

EMORY UNIVERSITY

EMORY.EDU SITE CONTENT STRATEGY

Macquarium Intelligent Communications
1800 Peachtree Road NW, Suite 250
Atlanta, Georgia 30309

PHONE: (404) 554 4000
FAX: (404) 554 4001



PROPRIETARY NOTICE

The information contained in this document is of a proprietary nature. The disclosure, duplication, use in whole, or use in part, of the proposal for any purposes other than client evaluation without the written permission of Macquarium, Inc. is prohibited.

REVISION HISTORY

	VERSION	DESCRIPTION	AUTHOR
12/04/2007	1.0	Content Strategy	James Gray

TABLE OF CONTENTS

INTRODUCTION	9
DOCUMENT OBJECTIVES	9
APPROACH.....	10
CONTENT GUIDELINES	10
CONTENT SOURCES	10
CONTENT MANAGEMENT	12
CONTENT GOVERNANCE.....	12
CONTEXTUAL WIREFRAME DEFINITIONS	13
1. HOME PAGE	13
2. OVERVIEW PAGE.....	16
3. CONTENT PAGE	16
4. LIST PAGE	16
5. ANNOTATED LIST PAGE	17
6. CALLOUT.....	17
7. SLIDESHOW	18
SITE ARCHITECTURE	18
APPENDICES	18
APPENDIX A: CURRENT SITE OUTLINE (AS OF 12/6/07)	19
APPENDIX B: RECOMMENDED SITE OUTLINE	19
APPENDIX C: CONTENT INVENTORY	23
APPENDIX D: SITE ARCHITECTURE	24
APPENDIX E: SITE ORGANIZATION CHARTERROR! BOOKMARK NOT DEFINED.	
APPENDIX F: EMORY WEB STANDARD TERMSERROR! BOOKMARK NOT DEFINED.	
CLIENT SIGNATURES.....	25
MACQUARIUM SIGNATURES	25

bschroeder 10/2

Formatted: Bul

INTRODUCTION

9

DOCUMENT OBJECTIVES

This document formally states the contextual strategy for the creation and organization of pages residing on the www.emory.edu Web site. Within this document, Macquarium has outlined the approved voice for Emory University's Web offerings, with guides to the creation, organization, and management of content in later phases of the Web's strategic roadmap in respect to the Brand.

Like any large institution, Emory University each year produces countless publications in a myriad of formats. Thus, the governing bodies of Emory's Brand voice and identity have already established a careful and long thought-out strategy for maintaining the University's high standards. We briefly restate those standards herein. However, the goal of this document is not to supersede those standards, but rather to set the stage for extending them to the online environment.

This strategy will inform and guide the design of the site's information architecture and user interfaces, ensuring that they facilitate the proper organization and presentation of the content. The resulting high-level content outline will help Macquarium determine the proper placement of all static and dynamic content within the Web site structure. During the Design Phase, the outline will be expanded into a content inventory document that will be used by the content management team in cataloging and approving copy for site pages.

This Content Strategy inventories and catalogs content types that need to be represented in the final Web solution by providing:

- Detailed content elements that should be presented in support of Emory's Brand
- Content page templates and their relative uses
- Availability and status of the various content items required
- Overview of how a content management system will be leveraged to create a better, consistent content creation experience for the site's content contributors and a successful user experience for its target audiences

This Content Strategy document makes reference to Web site content organization and presentation as it will be rendered in the final design. Note, however, that site architecture is not completely defined until the beginning of the Design Phase; any mention of architectural and organizational elements, especially as relates to site hierarchy or relative location, is primarily for illustrative purposes and is subject to change. Final arrangement of all content areas is defined and established during the Site Architecture portion of the Design Phase.

bschroeder 10/2

Formatted: Bul

© 2007 Macquarium, Inc. All Rights Reserved.

bschroeder 10/2

Formatted: Bul

APPROACH

10

This document is the result of several sequential steps within the Macquarium Discover and Define process:

- Current State of the Emory.edu Web environment
- Stakeholder Interviews
- User Interviews, Research , and Web Surveys
- Business Requirements
- Competitive Landscape

Macquarium began by documenting common themes and business needs as surfaced through our research, interviews and survey processes. These themes are defined within the Emory Web Site Solution Brief and accompanying appendices.

Through several stakeholder interviews and take-aways, we determined that major underlying themes were also available in the Emory Strategic Plan as well as through current discussions among Emory senior marketing management as to the "core" characteristics that make Emory unique among major universities. Therefore, the documentation of that Plan has also significantly contributed to the direction of this content strategy.

During the Design Phase of this project, Macquarium has worked with the client's Web content management team to determine the appropriate length and placement of the various content types. Our resulting library science approach to content size, voice, and placement delivers a final site outline and complete site architecture that work together to define and illustrate site navigation and content interrelationship.

CONTENT GUIDELINES

As stated in the introduction, Emory already has a solid strategy for applying standards to its content and image styles. Therefore, this document needs only append and highlight style issues that are unique to the Brand's online delivery vehicles. It is the intention of Emory that its online standards follow those standards in a cascade effect based on the following set of approved resources:

- University-wide Standards: The Emory University Publications Office has chosen *The Chicago Manual of Style*, fifteenth edition, as its preferred style source and *Merriam-Webster's Collegiate Dictionary*, tenth edition, as its preferred dictionary.
- School Standards: As a large and diverse institution, several of Emory's schools have been granted the right to follow other style manual standards such as the AP Style Guide and MLA Style Guide in instances where *The Chicago Manual of Style* does not meet their needs. In instances in which School-published documents are being re-purposed for Emory's greater Web community, it is unlikely that the Publications Office will revise those writings unless the style or tone of the document fails to adequately and consistently follow the School's style guidelines. Ultimately, and in the spirit of community and expedience, the Publications Office will not enforce nor mandate revisions unless its in the interest of the University.
- Web Standards: For issues of computer, electronic, or technological style, the Publications Office will consult *Wired Style: Principles of English Usage in the Digital Age*.
- Emory-Specific Web Standards: The group will create and maintain a list of content-based style guidelines as a means to address Emory-specific Web content issues. The Emory Web Standard Terms List, Appendix F will also assist content writers by referencing accepting standards for terms unique to the University.

bschroeder 10/2
Formatted: Bul

CONTENT SOURCES

The following list references a variety of source materials that may be used by Emory to develop Web content for the site(s) covered by this initiative.

11

Copyright © 2007 Macquarium, Inc. All Rights Reserved.

- University Brand Collateral: This includes printed documents that are developed in support of the University's Brand Promise, its tenets and strategy.
- Emory News and Events: Information of interest to multiple audiences with an exceptional focus on timely, Brand-elevating content. But while the University enjoys multiple news dissemination vehicles that produce worthy content on a daily basis, not all that content is necessarily of interest to the majority of the Emory.edu stakeholders. Therefore, news and event content will be required to pass a series of litmus tests such that its placement within the Emory.edu site will meet certain Branding criteria. This is not to imply that the content would be excluded from the News & Events section of the site, but rather that it doesn't inadvertently diminish our goals of highlighting and elevating content that more appropriately supports the Brand Promise. This concept is defined further within the "" section.
- Overview contexts: These contexts will be written as "section homepages" such to help facilitate findability among the sites through the use of concise content, lists or annotated lists. A supporting goal among these overview pages should be to offer compelling content that will help to transition the role of the site beyond that of a portal.
- Student and Faculty Profiles: As part of the core architecture of the Brand Promise, the Emory.edu site will strive to highlight Emory People such to showcase "Individuality in Action," "Courageous Inquiry," and the other tenets of the Brand Promise. The focus will be to proudly illustrate, through example, how these people are exceptional among scholars YET typify our Emory Community. Further, these articles will entice staff, faculty and student prospects to desire to be included among us.
- Audience-Specific Pages: These pages will organize content such to facilitate findability of our wealth of University and School resources and showcase News, Events, and Profiles that meet the goals of Implicit Branding. To wit, by showing "through example" in a media rich format that the whole is greater than the sum of its parts.

The categories above, coupled with the Web Content Outline (see *Appendix A*) will be used by Emory to populate and maintain a comprehensive content inventory. It is our expectation that the majority of content in this inventory will be derived from:

- Published materials provided by Emory scholars and staff. These contexts will be comprised of content written – or rewritten – in Web Style Guide format for the unique purpose of emory.edu and/or additional online information vehicle(s) covered by this initiative.
- Published materials repurposed from the Emory family of online stakeholders for the emory.edu Web site with their expressed or implicate permission.
- Original materials written within the University Media Relations or University Marketing departments.
- Direct links to content or resources appearing elsewhere within the Emory family of online information vehicles.

CONTENT MANAGEMENT

Site content will need to be frequently updated to keep the site of interest to several of the key audiences including enrolled students, faculty, staff and community. Overall, the "flavor" of the site should be maintained so that prospects who might not visit as regularly still feel a sense of familiarity.

The recommended site architecture will incorporate areas suitable to a variety of content types (static, dynamic, rotating) for which a CMS will become an integral maintenance and management component. Until such systems can be more easily automated, Maquarium recommends the following revision guidelines:

- Update the Home Page on a daily or weekly basis to establish a sense of energy among re-visiting audiences.
- Maintain section overview pages such that they don't require re-orientation among frequent visitors. This will also help to ensure a sense of confident familiarity among less-frequent re-visitors.
- Update and revise callouts on a mixed basis of by-need and by-mandate cycles. This will help to prevent "banner blindness."

CONTENT GOVERNANCE

CONTENT DEVELOPMENT PROCESS

A content development process is required to augment existing content for the online environment. Some necessary content may be available within current University departments and require stakeholders to act as Content Owners for accuracy, authority, and content "freshness."

In addition, a governance board should be appointed to determine who within the University can authorize news and compliance information – especially in respect to emergency materials or content related to the University's Strategic Plan.

Benefits will be seen long term in respect to Brand strategy and University responsibility once the governance group performs several strategic directives to include:

- Creation and adherence to an editorial process that helps content owners realize their own expectations and potential over time. As Emory moves toward a CMS environment, these processes will naturally begin to establish a known workflow/approval methodology. In turn, this will help Emory implement the resulting workflow with less adversity, ramp up, and training.
- Ethics and standards that strengthen the overall Brand Experience by setting domain and sub domain guidelines in respect to all online communications.
- Leadership through example as the information age matures. iTunes University, issues of online piracy, ethics, Student FERPA, HIPPA, ADA, EEA, and additional governance of regulatory guidelines that will, in turn, protect the University and its community from the growing list of online legal pitfalls.
- Technological governances that will help the University maintain its high level of online accessibility into the coming years. This includes a University-wide disaster recovery and archival plan in addition to a team keeping abreast of new and potentially revolutionary developments in the online channel.

CONTENT REFRESH GUIDELINES

At a minimum, to keep the site current and responsive to community needs, the following sections should have continuously updated and refined content:

- News & Events
- Emergency Preparedness
- Callouts

CONTEXTUAL WIREFRAME DEFINITIONS

This section provides initial recommendations for how content may be structured to support specific user tasks. The visual blueprints of these templates are most commonly referred to as "wireframes" and are provided within a separate document.

These definitions are the preliminary step in rationalizing the content areas found within the Emory.edu web site. In many instances within the outline, placeholder names are used in lieu of actual or recommended page or navigation titles since the final titles have not yet been determined or approved. Recognizing that several Emory stakeholders will be involved in final decisions, titles provided within the attached content outline and inventory (see appendices B and C) should be viewed as approximations and may be revised, added to, or altogether removed based on stakeholder decisions.

Several page elements such as "callouts" and "slideshows" are globally available as required on the Web site. These areas of page templates are accessible regardless of a visitor's location within the Web site and include the site's navigation menu as well as page header and footer elements. All such elements will be specifically defined herein.

The following numbered subsections document specific page templates or template groups, though most correspond to a single template type. (Note, however, that the following sections do not constitute a final list.) Each section describes the template's purpose, its content function, and its relevance to other page templates or Web site areas, where appropriate.

The sections close with a Content Deliverables list that details the content areas Emory will be required to provide in order to complete the Web site.

1. HOME PAGE

Our research, naturally, shows that audiences arriving at the home page understand that Emory is a University. And as such, Emory has schools, libraries, admission and academic processes that – like any University – would simply require it to include these items within its Web architecture.

The main contextual goal of the home page, however, is where we must see Emory set itself apart. Following the overarching tenets of the Emory Brand architecture, we intend to use the Emory.edu home page as a visual and contextual showcase for the major themes of the Brand architecture as outlined and re-imagined below:

- **A Sense of Energy.** Emory is a place of great vitality and imagination: at Emory, there is the sense of limitless potential, that anything is possible, the best is yet to come. Much of this comes from the school itself: it is a younger University, with the sense of enthusiasm and potential of an up-and-comer; it is always seeking the next great horizon, exploring possibilities, asking exciting questions. Some of the energy also comes from its setting in Atlanta, the hub of the New South: a city celebrated for its diversity, social activism, sporting life, career and travel opportunities. Unlike other major universalities located in sleepy little towns, Emory draws energy from the city in which it lives.

The Contextual Solution: Through fluid imagery, movement and active headline, the home page will embody this tenet by illustrating a sense of excitement and motion. Items appearing on the home page in both textual and visual context will be challenged to meet this sense of energy by exploiting the positive traits of this vitality.

- **"Courageous Inquiry."** Emory is about pushing boundaries, taking risks and putting oneself on the line to make a difference in the world. Emory is also asking questions, seeking to do things in a new way, looking to both learn and teach others. This spirit of asking questions, being bold and challenging all assumptions is a critical part of the University. Think of people like Jimmy Carter, Salman Rushdie, the Dalai Lama; these

are not just professors and teachers – they are that – but they are doers, people with courage and vision and the willingness to do what is unpopular if it is right.

The Contextual Solution: Emphasis will be on the outside-the-box, outside-the-classroom approach to teaching and learning in the new millennium. Headlines will entice the visitor with bold, forward thinking, and thought-provoking ways to view how this unique University is attacking the questions. Imagery will highlight the full-bodied approach to advancement, not simply restate the cerebral aspects.

- **Individuality In Action.** "Emory People" – be they students, professors, physicians, staff, scientists, etc. – are different from regular people. They pride themselves on not being ordinary; they have challenging ideas, independent points of view, unexpected passions and interests. They are drawn to Emory because it's a place where their independence and individuality is not only accepted but encouraged: people with big dreams, unusual dreams, can do things at Emory they would never do in other places. this is even reflected in the structure of the University: this is a place where community members can express every facet of themselves, creating courses of study that are unique and unexpected – like a double major in music and chemistry, or a career dedicated to a particular strategy for a possible HIV vaccine.

The Contextual Solution: The key here is in the blurring – even obliteration -- of the traditional lines drawn between "student," "faculty," and "staff member." Regardless that the site's navigation structures audience-specific offerings, the home page is where we wish to create a larger sense of COMMUNITY in which the individuality, diversity, uniqueness, is appreciated and cherished. Contexts and callouts will emphasize this by showcasing unexpected approaches and multifaceted structure.

- **A Spirit of Service.** As an organization rooted in Methodist values and traditions, Emory works towards not just its own advancement – but the advancement of the common good, the world at large. This is reflected in Emory's stewardship of the environment, its commitment to protecting the community in which it lives. It also comes through in the compassion that people at Emory feel for the world around them; their belief that through exploration and learning, one can make a real difference in the world around us.

The Contextual Solution: This may be one of the more challenging tenets to contextualize. Imagery will need to draw the visitor in to our sense of pride and humanity, but -- moreover -- entice them to a desire to participate. Content and headlines will express our sense of joy in service without appearing preachy, moralizing or martyrly. We can best achieve this through imagery that depicts Emory as an eager co-participant in the struggle. Again, the goal will be to create a sense of enticement rather than entitlement.

- **Shared Values and Sense of Community.** At Emory, colleagues celebrate each other's accomplishments, support and inspire each other to succeed even more. The spirit is one of collegiality, of support and enthusiasm for friends, peers, students. One of the great joys of Emory is the lasting relationships that are built here. People at Emory do not just want to succeed on their own terms; they are eager to teach and inspire others to strive as well. Even the most distinguished scholars are hands-on teachers, and the world's best doctors are dedicated to patient care.

The Contextual Solution: In imagery and context, we'll emphasize the combined joys of the learning experience. A golden opportunity awaits us in that we can re-ignite the desires and pride that Emory Alumni feel for their Alma Mater.

ADDITIONAL HOME PAGE CONTENT

- **Banner Callouts.** The design template for the main content of the home page allows for several callout items to be placed within the left and right margins immediately below the navigational entries. These callouts will serve as additional Brand "jewels" that will be

elevated to the home page crown of the site architecture. The editorial team at Emory will choose timely examples from across the Emory Community that, at a supporting level, emulate multiple facets of the above Brand architecture tenets.

Many callouts would be nugget-sized versions of items that rotate among the home page's main context focus. Others may be omnipresent except during periods when other items take precedence. The more "static" callouts should NOT, however, be anchored into a particular position. The key here is to have them rotate among the callout locations (even though they must ALWAYS be an option on the page. This will prevent "banner blindness."

Once selected, the callout will deliver the visitor to that item's content page within the Emory.edu site. On rare, but necessary, occasions the editorial staff may grant callouts to items that deliver

- **Emory News/Event Callout.** Another type of callout will be the predominant, annotated News and/or Event selection. This entry, selected by the editorial staff based on its universal appeal among University audiences will include a selectable photographic or illustrative image of pre-determined width and height and likely accompanied by content written in the inverted-pyramid format.

In order to maximize content, no "Click here" will appear with the content. Instead, the item will be selectable as an intuitive entry. ADA compliances will, however, be applied for maximum usability.

Selected News and/or Events entries can also be tagged for use as Banner Callouts at the discretion of the editorial staff.

- **Emory News Entry.** As News items meet the Brand requirements allowing them to be elevated to the home page, they will be listed with additional News entries and the selected News Callout entry in chronological order.

In order to maximize content, no "Click here" will appear with these contents. Instead, the item will be selectable as an intuitive entry. Additionally, no "View all news" link will appear (as the primary News & Events navigation along with the individual "Emory News" and "Events at Emory" headings will be live links). ADA compliances will, however, be applied for maximum usability.

Selected News and/or Events entries can also be tagged for use as Banner Callouts at the discretion of the editorial staff.

At this time, we cannot specify the exact number of possible entries that can appear on the home page (based on title length and font size/placement). The format will include neither a standardized dateline nor timestamp.

- **Events at Emory Graphic Calendar.** This home page feature will include a graphic representation of the current month's Gregorian calendar highlighting the current date.

The calendar will be clickable such that the visitor can navigate in by-date and/or by-month increments to past or future dates within a one-year period. As the date/month is selected, the visitor will be delivered to a page within the site's Events section that displays all events for that date/month.

- **Events at Emory Entry.** As with the Emory News entries, items will be listed in chronological order. But subdivided based on an additional subhead (also linkable) in the order of "Ongoing Events," followed by "This Week's Events," and then the by-date events in chronological order.

In order to maximize content, no "Click here" will appear with these contents. Instead, the item will be selectable as an intuitive entry. Additionally, no "View all news" link will appear (as the primary News & Events navigation along with the individual "Events at Emory" heading will be live links). ADA compliances will, however, be applied for maximum usability.

Selected Events entries can also be tagged for use as Banner Callouts at the discretion of the editorial staff.

At this time, we cannot specify the exact number of possible entries that can appear on the home page (based on title length and font size/placement).

2. OVERVIEW PAGE

Most content within the site will be organized using a short, inverted-pyramid approach that will allow each overarching area to incorporate and annotate sub-sections of content in formats that further entice the visitor to more content rich sections. All the while, the contextual overview pages will seek to couch their respective entries using verbiage and imagery that reflect the individual principles of the University's Brand architecture (as outlined in the Home Page section, above).

ADDITIONAL OVERVIEW PAGE CONTENT

These overview pages will also use banner callouts in the margins. However, these callouts will be more limited in contextual scope so that they help tell the story of the selected section and entice the user further into the site offerings. For example, an Overview Page within the Health Sciences section will include callouts that further tell how a particular Health Sciences department or faculty member meets the University's Brand Promise. However, you might not likely find a Goizueta callout within a page relating to Emory Research. In the end, the editorial team will work to ensure that callouts are appropriately used – especially as the visitor delves deeper into site contexts.

3. CONTENT PAGE

Following the format of the inverted pyramid style, there will eventually be pages that are complete, content rich stand-alone stories. Macquarium anticipates that these text-heavy pages will be the exception – rather than the rule – within the Emory.edu Web site. The majority of such contents will be produced and housed by University departments within the domain derivative or sub-domain names of their own Web sites.

Regardless, Emory.edu may at times require use of such contexts and we have provided the template for their formats toward that service.

The main body will be allowed to include as much content as necessary. However, it would be in the best interest of the editorial team to consider ways to keep content to within a reasonable amount as set out by *Wired Style: Principles of English Usage in the Digital Age*.

ADDITIONAL CONTENT PAGE CONTENT

Callouts and imagery should be used to help add interest and variation to the content. See the approved Content Page Template for details related to limitations.

4. LIST PAGE

Several sections within the site will benefit from a format that is predominantly a list of titles, arranged in a logical order (usually alphabetical). These pages should include a short annotation describing the list such that it aids the visitor's understanding of the entries.

Entries within the list content may be links, although its not necessary that *all* entries (or even that all lists) be hotlinks.

Examples of List Pages might include:

- Undergraduate Programs
- Index of Academic Offices
- Faculty Profiles
- Search Results

Auxiliary anchor and section heading elements (such as displayed in the "Index of Offices" wireframe) may be used as an aid to break up long lists or lists that require multiple levels of subheadings.

ADDITIONAL LIST PAGE CONTENT

As with Content Pages, callouts and imagery should be used to help add interest and variation to the content. See the approved Content Page Template for details related to limitations.

5. ANNOTATED LIST PAGE

Annotated list pages will serve audiences that have reached pages where the list format requires a little more contextual background for the specific entries. As with regular list pages, the content should be arranged in a logical order (usually alphabetical). These pages should also include a short overview describing the list such that it aids the visitor's understanding of the entries.

Although it will ultimately be an editorial decision, Macquarium suggest that Emory use annotated lists judiciously – predominately for pages on which an annotation will HELP but not force the visitor to wait for an unusually long page to load (for example, try not to use annotations for lists of over 10 items).

Another reason in selecting an Annotated List Page would be for a complete section on which there are several pages – yet all of which themselves have little provided content. Do not, however, use an Annotated List Page unless you intend to add ALL the entries of that section to the list. Combining two short entries while separating out a third, longer entry onto a separate page would only serve to confuse the visitor.

Entries within the list content may be links, although its not necessary that *all* entries (or even that all lists) be hotlinks.

Examples of List Pages might include:

- Undergraduate Schools
- Driving Directions to Emory
- Libraries Resources

Auxiliary anchor and section heading elements (such as displayed in the "Index of Offices" wireframe) may be used as an aid to break up long lists or lists that require multiple levels of subheadings.

ADDITIONAL ANNOTATED LIST PAGE CONTENT

As with Content Pages, callouts and imagery should be used to help add interest and variation to the content. See the approved Content Page Template for details related to limitations.

6. CALLOUT

A callout is an intra-page device for drawing special attention to an elevated, highlighted or auxiliary context to the current page's main focus. Callouts can be images, text or multimedia combinations. The editorial team will determine appropriate callouts based on timeliness, audience size, or importance. The exact requirements for placement can be found within the wireframes.

Examples of Callouts:

- Banner advertisements (such as an upcoming University event or University products/services for purchase)
- News and special interest highlights
- Announcements that merit special attention
- Facts and Figures that illustrate the content's special relationship to the University Brand

7. SLIDESHOW

This uniquely designed page template allows Emory to present a series of related images such that their composite tells a linear story or conglomerates a series of related visuals as a stand-alone entry. See the Emory Slideshow Wireframe for navigational standards.

The page should have an overview paragraph, although an opening "slide" may suffice.

Examples of Slideshow Pages:

- News or Event Article Imagery
- Visitor/Tour Information
- Process Visuals

ADDITIONAL SLIDESHOW PAGE CONTENT

As with Content Pages, callouts and imagery should be used to help add interest and variation to the content. See the approved Content Page Template for details related to limitations.

SITE ARCHITECTURE

Macquarium defines site architecture as the rational, organizational model for a site's categories of contexts. Often, a site's simplicity of organization is such that defining its sections, sub-pages, and cross-matrices may – on the surface – appear to be unnecessary. But when coupled with the final site outline, the architecture becomes a valuable tool for articulating structural variations among navigational and intra-page elements. These, in turn, lead to the creation of wireframes and design comps.

Keeping a copy of the site architecture at hand during wireframe review should help Emory more easily see how the site is divided into its strategic components. This will also aid future content owners in understanding how their contexts are logically added to the site over time.

bschroeder 10/2

Formatted: Bul

APPENDICES

APPENDIX A: CURRENT SITE OUTLINE (AS OF 12/6/07)

The following outline includes only those screen pages that are in the format of www.emory.edu.

Italicized items launch a new browser window.

I. Admission

- A. Undergraduate Admission
- B. Graduate & Professional Schools
- C. *Campus Security Report*

II. Schools

III. Research

- A. Research Administration
- B. Research & Teaching Resources
- C. Health Sciences
- D. Other Research

IV. Health Sciences

- A. Education
- B. Patient Care (Hospitals)
- C. Research
- D. Clinical Trials
- E. Emory Healthcare

V. Libraries

VI. Arts & Athletics

- A. The Arts
- B. Athletics & Recreation

VII. About Us

- A. Administration
- B. Accreditations
- C. Facts and Figures
- D. Virtual Tour
- E. Visitor Information
- F. Campus Security
- G. Emergency Information
- H. SafetyNet
 - a. Security Report
- I. News
- J. Publications
- K. Community Resources
 - a. Center for Lifelong Learning
 - b. Community Partnerships
 - c. Continuing Medical Education
- L. Sustainability

VIII. Alumni

- A. Emory Alumni Association

IX. Students

- A. Overview
- B. Academics
 - 1. Academic Calendars
 - a. Emory College
 - b. Oxford College
 - c. Candler School of Theology
 - d. Graduate School of Arts & Sciences
 - e. Rollins School of Public Health
 - f. School of Law
 - g. School of Medicine Admission Schedule
 - h. School of Nursing
 - 2. Emory Pathways to Academic Success for Students (EPASS)

- 3. Bookstores & Computer Store
- 4. Learnlink
- 5. OPUS
- 6. Testing & Evaluation
- 7. Freshman Advising & Mentoring
- 8. International Student & Scholar Program (ISSP)
- C. Administration
- D. Campus Life
 - 1. Students @ Emory
- E. Student Government
 - 1. Student Programming Council
 - 2. College Council
 - 3. Graduate Student Council
 - 4. Graduate Senate
- F. Student Organizations
 - 1. Student Activities Office
 - 2. List of Student Organizations
 - 3. Fraternities & Sororities
 - 4. Honor Societies
 - 5. Barkley Forum
 - 6. Sorority & Fraternity Life
 - 7. Volunteer Emory
 - 8. Media
 - 9. Arts & Entertainment
- G. Registrar
 - 1. Calendars
 - 2. Registration
 - 3. Transcripts
- H. Commencement
- I. Computing at Emory
 - 1. University Technology Services (UTS)
 - 2. Help Desk
- J. Living at Emory
 - 1. University Housing
 - 2. Emory Card
 - 3. Emory Dining
 - 4. Dobbs University Center
 - 5. LGBT Life
 - 6. Religious Life
 - 7. Multicultural Programs & Services
 - 8. Campus Shuttles
 - 9. Campus Maps
 - 10. Mail Services
 - 11. Parking Office
 - 12. Telephone Handbook & Residence Hall Directory (PDF)
 - 13. Transportation
- K. Health & Safety
 - 1. Important Phone Numbers
 - 2. Student Health Services
 - 3. Counseling Center
 - 4. Sexual Assault
 - 5. Emory Police Department
 - 6. Emory First Responder Unit
 - 7. Campus Security
 - 8. SafetyNet
- L. Services & Resources
 - 1. Career Center
 - 2. Center for Women at Emory
 - 3. President's Commissions
- M. Financial Services

- 1. Financial Aid
 - 2. Bursar & Student Financial Services
- N. Student Policies
 - 1. Honor Code
 - 2. Campus Life Handbook (PDF)
 - 3. Undergraduate Code of Conduct
- O. Women's Center
- 16. Volunteering
- X. Staff & Faculty
 - A. Administration
 - B. Bright Ideas
 - C. Campus Life
 - D. Dining Services
 - 1. Oxford Dining Services
 - E. EmoryCard
 - F. Employee Council
 - G. Health & Fitness
 - 1. Blomeyer Health Fitness Ctr
 - 2. Woodruff P.E. Center
 - 3. Student Activity & Academic Center
 - H. Human Resources
 - 1. Alternative Work Options
 - 2. Benefits
 - 3. Personal Information Changes
 - 4. Employee Relations
 - 5. Faculty Staff Assistance
 - 6. Legal Services
 - 7. PeopleSoft Login
 - 8. Mentoring
 - 9. Referral Programs
 - 10. Temporary Services
 - 11. Training and Development
 - 12. More...
 - I. Map of Campus
 - J. Money Matters
 - 1. Credit Union (EFCU)
 - 2. Finance
 - K. Parking
 - L. Transportation
 - M. Technology Services (UTS)
 - N. Volunteering
 - O. Women's Center
 - P. WebMail
- XI. International
- XII. Visitors
 - A. Overview
 - 1. Accommodations
 - 2. Dining Out
 - 3. Movies
 - 4. Important Phone Numbers
 - 5. University Profile
 - B. Construction Updates
 - C. Campus Map
 - D. Closest Parking
 - E. Commencement
 - F. Directions to Emory
 - G. Family Weekend
 - H. Highway Map
 - I. Newcomers' Guide
 - J. Visitor Parking

XIII. Resources

- A. Arts, Box Office, Schwartz Center
- B. Bookstores/Computer Store
- C. Campus Map
- D. Carlos Museum
- E. Carter Center
- F. Commencement
- G. Community Resources
- H. Computing at Emory
- I. Disability Resources
- J. Emergency Information
- K. Ethics Center
- L. Lifelong Education
- M. MedWeb
- N. News and Publications
- O. Parent Information
- P. Risk and Insurance Services

CLIENT SIGNATURES

This is the signoff for the Requirements document. All of the referenced signatures indicate that the items in this document are complete and satisfactory.

Client (John Mills)

Date

Client (Emily Looney)

Date

MACQUARIUM SIGNATURES

Project Manager - Macquarium (Eric Scoggins)

Date

Usability Manager - Macquarium (Patrick Quattlebaum)

Date

Content Strategist - Macquarium (James Gray)

Date

Information Architect - Macquarium (Sydney Mercurio)

Date