

Duke.edu Sub-Page Rationale

This document is connected to the concept wireframes:

<https://duke.box.com/s/ica00ujprn6omljmh7veyq1rnp806r5r>

The concept of the duke.edu redesign is a magazine-style home page that focuses on specific themes throughout the year.

The links that currently reside on the duke.edu landing page would, instead, become elements within sub-pages:

- **Academics**
- **Innovation**
- **Community**
- **About**

Duke University stands in a unique space in higher education. While it doesn't lack for dynamic prospective students or exceptional faculty, its name doesn't have the weight of Harvard or Princeton. Outside of men's basketball isn't considered a powerhouse sports school, but it is continually in the upper echelon of ACC and NCAA titles across sports. Duke produces incredibly important research and offers academic opportunities that most schools can only dream of – and most of the world is unaware of.

The purpose of this redesign is to make duke.edu a world-class marketing tool for the university by telling coherent and connected stories in engaging and delightful ways.

The sub-pages are the result of research into peers, and US universities across the board, as well as what we hear from our own community

Studies highlight three key insights:

1. Students want to know if they can pursue their desired field of study.
2. They are curious about the campus culture.
3. They need to know if attending is financially feasible.

The sub-pages address these insights while showcasing Duke as an exceptional institution.

Academics

The Academics page is crucial for attracting top students to Duke University.

While it's not as important to ensure students can find the undergraduate Admissions site—especially since we enroll more graduate and professional students—we must ensure that the best students can envision themselves at Duke. They need to feel confident that they can learn, contribute, and apply their knowledge globally. If we achieve this, finding the admissions path will be straightforward.

Key messages include:

1. Duke's education is rooted in interdisciplinary work. At Duke, your work is part of collaborative efforts that align with your strengths and interests.
2. Academic support is robust and spans across various schools and disciplines.

The page is broken down into seven sections:

1. **Introduction**

Image heavy or video, the page begins with a welcome and introduces the idea of interdisciplinary scholarship

2. **What to Study**

Programs/major/minors/certificates are featured, as well as emphasizing that there is no one-size-fits-all by calling out interdisciplinary opportunities and specializations such as Program II.

3. **Where to Study**

Individual schools and institutes come into the picture with an engaging welcome into each school and its strengths. *Links to Admissions and Giving would be included for each school.*

4. **Global Education**

Focus areas include undergraduate abroad opportunities, grad and professional student opportunities, DKU/NUS and the Global resource sites.

5. **Lifetime Education**

Study at Duke includes academic areas outside of the traditional schools and programs.

6. **Academic Support**

A space to let students know that there is support, starting with OUE and through the different schools. *Undergraduate admissions & Financial Aid*, and Libraries would also be featured here.

7. **Our Faculty**

Though the last part of the page, this space emphasizes the importance of Duke's faculty and how the university supports both academic innovation and career advancement.

What might be missing:

Students want to know if Duke can help them find a job in their field – do we bring that into the conversation here?

Innovation

The concept here is that research, entrepreneurship and invention go hand in hand in Duke's mission to address the world's problems. It is important for faculty, students, potential donors or partners and the larger public understand that Duke's research matters in incalculable ways.

The use of “Innovation” instead of the traditional “Research” is intended to invite the visitor to think of the work done at Duke outside of the stereotypes of white men in white lab coats, who know nothing about “real life” and instead settled for academia. Innovation gets our thinking away from the traditional STEM tropes, allowing visitors to imagine interdisciplinary connections that can fascinate and delight. Innovation can be about business and law and dance, as well as engineering and medicine.

Innovation is the connection between academics and community.

The page is broken down into six sections:

1. **Introduction**

Image heavy or video, the page begins with a welcome and introduces the idea of innovations coming from Duke that make a difference.

2. **Concept to Reality**

Calling out the three leaders in innovation and their purposes: Office for Research & Innovation, Duke Innovation & Entrepreneurship and Office for Translation & Commercialization

3. **Where to Research**

A focus on each school/Institute and the opportunities they offer

4. **Funding**

An introduction to the wide array of funding and partnership opportunities that exist through Duke

5. **Support**

Highlighting different support options through Duke

6. **Innovation Beyond Research**

Focusing on the pathways to achieving practical application of ideas: Health Innovation; Technology Transfer; Entrepreneurship; Libraries

What might be missing:

Graduate students want to know more about the specific work faculty are doing. This is often covered in school or lab sites. Is there a need to call out examples at this level?

Community

The Community page is meant to say to students and faculty and staff that they are part of a larger community than just what they find in the classroom or on campus. The page is meant to say to residents of Durham and North Carolina and beyond that Duke is part of their lives in seen and unseen ways. We share a space here and we share an ideal to make the world better, everywhere.

The page is broken down into nine sections:

1. **Introduction**

Image heavy or video, the page begins with a welcome and introduces the idea of Duke as a place for everyone.

2. **Duke & Durham**

Visitor information for Duke and Durham

3. **The Student Experience**

Features for prospective, new and returning students such as QuadEx and the BlueBook.

4. **Community Engagement**

This section references direct connections including partnerships, service and Duke's larger footprint in NC & DC.

5. **Duke Arts**

The arts are a significant bridge between the university community and the Durham community and this section brings information for students and the greater community.

6. **Duke Athletics**

Similar to the arts, athletics bring people to campus from across campus, Durham and the region.

7. **Duke Today**

Using the flagship news source as the name for the section, the idea is to show all the news information sources that one might look to on any given day. Social channels and sources of news from across campus are referenced.

8. **Duke Careers**

Those working at Duke make up the clearest connection between the school and the city. This section addresses employment opportunities for staff and faculty along with professional development and benefits

9. **Duke Calendar**

A feature event leads to the full calendar.

What might be missing:

Students are looking for information on internships and jobs – both on and off campus. Do we introduce that topic here?

Alumni aren't part of the content on these pages – is this a place to introduce them?

About

About is not a throw-away space for content doesn't fit in other pages.

It says this is our history. This is who we are. This is what matters to us, and this is how we do our jobs. It is about our future and how we tell the story of Duke.

The page is broken down into seven sections:

1. **Introduction**

The 100 Years at Duke video

2. **This is Duke**

Three sub-sections that reflect on Duke's history and origins, stories of progress and the Strategic Vision as the move toward the future.

3. **Executive Leadership & BOT**

Bringing Duke's leadership forward

4. **Duke Facts**

Numbers and information about students, faculty and the campus, and resources to learn more about how Duke works.

5. **The Climate Commitment**

As a center of Duke's philosophy the section champions the university's work through the office of Climate and Sustainability

6. **Navigating Duke**

The services section including HR, OIT, Public Safety and other services

7. **Marketing & Communications**

Information on how to tell Duke's story, for communicators, the media and others, including Brand Guide, trademark and policies.