

## AUDIENCE OVERVIEW

Websites should be visitor-centered — that is, the Bethel website should be designed for people who do not know the institution and visit the website to learn more about it. The best websites are created with a keen understanding of the institution’s visitors and their needs and expectations. Navigation, nomenclature, information architecture and content should work together to allow visitors to find information and complete critical tasks quickly.

Key Audience	Key Information	Key Task
<b>Prospective Students (Undergrad, Grad, Adult and Seminary)</b>	<ul style="list-style-type: none"> <li>▶ Curriculum, course offerings, programs</li> <li>▶ Costs of attending</li> <li>▶ Process for applying</li> <li>▶ Dates &amp; deadlines</li> <li>▶ Lifestyle information</li> <li>▶ Distinctions of the University</li> </ul>	<ul style="list-style-type: none"> <li>▶ Find a program of study (major)</li> <li>▶ Apply</li> <li>▶ Contact Admissions</li> <li>▶ Find dates &amp; deadlines</li> </ul>
<b>Parents of Prospective Students</b>	<ul style="list-style-type: none"> <li>▶ Costs of attending</li> <li>▶ Process for applying</li> <li>▶ Outcomes</li> <li>▶ Safety</li> <li>▶ Distinctions of the University</li> </ul>	<ul style="list-style-type: none"> <li>▶ Find application information</li> <li>▶ Find dates &amp; deadlines</li> <li>▶ Learn more about academic programs &amp; faculty</li> <li>▶ Find outcome-related information</li> </ul>
<b>Prospective Faculty Members</b>	<ul style="list-style-type: none"> <li>▶ Department information (faculty, resources, etc.)</li> <li>▶ Regional information (living &amp; working in the area)</li> </ul>	<ul style="list-style-type: none"> <li>▶ Find visiting information</li> <li>▶ Learn about distinctions of the University</li> </ul>
<b>Alumni &amp; Donors</b>	<ul style="list-style-type: none"> <li>▶ News and events</li> <li>▶ Information on fellow alumni</li> <li>▶ Job opportunities</li> <li>▶ Recognition of alumni</li> </ul>	<ul style="list-style-type: none"> <li>▶ Contact Alumni Relations</li> <li>▶ Give</li> <li>▶ Submit changes to contact information/profile</li> </ul>

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Key Audience	Key Information	Key Task
<b>Media</b>	<ul style="list-style-type: none"> <li>▶ News &amp; Events</li> <li>▶ Faculty and staff experts</li> <li>▶ PR department contacts</li> <li>▶ University facts and statistics</li> </ul>	<ul style="list-style-type: none"> <li>▶ Find contact information</li> <li>▶ Research stories</li> </ul>
<b>Community &amp; Churches</b>	<ul style="list-style-type: none"> <li>▶ Curriculum, course offerings, programs</li> <li>▶ Outcomes</li> <li>▶ News &amp; Events</li> </ul>	<ul style="list-style-type: none"> <li>▶ Find a listing of programs of study (majors)</li> <li>▶ Find outcome-related information</li> <li>▶ Check calendar</li> </ul>
<b>Current Students</b>	<ul style="list-style-type: none"> <li>▶ News &amp; Events</li> <li>▶ Course listings and syllabi</li> </ul>	<ul style="list-style-type: none"> <li>▶ Check calendar</li> <li>▶ Login to systems for information</li> </ul>
<b>Current Faculty &amp; Staff</b>	<ul style="list-style-type: none"> <li>▶ News and events</li> <li>▶ HR information</li> <li>▶ Obtain and print forms</li> </ul>	<ul style="list-style-type: none"> <li>▶ Check calendar</li> <li>▶ Login to systems for information</li> </ul>
<b>Parents of Current Students</b>	<ul style="list-style-type: none"> <li>▶ News &amp; Events</li> </ul>	<ul style="list-style-type: none"> <li>▶ Read faculty / alumni profiles</li> </ul>

Recommendations for a new structure and design of the public site give preference to external audiences with the understanding that internal audiences will be served through prominently featured gateways and the Blink portal. Specific recommendations about how to address the needs of non-traditional undergraduates, graduate students and seminary students will also be created.