students and faculty are proud of our campus and it’s beauty. Many surprised to see this upon their initial visits to our campus. However, we are in need of updated campus beauty shots that in line with current photography trends. Another STAMATS finding identified that our content contributors need more access to university photography resources. Many find it difficult to obtain the visuals needed for their content. However, current marketing quality image options are limited.

In addition, the University has been limited in the ability capitalize on current marketing opportunities and best practices that include video advertising content. In 2014, the use of video content in B2B marketing increased by 8% (to 58%). Currently we are not using video in our direct marketing efforts for lack of resources for videography and postproduction.

This request would assist the funding for professional still and motion photography (video), as well as post production needs for branding and advertising videos.

Below is a listing of areas that we are lacking in professional photography and motion photography content, and/or areas we can benefit from photography updates:

Campus Life/Spirit photos – We often get requests for students involved in campus life, but we do not have professional images for our recruitment pieces that show students having fun on campus. We also could benefit from photos of students enjoying themselves at Athletics events or wearing school colors to show University pride.

Casual student photos – We do not have many options when it comes to diverse groups of students socializing outside of the classroom. In order to shake the commuter campus mentality, we need to showcase students interacting on campus outside of the academic environment.

New building spaces photos – We need updated images of people using our spaces such as the Student Activity Center, Laker Hall, Clayton Station, the Lakeview Discovery and Science Center, etc. These would be critical spaces to show to help promote residence life in our admissions pieces and round out our collection of spaces now that the new science building is complete and occupied.

New campus beauty – We would benefit from a refresh of our campus beauty photography. We have used the same images since 2012, so different angles and presentations of our signature buildings and lakes would benefit our marketing pieces.

Athletics photos – We need new photography of our athletes. When requests come in for us to show athletes in promotional material, it would be best if we could show professional photographs of current athletes in their latest uniforms rather than pulling photos from years ago of players who have graduated and uniforms that we no longer wear. We also need some good quality photos from a day when the gym/bleachers are full to use when we promote athletics. A gym with sparse attendance in the background does not show off our athletic programming, and I have been asked in the past to try to pull photos from games where fan attendance was high.

All types of students – We need a robust library of images of different student types. We have students ranging from high school in the Move On When Ready program (we would need special permission for those students to be photographed) to our non-traditional population and veteran population. To develop recruitment materials focused on these specific populations, we need photography that reflects these student types on campus, having fun, and learning to place in targeted promotional pieces. Some international/exchange student photography would also be good to promote our growing exchange opportunities.

Updated Academic Photography – Our professional photo library was compiled in the fall of 2012. The focus of the photo shoot at that time was to build a library of academic photographs to be used primarily in our academic pieces. Many professors have left/retired and new professors have come to Clayton State since 2012, and new programs have come into play that we lack professional images for (such as the BA in Film Production). We need to refresh our library of photos of students in a classroom environment as well as students who are working outside of Clayton State at key internship sites (For example, Supply Chain Management intern photos would strengthen the University's Advancement mission in Supply Chain donor solicitation. Teacher Education – whose program heavily depends on experiential learning – needs updated photography of students in the field.)

Master's level classes – We have received feedback that our master's classroom shots do not look any different from undergraduate course in terms of student dress. A planned photo day where master's level students are kindly asked to dress in business casual would best reflect the look the professors are hoping to market in these graduate courses. It's true and it's acceptable for students to come to class in casual, comfortable clothing, but for the sake of marketing graduate programming, planned business casual would give us the professional edge needed in marketing their programming.

Staged Photography at Career Fairs – We need to plan to pose students with vendors at Career Fairs. I receive a lot of requests for Career Fair images, but many photos do not work for campus clients because the students do not look like they are seeking a job. Having a few professionally dressed students from various backgrounds pose with vendors at a Career Fair event would get us more of the images campus clients want to see in their materials.

More Alumni Photography – As we work toward building our alumni base with new promotional pieces, we would benefit from professional images that align with the mission of the Alumni Association.