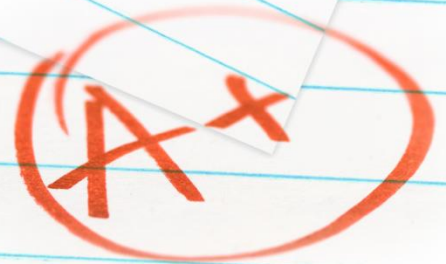


# Overcoming Excuses

## Helping academic websites make the grade

Sara Clark, Director of Web and New Media  
Missouri State University



# 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”

That's  
a trick  
question!

**CONTENT**

PERIODS

STUDENT \_\_\_\_\_

ACADEMIC ACHIEVEMENT

MATHEMATICS

# 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

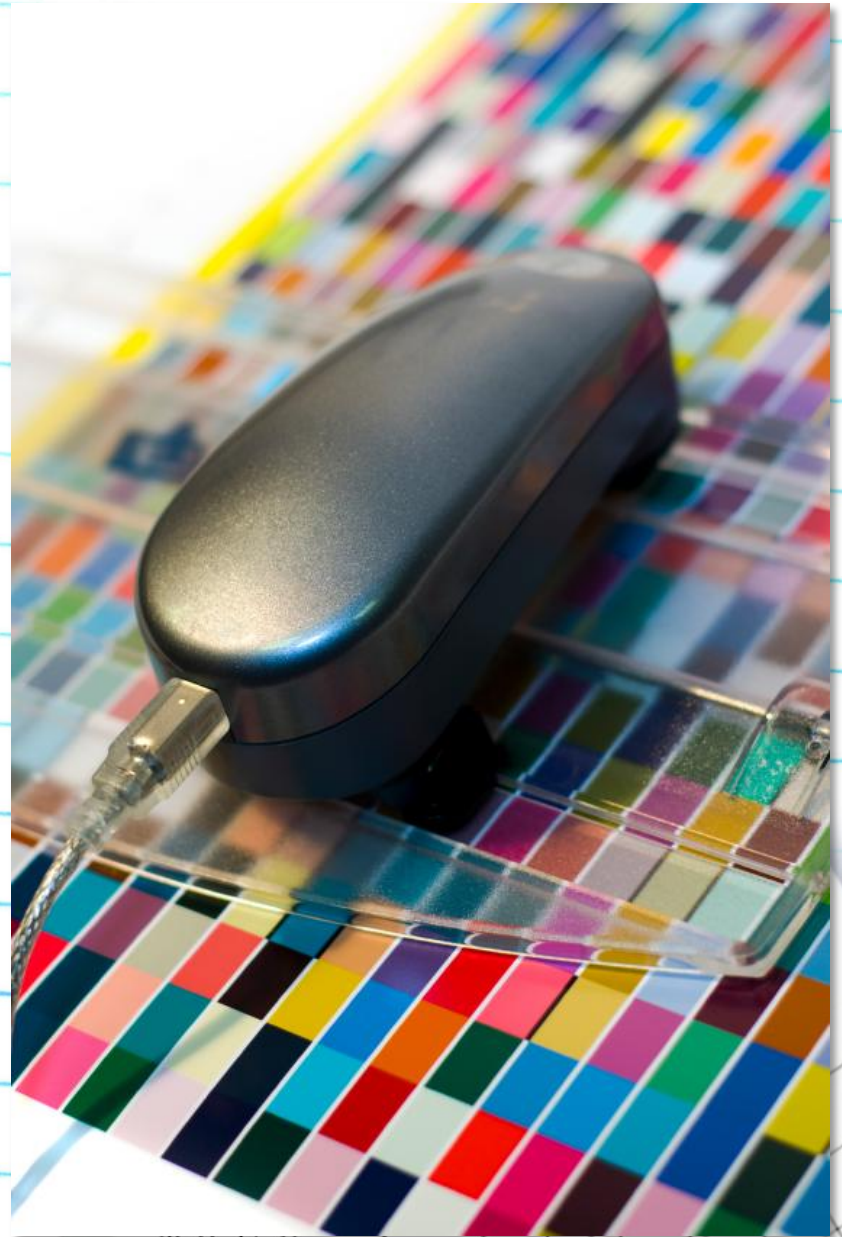


My paper  
would have been  
So long  
and...

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

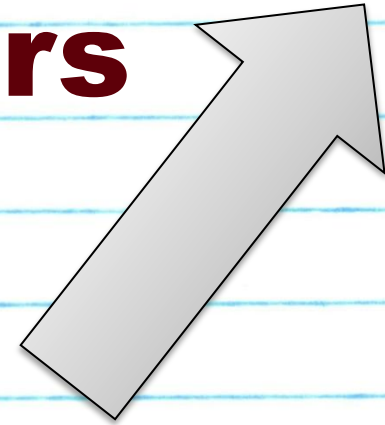
by  
grading  
H.

F



# 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





### Degree Programs

[Clothing, Textile, & Merchandising \(Fashion\)](#)

[Interior Design](#)

[Family and Consumer Sciences Education](#)

[Course Descriptions](#)

[Clothing, Textile, & Merchandising \(Fashion\) Courses](#)

[Housing and Interior Design Courses](#)

[Family and Consumer Sciences Education Courses](#)  
[Course Rotation](#)

### Student Organizations

[ASID](#)

[aFAD](#)

[FACSeD](#)

### Department Information

[Faculty & Staff](#)

[Academic Advisors](#)

[News](#)

[Events](#)

[Alumni](#)

[Scholarships](#)

## Fashion and Interior Design (FID)

The Department of Fashion and Interior Design (FID), located in the Park Central Office Building on Park Central Square, houses three different programs. Students receive knowledge and training that enable them to seek gainful employment in challenging and satisfying careers, while gaining a strong general education foundation.

Our curriculum combines a formal classroom setting with faculty-supervised projects to provide the personal, professional, and technological skills necessary to compete in our modern competitive business environment.

Qualified, dedicated, student-oriented faculty, a balanced curriculum, and knowledgeable and approachable student support services provide the perfect environment for students.

### The Bachelor of Science (B.S.) degree is offered in two program areas:

[Fashion \(Option 1 -Fashion Design/Product Development and Option 2 -Fashion Merchandising/Management\)](#)

[Interior Design](#)

### The Bachelor of Science in Education (B.S.Ed.) degree is offered in:

[Family and Consumer Sciences Education \(FCS\)](#)

FOR MORE INFORMATION OR A TOUR OF OUR FACILITIES CONTACT:

JOSH PORTER, ACADEMIC ADVISOR

MISSOURI STATE UNIVERSITY  
 DEPARTMENT OF FASHION AND INTERIOR DESIGN  
 901 S NATIONAL  
 SPRINGFIELD, MO 65897  
 417-836-5136

or e-mail us at [FID@MissouriState.edu](mailto:FID@MissouriState.edu)





Department of *Fashion & INTERIOR DESIGN*

**Undergraduate programs**

[Fashion Merchandising and Design](#)

[Interior Design](#)

[Family and Consumer Sciences](#)

[Housing and Interior Design Minor](#)

[General Family and Consumer Sciences Minor](#)

**Graduate programs**

[Family and Consumer Sciences Emphasis](#)

**Related information**

[Scholarships and Financial Aid](#)

[Student Opportunities and Services](#)

[Faculty and Staff](#)

[Advisement](#)

[Facilities and Resources](#)

**Part of the COBA family**

As an FID or FCSed major, you can utilize the plethora of facilities and resources available through the [College of Business Administration](#), including the Career Center and numerous computer labs.

**Designing, a most unique career path**

As a fashion, interior design (FID) or family and consumer sciences education (FCSed) major, you will be prepared to lead one of the most unique professional careers:

- Develop creative, analytical, technical and innovative abilities
- Apply the latest in industry-based technology to clothing and housing design and production
- Gain a global perspective, with a focus on both design and business
- Empower individuals and families to manage the challenges of their lives

Get creative in a diverse environment

**News and events**

**[Dick Du Puis Speaking Engagement](#)**

Wednesday, July 20, 2011 3:54:00 PM

Christian Health Care East will feature a speaking engagement for couture fashion designer Dick Du Puis. Dick's career spanned over 30 years and began in the 1950's. He designed for such labels as Don Miguel, Neal of California, Miss Elliette, ...

**[Volunteer Opportunity](#)**

Wednesday, July 20, 2011 3:27:09 PM

Potentials Resale Boutique, a nonprofit resale shop located in





# 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

CF

The dog  
ate  
my homework

[illegible]

	Program name	3-5 unique program features	Related benefits to students	Specific job preparation	Career options
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



## Future Students ►

### {📖} Undergraduate Admissions Guide

ⓘ Request Info

⊕ Visit Campus

✓ Apply Now

follow your  
**PASSION**  
find your  
**PLACE**

## Future Students ►

ⓘ Request Info

⊕ Visit Campus

📖 Explore majors

✓ Apply Now

follow your  
**PASSION**  
find your  
**PLACE**

## Future Students ►

### {📖} Graduate Admissions Guide

ⓘ Request Info

⊕ Visit Campus

✓ Apply Now

follow your  
**PASSION**  
find your  
**PLACE**

## Future Students ►

ⓘ Request Info

⊕ Visit Campus

✓ Apply Now

follow your  
**PASSION**  
find your  
**PLACE**

[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

**Future Students ►**

-  [Request Info](#)
-  [Visit Campus](#)
-  [Explore Majors](#)
-  [Apply Online](#)

follow your  
**PASSION**  
find your  
**PLACE**

## 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

### Future Students ►

-  Request Info
-  Visit Campus
-  Explore Majors
-  Apply Online

follow your  
**PASSION**  
find your  
**PLACE**

### iH 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



## 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

### Future Students ▶

 **Undergraduate Admissions Guide**

 Request Info

 Visit Campus

 Apply Online

follow your  
**PASSION**  
find your  
**PLACE**

### 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.

[Read more](#)

## 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**

A red circle with a large red letter 'F' inside, indicating a failing grade.

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


[More Information](#)

## Future Students ►

 [Graduate  
Admissions Guide](#)

 [Request Info](#)

 [Visit Campus](#)

 [Apply Online](#)

follow your  
**PASSION**  
find your

# Master of Business Administration

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

## 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](#)

## 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 Controllershship 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

## Future Students ►

 **Graduate  
Admissions Guide**

 Request Info

 Visit Campus

 Apply Online

follow your  
**PASSION**  
find your



## Childhood Education and Family Studies :: Child and Family Development Undergraduate Program



[Missouri State](#) > [Childhood Education and Family Studies](#) > [Child and Family Development Program](#) > Child Life Emphasis

# Child Life Emphasis

## Help develop a child's future

Our child life emphasis option prepares you to pursue a career as a child life specialist. Child life specialists work as members of the pediatric health care team who focus on the emotional and developmental needs of children by using play and other forms of communication that help reduce the stress of the health care experience for children and their families. This emphasis area also will prepare you to work in med-camps and grief support groups.

## Four-year graduation plan sample schedule

This is a model four-year graduation plan. 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. See undergraduate catalog for complete listing of courses. This degree program can be completed in eight semesters.

### First semester (fall)

<a href="#">ENG 110</a> Writing I	3
<a href="#">CFD 155</a> Principles of Human Development	3
IDS 110 (Error: Course not found)	
<a href="#">CFD 163</a> Relationships in Today's Families	3
Culture & Society/Humanities (1 of 2)	3
CIS/CSC 101 - Computers for Learning	2
<a href="#">CFD 150</a> Introduction to Child and Family Development	1
<b>Total hours</b>	<b>16</b>

### Second semester (spring)

<a href="#">CFD 160</a> Principles of Development in Early Childhood	3
<a href="#">BIO 102</a> Principles of Biological Science	4
<a href="#">SOC 150</a> Introduction to Society	3
<a href="#">ENG 210</a> Writing II: Academic Writing	3
Self Understanding/Humanities (1 of 3)	3
<b>Total hours</b>	<b>16</b>

### Third semester (fall)

### Fourth semester (spring)

# Master of Public Health

## Admission Requirements

### Develop your passion for public health

Application deadlines may be extended if openings are still available.

#### Entrance Requirements

The Master of Public Health (MPH) program has a competitive admissions process and seeks to admit students who 1) demonstrate the potential to be successful in graduate school, and 2) are committed to the public health profession, as evidenced by their interests, backgrounds and experiences.

Consideration for admission to the Master of Public Health Program requires the following:

1. Completion of a baccalaureate degree from a regionally accredited college or university with a minimum GPA of 3.00\*;
2. A minimum combined score of 1,000\* in the verbal and quantitative sections of the Graduate Record Exam (GRE);
3. Submission of the Graduate College application and related fee;
4. A 300-400 word personal statement of professional goals;
5. Three letters of recommendation from employers and/or professors (current or recent) that speak to the abilities of the student to succeed in graduate education;
6. Voluntary or salaried post-baccalaureate work experience (equivalent to 1 year full-time) in one or more health or social service settings is highly desirable but not required; and
7. International applicants for whom English is not the native language are required to submit minimum scores of 550 on the paper-based, or a comparable score of 213 on the computer-based test, on the Test of English as a Foreign Language (TOEFL).

\*For those applicants who do not meet the minimum GPA and/or GRE requirements, an admission index score will be calculated using the following weighting formula:  $GPA \times 200 + (\text{verbal GRE} + \text{quantitative GRE})/2 + (10 \times \text{Yrs FT exp})$ . A maximum of 2 yrs experience will be used for this formula. Applicants with an index score  $>1100$  will be considered for admission.

#### Application Deadlines

All application materials must be received by the following deadlines: Fall admission - April 1; Spring admission - October 1. Applicants are encouraged to begin the process at least 4 weeks (6 weeks for international applicants) prior to the deadline to ensure all supporting materials are received on time.

#### Degree options

[Full-Time Status](#)[Part-Time Status](#)[Executive-Style](#)[Accelerated Program](#)

#### Program information

[Admission Requirements](#)[Program Requirements](#)[Careers and Outcomes](#)[FAQs](#)[Vision, Mission, Goals and Objectives](#)[Contact Information](#)[Accreditation](#)

#### Related information

[Assistantships, Scholarships and Financial Aid](#)[Student Opportunities and Services](#)[Courses Offered by Program](#)[Faculty and Staff](#)[Advisement](#)[Facilities and Resources](#)[Alumni and Friends](#)[Ozarks Public Health Institute](#)[Community and Social Issues Institute](#)[Transferring Credit to Missouri State](#)[International Services](#)





# 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



Follow the Department of English on  
Twitter



Read the Department of English blog  
posts



Like the Department of English on  
Facebook

## Scholarships and financial aid

You may qualify for [University scholarships](#). The [Office of Financial Aid](#) provides information about University scholarships, [grants](#) and [loans](#). Most scholarships at Missouri State University, including those designated for English students, require the submission of a completed Missouri State [scholarship application](#). Details about additional materials are included in the descriptions below.

Financial need is often considered in the awarding of scholarships, and is determined solely by your [Federal Application for Student Financial Aid](#) (FAFSA).

Scholarship applications are due by March 1 each year.

## Available scholarships

### Incoming freshman

#### Elda E. Robins Memorial Scholarship

##### Value

Scholarship value varies annually. The most recent scholarship was \$800.

##### Application

Complete the [General and Departmental Scholarship Application](#) by the priority application date of March 1. The application will remain available until May 1, but applications submitted after March 1 might not be considered.

This scholarship considers financial need. Please submit the [Free Application for Federal Student Aid \(FAFSA\)](#) preferably by Feb. 15.

##### Renewal criteria

This scholarship is renewed automatically. Students must maintain satisfactory academic progress.

##### Selection criteria

Awarded annually to a full-time student majoring in English. For incoming freshmen consideration will be given to high school performance, college potential, and leadership. Awards made with regard to financial need.

#### LAD Scholarship Fund

##### Value

2 scholarships awarded

##### Application

##### Selection criteria

Two awards given annually to full-time incoming freshmen. One award to 1st Place Prose Winner in LAD Language Fair. Second award goes to 1st Place Poetry Winner in

# 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  
[bit.ly/OvercomingExcuses](http://bit.ly/OvercomingExcuses)
- @msuweb
- [SaraClark@missouristate.edu](mailto:SaraClark@missouristate.edu)