

Overcoming  
Excuses

# Helping academic websites make the grade

Sara Clark, Director of Web and New Media  
Stacey Funderburk, Director of Publications  
Don Hendricks, Director of University Communications



# About Missouri State

- Main campus located in Springfield, with 20,000+ students
- Mission in public affairs gives students distinction
- Choice of 150+ undergraduate and 45+ graduate programs

# Project goals

- Upgrade the academic websites to meet recruitment needs and trends
- Build consistency of information within sites
- Encourage use of content management system and centralized resources



# How it started

- Hired by an academic department
- Provost: “We want to work with you.”
- Met with key players to develop “lesson plan”



# Getting buy-in

- Presented academic website recommendations to deans and department heads

*Question:* Why should I care?

*Answer:* Website most important recruitment tool.

*Question:* What if I don't want your help?

*Answer:* Do it yourself and follow recommendations.

*Question:* Who is going to pay for all of this?

# Funding

- Provost funded proposal of \$75,000/year for two years
  - Two graduate assistants to develop content/liaison with client
  - Chargebacks to pay for designers and coding staff
- Deans prioritized academic programs
- Project officially began in Spring 2010

Client meeting



Content generation



Design



Coding



Client maintains

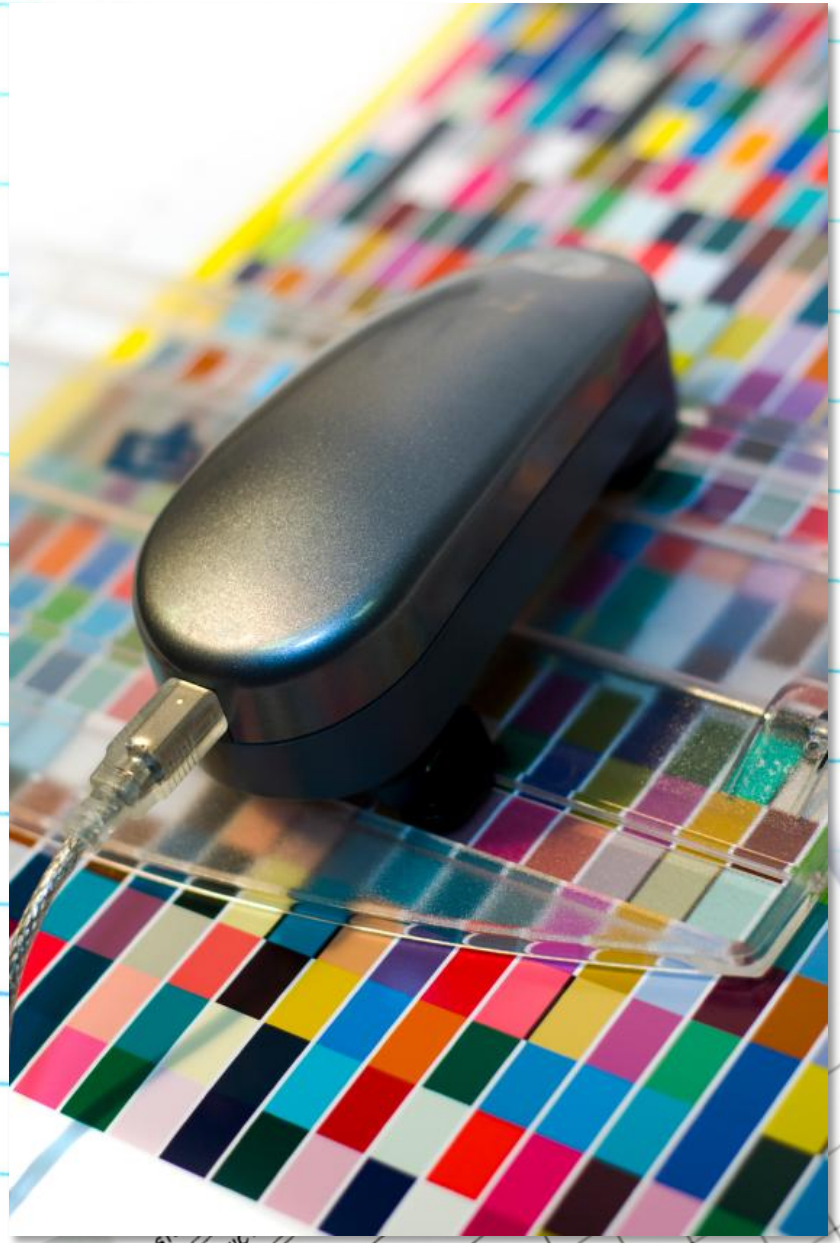


My paper  
would have been  
So long  
and...

Amazing,  
that I didn't  
want you to  
be  
Overwhelmed

by  
grading  
H.

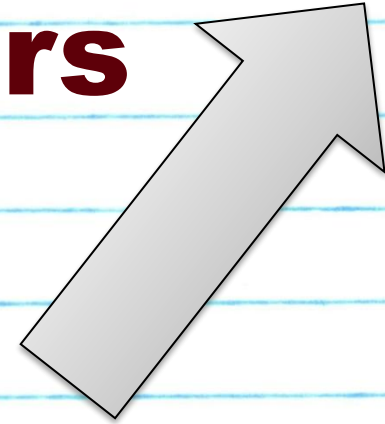
F



PERIODS  
ACADEMIC  
MATHEMATICS

# Educating educators

- Campus marketing initiative
- Who cares?
- Have a point and point it
- Write content the right way
- Bigger isn't better
- What's it in for me?



# Navigation

- Undergraduate programs (with direct links to each program)
- Graduate programs (with direct links to each program)
- Student opportunities and services
- Courses offered by department
- Faculty and staff
- Facilities and resources
- Alumni and friends
- Centers, clinics, etc.
- Contact information



# Master of Science in Criminology

[CLICK HERE](#) TO SEE WHY YOU SHOULD PURSUE THE MASTER OF SCIENCE IN CRIMINOLOGY.



[Click here](#) to see a spotlight on Criminology faculty current research.

[Click here](#) to listen to a radio interview on KSMU with Dr. Karl Kunkel, Department Head, concerning the Master of Science in Criminology program. This interview was broadcast on June 20, 2006.

The Master of Science in Criminology degree program provides graduate students at Missouri State University the opportunity for advanced knowledge and understanding of issues involving criminal behavior, the operation of the criminal justice system, crime control policy initiatives, and using theory and research methods for criminal justice program evaluation, all within the framework of the University's public affairs mission. The program provides credentials for moving into management positions in criminal justice agencies, assuming jobs in criminology/criminal justice research centers, and serves as a springboard to Ph.D. programs at other universities.

The degree is designed to be earned in two academic years, assuming full-time student status.

The M.S. in Criminology involves these objectives:

- Proficiency in understanding classic and contemporary theories of criminal behavior.
- Ability to see the relationship between theories of crime and crime policy initiatives.
- Proficiency in selecting and applying appropriate methodology and data-gathering techniques for answering research questions.
- Capacity to analyze data when researching an empirical question regarding a criminology/criminal justice issue.
- Understanding substantive knowledge from research conducted in various areas of criminology/criminal justice.
- Competence in utilizing criminological theory and research methods to evaluate the effectiveness of particular criminal justice treatment programs and initiatives.
- Ability to use knowledge gained in coursework for the M.S. in Criminology to either analyze experiences in a professional practicum setting (non-thesis option) or conduct original research on a criminology/criminal justice empirical question (thesis option).





# CRIMINOLOGY AND CRIMINAL JUSTICE :: Criminology Graduate Program



[Missouri State](#) > [Criminology](#) > Criminology Graduate Program



## EVALUATING SUCCESS

The Master of Science in Criminology program at Missouri State provides advanced education about the issues involving criminal behavior, the operation of the criminal justice system and crime control policy initiatives. Our goal is to prepare you to apply theory and to develop research methods for criminal justice program evaluation.

 Program can be completed online

### Degree options

[Accelerated Master's](#)

### Program information

[Apply to this Program](#)

[Admission Requirements](#)

[Program Requirements](#)

[Careers and Outcomes](#)

### Related information

[Scholarships and Financial Aid](#)

## Why pursue the criminology graduate program at Missouri State?

- ◆ As a student, you will receive the credentials necessary for moving into management positions in criminal justice agencies, assuming jobs in criminology/criminal justice research centers and preparing for Ph.D. programs.
- ◆ Our program provides online and evening classes if you require flexibility as a working professional.
- ◆ Our program offers a variety of community partnerships and opportunities for you to experience law, police, courts and corrections firsthand.

Can I  
go to the  
Bathroom?

F



PERIODS

STUDENT \_\_\_\_\_

ACADEMIC ACHIEVEMENT \_\_\_\_\_

MATHEMATICS \_\_\_\_\_

1	2	3	4	5

# Do your homework

- Survey to gather information
- Graduate assistants review current content
- Client interviews



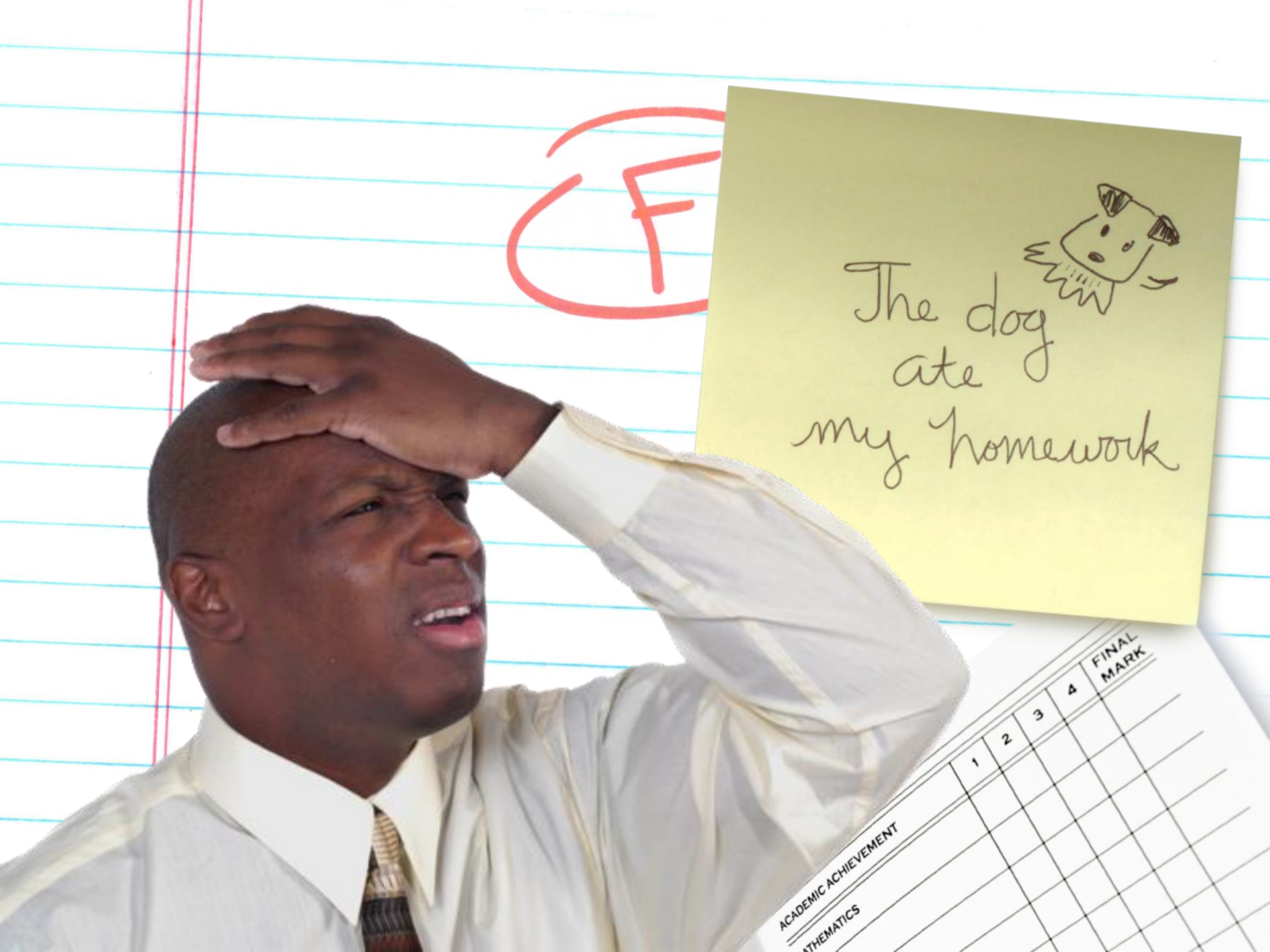
# Workflow

- Overall coordination accessible to all
- Written workflow, reviewed often
- Writing and design style guidelines



# Teamwork

- Identify the key players who will move the process along
- Common foundation
- Work independently, come together periodically



F

The dog  
ate  
my homework



	1	2	3	4	FINAL MARK
ACADEMIC ACHIEVEMENT					
MATHEMATICS					

	<b>Program name</b>	<b>3-5 unique program features</b>	<b>Related benefits to students</b>	<b>Specific job preparation</b>	<b>Career options</b>
Major 1					
Major 2					
Minor					
Grad program 1					
Grad program 2					
Certificate					

# Building the sites

- Used standardized pieces for every website
- CMS templates provided structure
- CSS provided flexibility



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[Missouri State](#) > [About Missouri State](#)

**University basics**

- [Mission Statement](#)
- [History of the University](#)
- [Public Affairs](#)
- [Research and External Funding](#)
- [Diversity](#)
- [Athletics](#)
- [Springfield and the Ozarks](#)

**University details**

- [University Administration](#)
- [Budget](#)
- [Long-Range Plan](#)
- [Public Scorecard](#)
- [Accreditation](#)
- [College Portrait](#)
- [Fact Book](#)
- [Benchmark Institutions](#)

**Additional resources**

- [News](#)
- [Go Maroon!](#)
- [Maps](#)
- [Employment Opportunities](#)
- [Visitor's Guide](#)

## About Missouri State

### Academics

- Missouri State offers [150+ undergraduate majors](#) and [45+ graduate programs](#).
- The student-to-faculty ratio is 20-to-1.
- The average ACT score for incoming freshmen in 2009 was 24.0, higher than the 21.6 state average for Missouri high school students.

### Enrollment

- Official enrollment in 2009 was 22,938.

### History

- Missouri State University was founded in 1905.
- In 2005, the University's name changed to Missouri State University.

### Location

- Missouri State's main campus is located in Springfield, Mo.
- Missouri State has three additional campuses in [Mountain Grove, MO](#); [West Plains, MO](#); and [Dalian, China](#).

### Public affairs

- The [public affairs mission](#) at Missouri State contains three components: [ethical leadership](#), [cultural competence](#) and [community engagement](#).
- In 2008-09, more than 1,800 students participated in [service-learning](#) courses and contributed a total of 49,066 hours to government or not-for-

## Why Missouri State

Everything a future student needs to know about Missouri State

**Undergraduate  
Admissions  
Guide**

**Peek Inside**  
Graduate Admissions Guide

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# Undergraduate ADMISSIONS GUIDE

- 1 Why Missouri State?
- 2 Academic Excellence
  - Your Major**
  - Your Professors
  - Student Accomplishments
- 3 Unbeatable Value
- 4 A Great University Experience
- 5 Career Success
- 6 Freshman
- 7 Transfer Students

## Your Major



### Get advice on a degree path

You'll be assigned an academic advisor after you are admitted to the University. Your advisor can help you decide on a major and make a schedule so you graduate in time.

### Explore majors

Missouri State is a major university made up of six academic colleges: Arts and Letters; Business Administration; Education; Health and Human Services; Humanities and Public Affairs; and Natural and Applied Sciences. These six colleges offer more than 150 undergraduate programs. There are also nearly 50 graduate programs.

#### Individualized

Graduate: Administrative Studies, Library Science\*, Secondary Education

#### Arts and Letters





##### Antiquities

Classical Studies

##### English

Creative Writing

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### Information hub

[About Missouri State University](#)

[Admissions](#)

# Ψ Psychology

## Psychology Undergraduate Program

[Missouri State](#) > [Psychology](#) > Psychology Undergraduate Program

### Degree options

- [Three-Year](#)
- [Four-Year](#)
- [Psychology Minor](#)

### Program information

- [Program Admission Requirements](#)
- [Program Requirements](#)
- [Careers and Outcomes](#)
- [Program Contact Information](#)

### Related information

- [Resources for Psychology Majors](#)
- [Scholarships and Financial Aid](#)
- [Student Opportunities and Services](#)
- [Psychology Advisement Center](#)
- [Honors Program](#)
- [Courses Offered by Department](#)
- [Faculty and Staff](#)
- [Facilities and Resources](#)
- [University Admissions Requirements](#)
- [General Education](#)
- [Transferring Credit to Missouri State](#)



**Better understand  
yourself and others  
at Missouri State.**

## Why study psychology at Missouri State?

- ◆ Our "liberal arts" style major provides students with a solid education for graduate studies or employment.
- ◆ Our graduates are hired for positions in many different industries.
- ◆ Our large department provides a wide choice of courses and programs taught by faculty with many areas of expertise.
- ◆ Individual faculty advisors, smaller classes in the major, and many opportunities for student research, internship and practicum experiences provide the feel of a small department.

### Program description

A major in psychology can be designed as a broad liberal arts degree, or can be

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### Spotlight



### Finding a career that blends research, passion and purpose

Rachel Happel  
Forensic Interviewer and Internship  
Coordinator, The Child Advocacy  
Center

[Read more](#)



## Spotlight



### The library isn't just for studying anymore

April Roy  
Youth Services Supervisor at the  
Plaza Branch of the Kansas City  
Public Library

[Read more](#)

## Spotlight



### A practical approach to feeding student's passions

Wesley Scroggins  
Associate Professor

[Read more](#)

## Spotlight



### Student happy with decision to transfer

Helen Bailey  
[Psychology](#)  
Hometown: St. Louis, Mo.

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## Spotlight



### On the business fast-track to helping the world

Ashtyn Allison  
[Finance](#)  
Hometown: Springfield, Mo.

[Read more](#)

## Ways to give

[Giving to the University Libraries](#)

## Staying connected

[Alumni Address Update](#)

[Alumni Association](#)



[Read the Missouri State Magazine](#)

# Alumni and Friends

Our alumni help maintain the reputation of excellence for our library science programs. Our graduates have successfully navigated both the business and academic world to achieve their goals and successes.

The department of library science hopes to keep connected with you, so please contact our department office with your current address and career updates. We want to be able to celebrate your successes with you!

Additionally, the Alumni Association provides an online community for Missouri State alumni to join and to reconnect with former classmates.



Please feel free to contact the Dean of Library Services, Neosha Mackey, directly with any questions or ideas you may have. We will be glad to hear from you.

**Email:** [NeoshaMackey@MissouriState.edu](mailto:NeoshaMackey@MissouriState.edu)

**Phone:** 417-836-4525

**Fax:** 417-836-4764

**Office:** Meyer Library, Room 302

[Give to the Library](#) ►

## Spotlight



### The library isn't just for studying anymore

April Roy

Youth Services Supervisor at the Plaza Branch of the Kansas City Public Library

[Read more](#)



# SPOTLIGHTS

[Missouri State](#) > [Spotlights](#)

**April Roy**

Youth Services Supervisor at the Plaza Branch of the Kansas City Public Library

Kansas City, Missouri

History with minors in library science and English

Former Missouri State student April Roy spends her days among shelves of children's and young adult reading materials—more than 45,000 reading materials to be exact!

Former Missouri State student April Roy spends her days among shelves of children's and young adult reading materials—more than 45,000 reading materials to be exact! Roy is the youth services supervisor at the Plaza Branch of the Kansas City Public Library.

Her favorite part of the job? "I enjoy connecting young people to books that will make them love reading, and I love teaching parents of babies and preschoolers about the importance of reading," Roy said.

Roy graduated from Missouri State when it was still Southwest Missouri State University in 2000 with a degree in history, and minors in library science and English. She mentions that studying library science has been vital to her success in her career.

"At Missouri State I learned the basic structure of libraries and how they work," Roy

## Related posts



### [Jim Anderson](#)

Jim Anderson, the president of the Springfield Area Chamber of Commerce, is a believer in the power of Missouri State to change the community.



### [Julie Stotlar](#)

Vast potential career options in fashion



I DIDN'T  
KNOW IT  
WAS PICTURE  
DAY!



Can I  
get a  
**RETAKE**

PERIODS	1	2	3	4	FINAL MARK
STUDENT					
ACADEMIC ACHIEVEMENT					
MATHEMATICS					



# Master of Business Administration

[Missouri State](#) > [Master of Business Administration](#) > [Faculty and Staff](#) > MBA Accounting Faculty

## Degree options

[Traditional MBA](#)

[Accelerated MBA](#)

## Program information

[Apply to this Program](#)

[Admission Requirements](#)

[Foundation Courses](#)

[Program Requirements](#)

[Careers and Outcomes](#)

[Contact Information](#)

## Related information

[Assistantships, Scholarships and  
Financial Aid](#)

[Student Opportunities and Services](#)

[Advisement](#)

[Faculty and Staff](#)

[Facilities and Resources](#)

[Alumni and Friends](#)

## MBA Accounting Faculty



### A. Craig Keller, PhD

[CraigKeller@MissouriState.edu](mailto:CraigKeller@MissouriState.edu)

Phone: 417-836-8470

Office: Glass Hall, Room 440

Teaching: Managerial accounting for MBAs;  
international accounting

[More Information](#)



### Carl Keller, PhD

[CarlKeller@MissouriState.edu](mailto:CarlKeller@MissouriState.edu)

Phone: 417-836-6353

Office: Glass Hall, Room 442

Teaching: Cost accounting; managerial  
accounting

[More Information](#)



### Olen Greer, PhD

[OlenGreer@MissouriState.edu](mailto:OlenGreer@MissouriState.edu)

Phone: 417-836-4184

Office: Glass Hall 423

Teaching: Introduction to managerial accounting;  
managerial cost accounting; managerial cost  
accounting II; controllership and communication

[More Information](#)



### Stevan Olson, PhD

[StevanOlson@MissouriState.edu](mailto:StevanOlson@MissouriState.edu)


Phone: 417-836-5697


Office: Glass Hall 460

Teaching: ACC 201; ACC 211; ACC 301; ACC  
504; ACC 600; ACC 711; ACC 311; ACC 715;  
ACC 799


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# Master of Business Administration

[Missouri State](#) > [Master of Business Administration](#) > [Faculty and Staff](#) > [MBA Accounting Faculty](#) > Olen Greer

## Degree options

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## Olen Greer, PhD



### Email

[OlenGreer@MissouriState.edu](mailto:OlenGreer@MissouriState.edu)

### Phone

417-836-4184

### Office

Glass Hall 423

### Department

School Of Accountancy

### Postal mail

School Of Accountancy

## Professor



### Education

- Ph.D., 1986, University of Colorado, Boulder

### Teaching

- ACC 211 Introduction to Managerial Accounting
- ACC 311 Managerial Cost Accounting
- ACC 513/613 Managerial Cost Accounting II
- ACC 712 Controllership and Communication


### Research and professional interests


- Managerial & Behavioral Accounting Topics

### Awards and honors


- 2005 Named to "Who's Who Among America's Teachers."
- 2004 Received the College of Business Award for Excellence in Teaching.
- 2002 Named to "Who's Who Among America's Teachers."
- 1997 Received the 1997 Excellence in Community Service Certificate, Southwest Missouri State University.
- 1996 Nominated for the University Service Award, Southwest Missouri State University.
- 1995 SMSU Foundation Award for Teaching Excellence
- 1995 Received the Governor's Award for Excellence in Teaching

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## BA in Psychology Four-Year Graduation Plan

*This is a model plan for four-year graduation. Your path to graduation may vary slightly based on factors such as college credit you earned while in high school, your choice of general education electives, and placement in English and Mathematics.*

### First semester (fall)

<a href="#">IDS 110</a> Introduction to University Life	1
<a href="#">ENG 110</a> Writing I	3
<a href="#">PED 100</a> Fitness for Living	2
MTH 130 or higher	3
HST 121 or 122	
<a href="#">PSY 121</a> Introductory Psychology	3
<b>Total Hours</b>	<b>15</b>

### Second semester (spring)

<a href="#">COM 115</a> Fundamentals of Public Speaking	3
General Education - Natural World	4
<a href="#">CSC 101</a> Computers for Learning	2
BA Language Course 101	3
<a href="#">PSY 150</a> Introduction to the Psychology Major	1
General Education - Self Understanding/Creativity and Vision	3
<b>Total Hours</b>	<b>16</b>

### Third semester (fall)

General Education - Writing II	3
General Education - Natural World	4
BA Language Course 102	3
<a href="#">PSY 200</a> Psychological Statistical Methods	3
PSY Developmental Course	3
<b>Total Hours</b>	<b>16</b>

### Fourth semester (spring)

BA Language Course 201	3
<a href="#">HST 103</a> World History to Circa 1600 C.E.	3
PSY Applied Course	3
<a href="#">PSY 302</a> Experimental Psychology	3
Minor course	3
<b>Total Hours</b>	<b>15</b>

### Fifth semester (fall)

<a href="#">PLS 101</a> American Democracy and Citizenship	3
--	---

### Sixth semester (spring)

BA PHI 105 or 110 requirement	3
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# Master of Business Administration

[Missouri State](#) > [Master of Business Administration](#) > Admission Requirements

## Degree options

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# Admission Requirements

## Traditional MBA

Qualified applicants may enter the MBA program at the beginning of any semester. Admission to the MBA program is granted to students who fulfill the following provisions.

1. The student must have received a Bachelor's or Master's degree from a regionally accredited college or university.
2. The applicant must meet the following performance standards:
  - a. A GPA of at least 2.75 for the last 60 hours of academic work;
  - b. A Graduate Management Admission Test (GMAT) composite score of at least 400. Arrangements for taking the GMAT can be made by calling Pearson Professional Centers at (800) 717-4628 or by visiting [their website](#).


NOTE: With the approval of the Director of the MBA program, recent scores from other national standardized tests for graduate study such as the Graduate Records Examination (GRE) may be deemed equivalent. In these instances, equivalent test scores can be used to meet minimum GMAT score requirements (above) and can be used in formula calculations for admission purposes. A [GMAT to GRE Conversion Chart](#) is available.

- c. A minimum value of 1,000 based on the following formula —  $(200 \times \text{GPA in last 60 hours}) + \text{GMAT score}$ ;
- d. A minimum score in the 20<sup>th</sup> percentile for both the verbal and the written components of the GMAT. Applicants meeting performance standards "a", "b", and "c", but not standard "d" can be admitted conditionally to the MBA program pending completion of the Speak Test, an essay test (graded on the CUNY Scale), and a grammar test. These tests will be administered to conditionally admitted students during the MBA Orientation Program prior to the beginning of each semester.
  - i. Conditionally admitted students attaining the scores indicated below will be fully admitted to the MBA Program: Speak Test = 40 or


Apply to this program

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# CRIMINOLOGY AND CRIMINAL JUSTICE

seeking knowledge + finding solutions

[Missouri State](#) > Criminology

## Undergraduate program

[Criminology](#)

## Graduate programs

[Criminology](#)

[MSAS Criminal Justice Option](#)

[Homeland Security and Defense Certificate](#)

## Related information

[Student Opportunities and Services](#)

[Courses Offered by Criminology](#)

[Faculty and Staff](#)

[Advisement](#)

[Facilities and Resources](#)

[Scholarships and Financial Aid](#)

[Center for Social Science and Public Policy Research](#)

[Alumni and Friends](#)

[Contact Information](#)

## Seeking knowledge. Finding solutions.

The criminology program at Missouri State University provides a solid foundation for the study of the nature, causes and control of criminal behavior through [academic courses](#), [internship opportunities](#) and [community partnerships](#). Our undergraduate criminology program focuses on finding solutions to problems and issues in criminal justice, while our graduate program provides you with the tools for evaluating criminal justice programs. Overall, our programs strive to create a healthy balance between academic analysis and technical education needed for a successful career in the field.

In addition to programs in criminology, we offer a certificate in [homeland security and defense](#) and provide a [criminal justice option](#) for the Master of Science in Administrative Studies program.

- ◆ [Accelerate your graduate education](#)
- ◆ [New course formats to help you succeed](#)

[All News](#) 

### MSU Criminology YouTube Channel



## Spotlight



Priority 1

# Lessons learned

- Timelines need to be generous
- Writers, designers and coders think differently
- Template is not one size fits all
- Involve Web people in every phase
- Project sizes vary and are full of exceptions



# Questions?

- Slides, template and resources  
<http://bit.ly/academicwebsites>
- @msuweb
- [SaraClark@missouristate.edu](mailto:SaraClark@missouristate.edu)
- [StaceyFunderburk@missouristate.edu](mailto:StaceyFunderburk@missouristate.edu)
- [DonHendricks@missouristate.edu](mailto:DonHendricks@missouristate.edu)