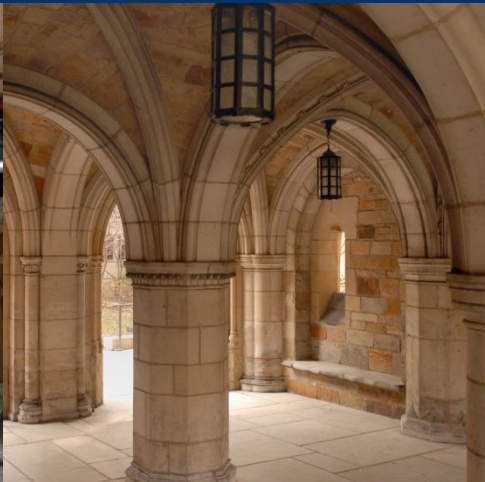


# Thinking Beyond the Website

*Alison Coleman, Director of Communications, Office of the President*



YaleSites Drupal Camp  
March 19, 2015

# Introduction

Topics for today:

## Yale University

About

Academic Programs

Admissions

Health & Medicine

Working at Yale

Yale & New Haven

Yale & the World

Giving to Yale

### Gateways

Prospective Students

Students

Parents

Faculty

Staff

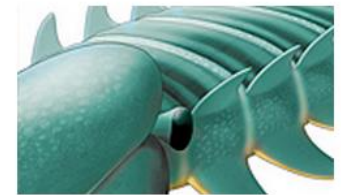
Postdocs

Alumni

Foundations &  
Corporations



### NEWS



Gian  
evol

New  
crea  
and  
evid

Yal

# Introduction

Topics for today:

- About me

## Yale University

About

Academic Programs

Admissions

Health & Medicine

Working at Yale

Yale & New Haven

Yale & the World

Giving to Yale

### Gateways

Prospective Students

Students

Parents

Faculty

Staff

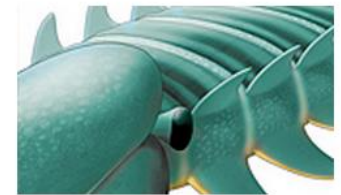
Postdocs

Alumni

Foundations &  
Corporations



### NEWS



Gian  
evol

New  
crea  
and  
evid

Yal

# Introduction

Topics for today:

- About me
- General introductions

## Yale University

About

Academic Programs

Admissions

Health & Medicine

Working at Yale

Yale & New Haven

Yale & the World

Giving to Yale

### Gateways

Prospective Students

Students

Parents

Faculty

Staff

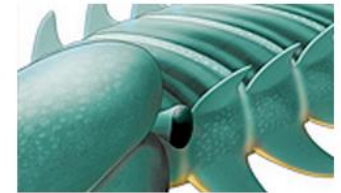
Postdocs

Alumni

Foundations &  
Corporations



### NEWS



Gian  
evol

New  
crea  
and  
evid

Yal

# Introduction

## Topics for today:

- About me
- General introductions
- Why “thinking *beyond*”?

# Yale University

About

Academic Programs

Admissions

Health & Medicine

Working at Yale

Yale & New Haven

Yale & the World

Giving to Yale

## Gateways

Prospective Students

Students

Parents

Faculty

Staff

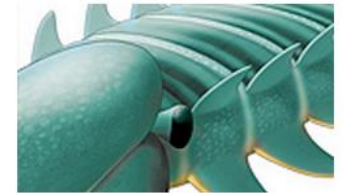
Postdocs

Alumni

Foundations &  
Corporations



## NEWS



Gian  
evol

New  
crea  
and  
evid

Yal

# Introduction

## Topics for today:

- About me
- General introductions
- Why “thinking *beyond*”?
- Strategies—past, present, and future

# Yale University

About

Academic Programs

Admissions

Health & Medicine

Working at Yale

Yale & New Haven

Yale & the World

Giving to Yale

Gateways

Prospective Students

Students

Parents

Faculty

Staff

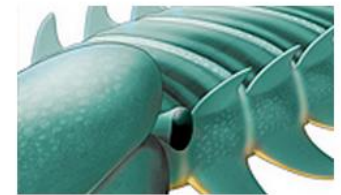
Postdocs

Alumni

Foundations &  
Corporations



## NEWS



Gian  
evol

New  
crea  
and  
evid

Yal

# Introduction

## Topics for today:

- About me
- General introductions
- Why “thinking *beyond*”?
- Strategies—past, present, and future
- Discussion and Q&A

# Yale University

About

Academic Programs

Admissions

Health & Medicine

Working at Yale

Yale & New Haven

Yale & the World

Giving to Yale

Gateways

Prospective Students

Students

Parents

Faculty

Staff

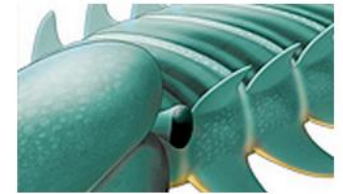
Postdocs

Alumni

Foundations &  
Corporations



## NEWS



Gian  
evol

New  
crea  
and  
evid

Yal


# Knowing your audience

## Knowing your audience = responding to their needs

Yale University Portal | Calendar | A-Z Index Search Yale GO

### Office of the Provost


- Home
- About Us
- Committees
- About Our Faculty
- Faculty Handbook
- Faculty Development
- Faculty Resources
- Faculty of Arts & Sciences
- Schools, Programs, and Academic Services
- University-Wide Integrity
- Comments & Suggestions



The provost is the chief educational and administrative officer of the University, reporting to the president. The Office of the Provost oversees academic policies and programs throughout the University. All deans report to the provost, who is an ex-officio member of every faculty and governing board and of all committees or commissions concerned with educational policy or with faculty appointments or promotion. The provost also has direct responsibility for all academic support units and for the allocation of resources and chairs the University Budget Committee. In collaboration with the vice president for finance and business affairs,

### Office of the Provost

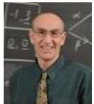
- Home
- Who We Are
- What We Do
- Committees
- Faculty Resources
- Yale Faculty Handbook
- Faculty Administration



Welcome to the website of the Office of the Provost, the academic center of Yale University. To learn more about the provost, his deputies, and their units—and for a directory of office staff and contact information—click on the **Who We Are** tab above. Also above you will find links to a listing of provostial committees and their membership; a resource portal for current and prospective faculty; and information on recent news and upcoming events.

The Office of the Provost is located in Warner House, 1 Hillhouse Avenue. We can be contacted by phone at 203-432-4444 or online by filling out the form on the **Contact Us** page.

#### Provost Ben Polak



Ben Polak is the William C. Brainard Professor of Economics, and was appointed as provost of Yale University in January 2013.

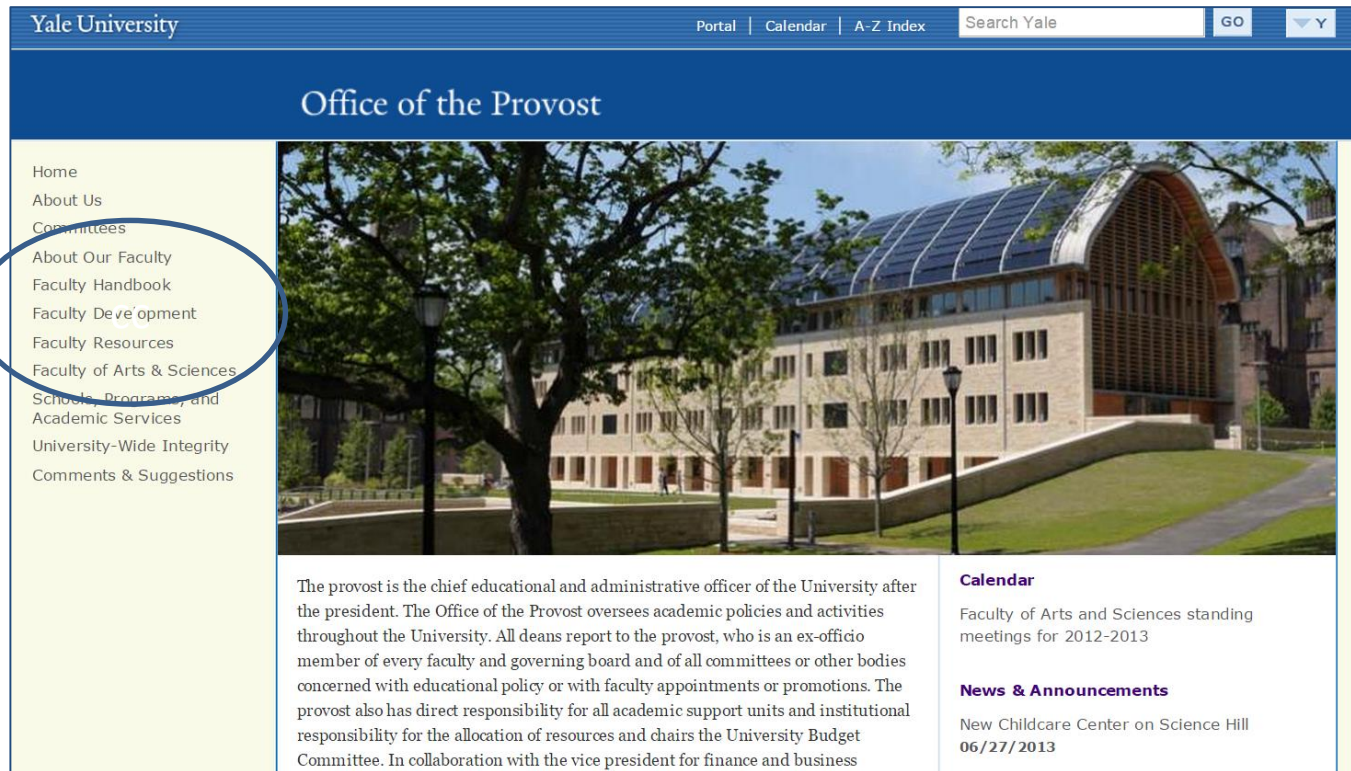


# Knowing your audience

Knowing your audience = responding to their needs

- Transparency/ease of use

**Faculty,  
faculty,  
faculty?**



Yale University Portal | Calendar | A-Z Index Search Yale GO

## Office of the Provost

- Home
- About Us
- Committees
- About Our Faculty
- Faculty Handbook
- Faculty Development
- Faculty Resources
- Faculty of Arts & Sciences
- Schools, Programs, and Academic Services
- University-Wide Integrity
- Comments & Suggestions

The provost is the chief educational and administrative officer of the University after the president. The Office of the Provost oversees academic policies and activities throughout the University. All deans report to the provost, who is an ex-officio member of every faculty and governing board and of all committees or other bodies concerned with educational policy or with faculty appointments or promotions. The provost also has direct responsibility for all academic support units and institutional responsibility for the allocation of resources and chairs the University Budget Committee. In collaboration with the vice president for finance and business

**Calendar**  
Faculty of Arts and Sciences standing meetings for 2012-2013

**News & Announcements**  
New Childcare Center on Science Hill  
06/27/2013

# Knowing your audience

Knowing your audience = responding to their needs

- Transparency/ease of use

**Need-to-know information correlates directly to main menu**

## Office of the Provost

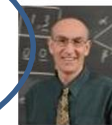
[Home](#) [Who We Are](#) [What We Do](#) [Committees](#) [Faculty Resources](#) [Yale Faculty Handbook](#) [Faculty Administration](#)



Welcome to the website of the Office of the Provost, the academic center of Yale University. To learn more about the provost, his deputies, and their units—and for a directory of office staff and contact information—click on the [Who We Are](#) tab above. Also above you will find links to a listing of provostial committees and their membership; a resource portal for current and prospective faculty; and information on recent news and upcoming events.

The Office of the Provost is located in Warner House, 1 Hillhouse Avenue. We can be contacted by phone at 203-432-4444 or online by filling out the form on the [Contact Us](#) page.

### Provost Ben Polak



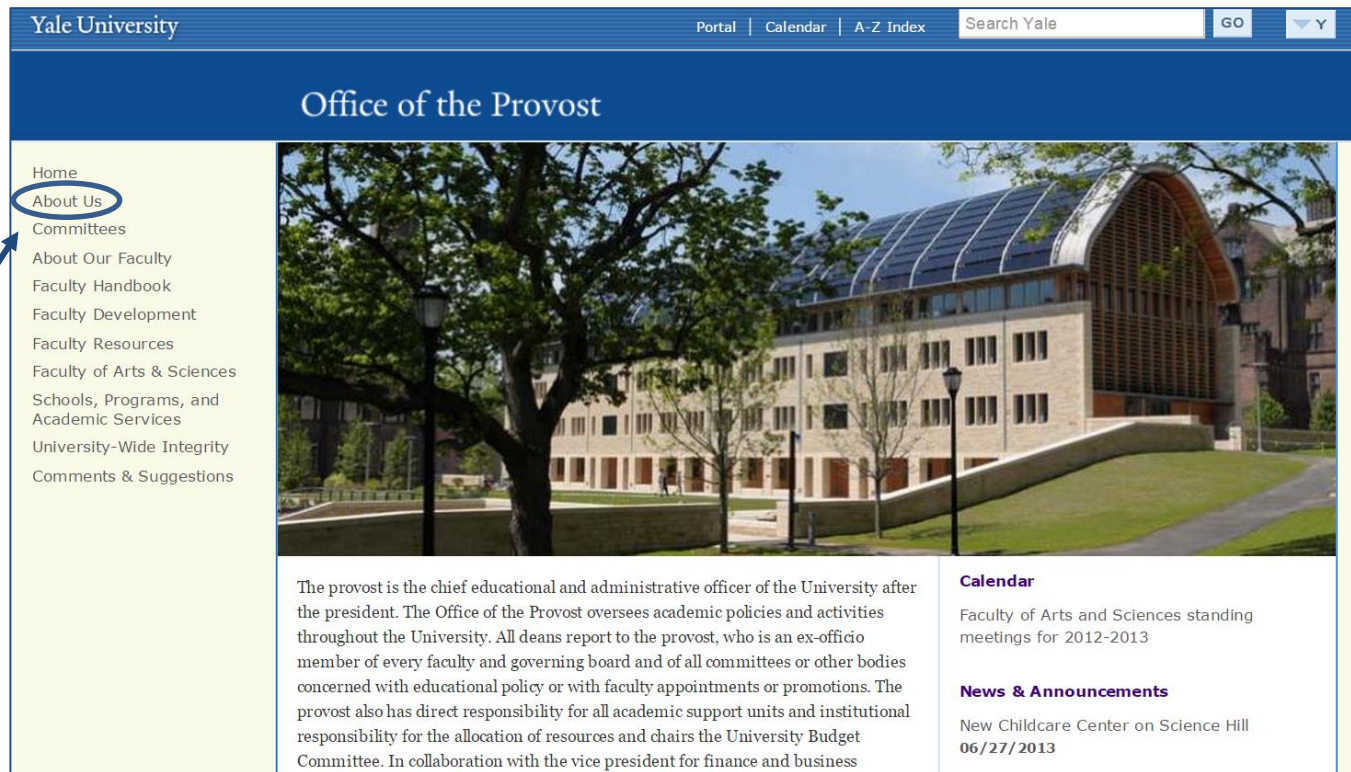
Ben Polak is the William C. Brainard Professor of Economics, and was appointed as provost of Yale University in January 2013.

# Knowing your audience

Knowing your audience = responding to their needs

- What do people want/need from your office?


**Points of  
contact in a  
PDF linked  
three levels  
deep**



Yale University Portal | Calendar | A-Z Index Search Yale GO

## Office of the Provost

- Home
- About Us**
- Committees
- About Our Faculty
- Faculty Handbook
- Faculty Development
- Faculty Resources
- Faculty of Arts & Sciences
- Schools, Programs, and Academic Services
- University-Wide Integrity
- Comments & Suggestions



The provost is the chief educational and administrative officer of the University after the president. The Office of the Provost oversees academic policies and activities throughout the University. All deans report to the provost, who is an ex-officio member of every faculty and governing board and of all committees or other bodies concerned with educational policy or with faculty appointments or promotions. The provost also has direct responsibility for all academic support units and institutional responsibility for the allocation of resources and chairs the University Budget Committee. In collaboration with the vice president for finance and business

**Calendar**  
Faculty of Arts and Sciences standing meetings for 2012-2013

**News & Announcements**  
New Childcare Center on Science Hill  
06/27/2013

# Knowing your audience

Knowing your audience = responding to their needs

- What do people want/need from your office?

What people  
came to our  
site looking  
for

## Office of the Provost

Home **Who We Are** What We Do Committees Faculty Resources Yale Faculty Handbook Faculty Administration



Welcome to the website of the Office of the Provost, the academic center of Yale University. To learn more about the provost, his deputies, and their units—and for a directory of office staff and contact information—click on the **Who We Are** tab above. Also above you will find links to a listing of provostial committees and their membership; a resource portal for current and prospective faculty; and information on recent news and upcoming events.

The Office of the Provost is located in Warner House, 1 Hillhouse Avenue. We can be contacted by phone at 203-432-4444 or online by filling out the form on the [Contact Us](#) page.

### Provost Ben Polak



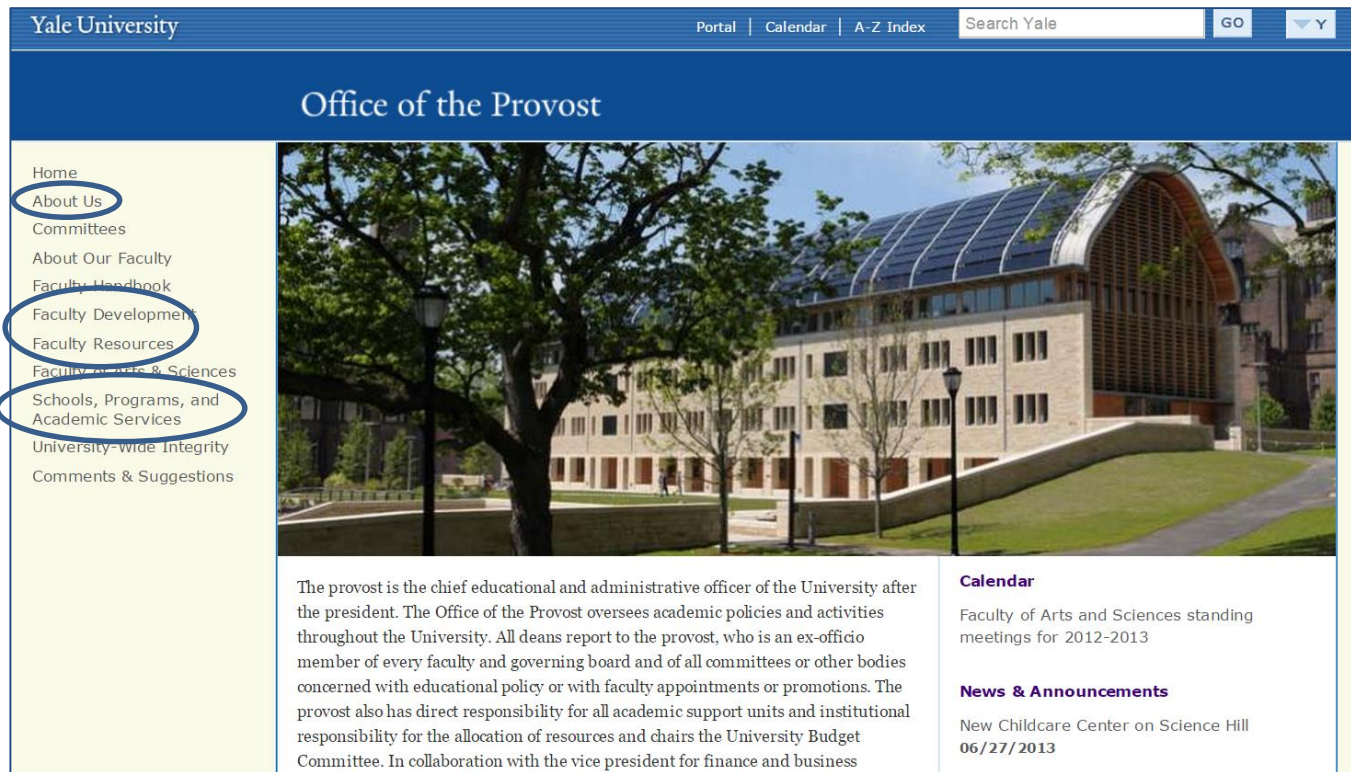
Ben Polak is the William C. Brainard Professor of Economics, and was appointed as provost of Yale University in January 2013.

# Knowing your audience

Knowing your audience = responding to their needs

- What information is yours?

Information  
available  
elsewhere



Yale University Portal | Calendar | A-Z Index Search Yale GO

## Office of the Provost

- Home
- About Us
- Committees
- About Our Faculty
- Faculty Handbook
- Faculty Development
- Faculty Resources
- Faculty of Arts & Sciences
- Schools, Programs, and Academic Services
- University-wide Integrity
- Comments & Suggestions

The provost is the chief educational and administrative officer of the University after the president. The Office of the Provost oversees academic policies and activities throughout the University. All deans report to the provost, who is an ex-officio member of every faculty and governing board and of all committees or other bodies concerned with educational policy or with faculty appointments or promotions. The provost also has direct responsibility for all academic support units and institutional responsibility for the allocation of resources and chairs the University Budget Committee. In collaboration with the vice president for finance and business

**Calendar**  
Faculty of Arts and Sciences standing meetings for 2012-2013

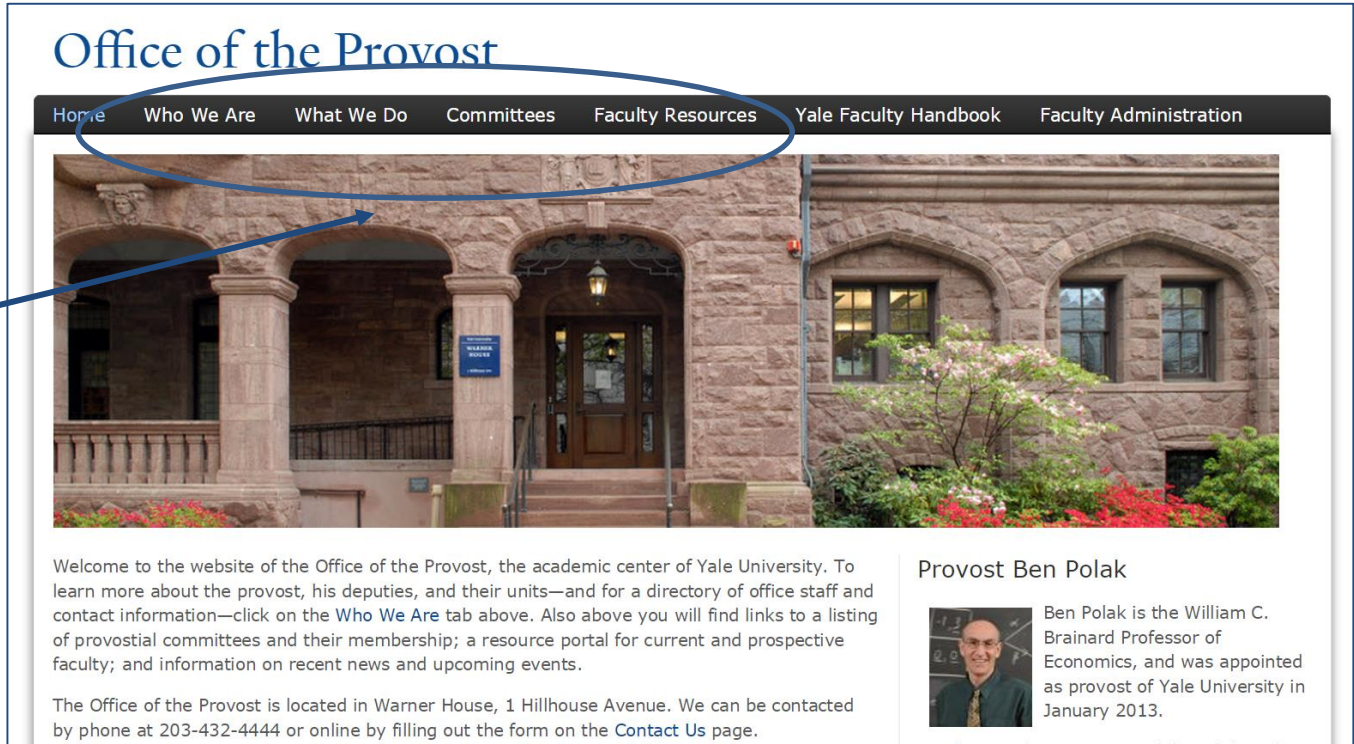
**News & Announcements**  
New Childcare Center on Science Hill  
06/27/2013

# Knowing your audience

Knowing your audience = responding to their needs

- What information is yours?

**Emphasis on  
proprietary  
content**




## Office of the Provost

Home Who We Are What We Do Committees Faculty Resources Yale Faculty Handbook Faculty Administration

Welcome to the website of the Office of the Provost, the academic center of Yale University. To learn more about the provost, his deputies, and their units—and for a directory of office staff and contact information—click on the **Who We Are** tab above. Also above you will find links to a listing of provostial committees and their membership; a resource portal for current and prospective faculty; and information on recent news and upcoming events.

The Office of the Provost is located in Warner House, 1 Hillhouse Avenue. We can be contacted by phone at 203-432-4444 or online by filling out the form on the [Contact Us](#) page.

### Provost Ben Polak



Ben Polak is the William C. Brainard Professor of Economics, and was appointed as provost of Yale University in January 2013.

# Solving problems and increasing efficiency

## An ode to the webform—three examples

### Example #1

## Event planning

Yale University Search this site

## Office of the President

[About the Office](#) | [For the Media](#) | [Send a Message](#)

---

[ABOUT PRESIDENT SALOVEY](#)   [FOR THE COMMUNITY](#)   [SPEECHES & WRITINGS](#)   [MULTIMEDIA](#)   [IN THE MEDIA](#)

[Home](#) » [You Are Invited: A Conversation with Rabbi Lord Jonathan Sacks](#)

### You Are Invited: A Conversation with Rabbi Lord Jonathan Sacks

President Peter Salovey cordially invites you to attend a conversation with Rabbi Lord Jonathan Sacks commemorating the sixtieth anniversary of the Marshall Scholarship on Monday, March 23, 2015, at 4:00 p.m. in the Levinson Auditorium at Yale Law School, 127 Wall Street.

Please respond to this invitation by **Monday, March 2, 2015**, using the form below.

**Last name \***

**First name \***

**Email address \***

**Number attending \***

- Select -

**Ticket delivery \***

Please deliver my ticket

# Solving problems and increasing efficiency

## An ode to the webform—three examples

### Example #2

## Gathering information

### Office of the Provost

Office of the Provost home | The FAS Faculty Activity Report

## The FAS Faculty Activity Report

To submit your Faculty Activity Report for the 2012 calendar year, please provide the following information using the form below:

1. A brief narrative summary of your accomplishments in 2012.
2. Details on your service to the University in 2012 (e.g., mentoring of non-tenured faculty, post-docs, and students; committee service; leadership of other departmental or University activities.
3. Your current curriculum vitae (using the upload window below).

Please see the right-hand sidebar for additional information, frequently asked questions, and contact information for assistance with submitting this form. You may save the partially completed form at any time by clicking the "Save Draft" button at the bottom of the page. **Note:** You will need to have a copy of your curriculum vitae available on the computer from which you are submitting this form.

---

**Enter Your E-mail Address**

Please enter your e-mail address in the box below. This will enable us to send you a confirmation message when you submit the form.

**E-mail:**

---

**Provide Additional Details**

### Information on the 2012 Faculty Activity Report

---

#### Overview

Much of the information for this year's activity reports—faculty appointment(s), courses taught, grant funding—will be submitted directly from our records. Those details, together with your curriculum vitae and narrative statements entered on this page, will be provided first to your department chair(s) to guide the annual review process, and then to the Office of the Provost.

#### Deadline

Faculty Activity Reports for calendar year 2012 are due on February 1, 2013.

#### What Information Should I Provide?

When completing the form



# Solving problems and increasing efficiency

## An ode to the webform—three examples

### Example #3

## Eliminating paper forms

Yale University Search this site 

## Office of the President About the Office | For the Media | Send a Message

ABOUT PRESIDENT SALOVEY   FOR THE COMMUNITY   SPEECHES & WRITINGS   MULTIMEDIA   IN THE MEDIA

Home » Use of Cross Campus and Hewitt Quadrangle

### Use of Cross Campus and Hewitt Quadrangle

#### Overview

Registered Yale University organizations wishing to use Cross Campus or Hewitt Quadrangle ("Beinecke plaza") for any event are required to submit an application, endorsed by an officer of the organization, via the web-based form linked below. Before applying, please review carefully the Policies and Criteria section at the bottom of this page.

To begin the application process, please confirm that you represent a registered university organization, then click on the button below.

**I represent a registered Yale University organization \***

Yes

No

[Complete your application](#)

#### Policies and Criteria

Only registered Yale organizations may apply. Any undergraduate organization that sponsors activities on campus must register with the Yale College Dean's Office. All other university organizations that sponsor

**CONTACT INFORMATION**

Please direct questions regarding the use of Cross Campus and Hewitt Quadrangle to:

**Pilar Montalvo**  
Director of Administrative Affairs  
203-432-2550

# Cross-pollination

## Website

Yale University

# Office of the President

[About the Office](#) | [For the Media](#) | [Send a Message](#)

[ABOUT PRESIDENT SALOVEY](#) | [FOR THE COMMUNITY](#) | [SPEECHES & WRITINGS](#) | [MULTIMEDIA](#) | [IN THE MEDIA](#)



Yale University President Peter Salovey is shown speaking at a podium during an event. The background features a blue backdrop with the Yale logo and a large chandelier.

### NOTES FROM WOODBRIDGE HALL

[Art, A La Carte](#)  
February 23, 2015

Last week I wrote to you about New Haven's many arts and humanities organizations. Now, I have...

[more](#)

### QUICK LINKS

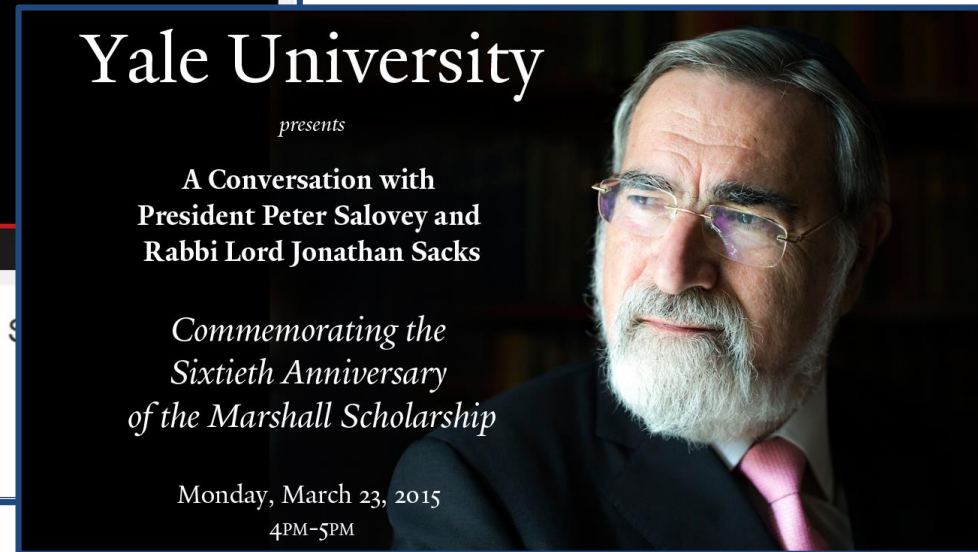
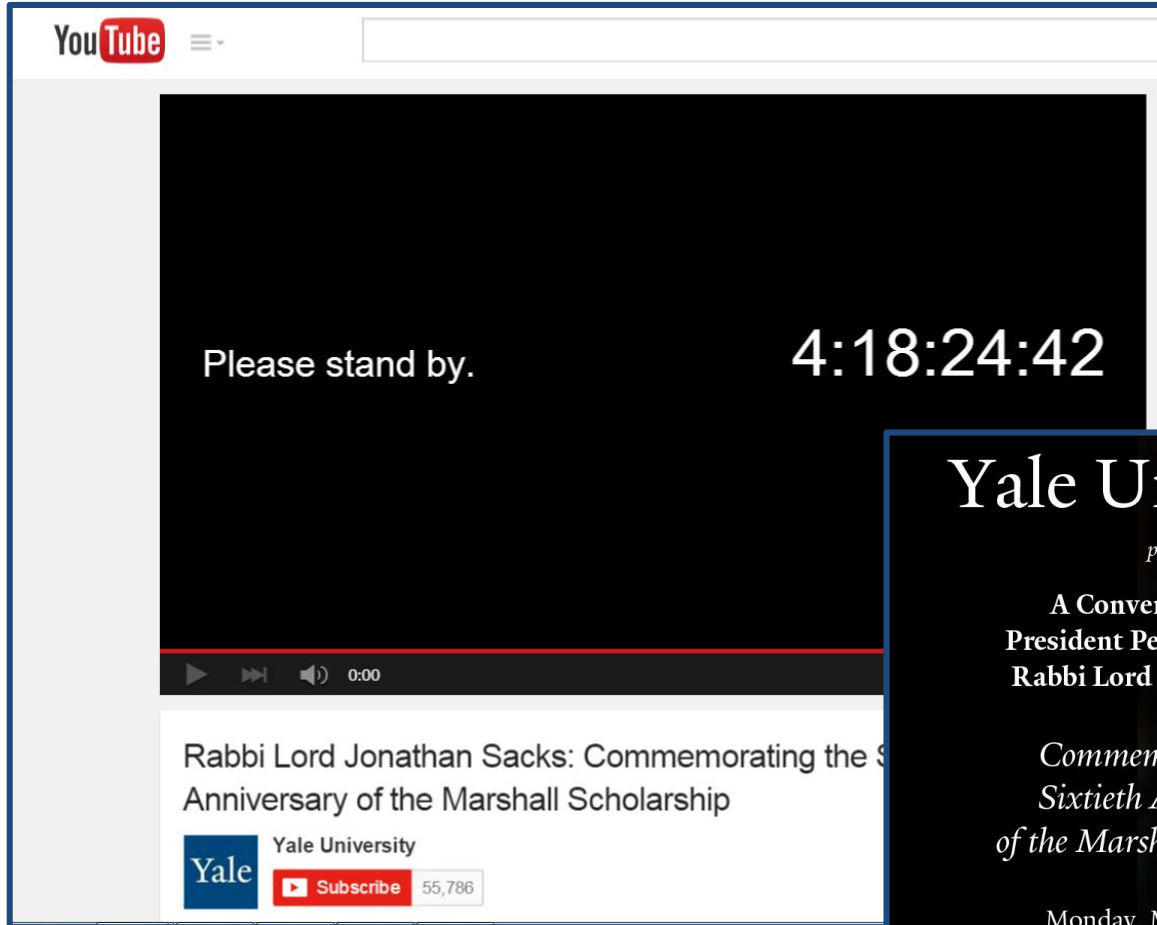
- [Presidential Committees](#)
- [Application to Use Cross Campus or Hewitt Quadrangle \(Yale affiliates only - requires login\)](#)
- [Download Official Photos of President Salovey](#)

Welcome to Yale University



# Cross-pollination

Website → messaging → multimedia



# Cross-pollination

Website → messaging → multimedia → in-person contact

Yale University

Office of the President



Notes from Woodbridge  
Hall

March 23,  
2015

Rabbi Lord Jonathan Sacks. As many of you know, Rabbi Lord Sacks is among the world's foremost religious, moral, and philosophical leaders and holds faculty appointments at New York University, Yeshiva University, and King's College London. This afternoon, he will join me for a discussion marking the sixtieth anniversary of the Marshall Scholarship. This conversation will take place at 4:00 p.m. in the auditorium at Yale Law School, and we have set aside a number of tickets for readers of these "Notes": if you are interested in attending, please reply to this message by no later than 11:30 this morning. (The tickets, one per person, will be allocated on a first-come, first served basis. All requests submitted by the deadline will receive a response from my office.) And for those of you not there in person, live streaming video of the conversation will be available [online](#).

# Communicating mission and achieving goals

Transparency/  
ease of use

What do people  
want or need  
from the office?

What information is ours?



The screenshot shows the website for the Yale University Office of the President. The header is dark blue with the Yale University logo and a search bar. The main navigation bar is white with links for 'ABOUT PRESIDENT SALOVEY', 'FOR THE COMMUNITY', 'SPEECHES & WRITINGS', 'MULTIMEDIA', and 'IN THE MEDIA'. The main content area features a large photograph of President Peter Salovey speaking at a podium in a grand hall. Below the photo is the text 'Welcome to Yale University'. To the right of the photo, there are sections for 'NOTES FROM WOODBRIDGE HALL' (dated February 23, 2015) and 'QUICK LINKS' including 'Presidential Committees', 'Application to Use Cross Campus or Hewitt Quadrangle', and 'Download Official Photos of President Salovey'.

# Communicating mission and achieving goals

Things that are  
working now

The image is a screenshot of the Yale University Office of the President website. At the top left is the Yale University logo and the text "Office of the President". To the right is a search bar with the text "Search this site" and a magnifying glass icon. Below the header is a navigation menu with links: "ABOUT PRESIDENT SALOVEY", "FOR THE COMMUNITY", "SPEECHES & WRITINGS", "MULTIMEDIA", and "IN THE MEDIA". The "SPEECHES & WRITINGS" link is circled in blue. Below the navigation is a large photograph of President Peter Salovey speaking at a podium in a grand hall. Below the photo is the text "Welcome to Yale University". To the right of the photo is a sidebar with two sections: "NOTES FROM WOODBRIDGE HALL" and "QUICK LINKS". The "NOTES FROM WOODBRIDGE HALL" section contains the text "Art, A La Carte February 23, 2015" and a paragraph starting with "Last week I wrote to you about New Haven's many arts and humanities organizations. Now, I have...". The "QUICK LINKS" section contains three links: "Presidential Committees", "Application to Use Cross Campus or Hewitt Quadrangle (Yale affiliates only - requires login)", and "Download Official Photos of President Salovey". A blue oval circles the "NOTES FROM WOODBRIDGE HALL" and "QUICK LINKS" sections. Two blue arrows originate from the text "Things that are working now" on the left: one points to the "SPEECHES & WRITINGS" link, and the other points to the "NOTES FROM WOODBRIDGE HALL" section.

# Communicating mission and achieving goals

Things that  
are out of date  
or duplicative

Yale University

Office of the President

About the Office | For the Media | Send a Message

ABOUT PRESIDENT SALOVEY | FOR THE COMMUNITY | SPEECHES & WRITINGS | **MULTIMEDIA** | IN THE MEDIA

Yale

Yale

Yale

Yale

Yale

Yale

Welcome to Yale University

NOTES FROM WOODBRIDGE HALL

Art, A La Carte  
February 23, 2015

Last week I wrote to you about New Haven's many arts and humanities organizations. Now, I have...

more

QUICK LINKS

Presidential Committees

Application to Use Cross Campus or Hewitt Quadrangle (Yale affiliates only - requires login)

Download Official Photos of President Salovey



# Communicating mission and achieving goals



# Discussion and Q&A

