



Missouri State  
UNIVERSITY

# Alumni digital redesign

Erika Brame

Office of web and new media

# Development and delivery

**Phase 1:** Discontinue online magazine and replace with revamped blog. (spring 2017)

**Phase 2:** Redesign website to incorporate new blog, social media and streamline information. (summer 2017)

**Phase 3:** Develop mobile friendly Bear Bulletin e-newsletter. (fall 2017)



# Goal 1: Create more spirit and pride




- Phase 1 and 2 pushes alumni to one location for content
  - Developing stronger digital elements for featured magazine stories.
  - Syndicated feeds from university news, departments and athletics.
  - One location for all alumni news, events and university updates.

## Goal 2: Create meaningful opportunities for alumni to connect

- Phase 2 and 3 provides alumni with easy access to current events and news.
  - Phase 2 pushes the blog feed, alumni groups, volunteer opportunities, and streamlines website layout.
  - Phase 3 builds a mobile friendly e-newsletter and customizes audience content.

# Phase 1 – Desktop

## Old magazine











### Bears who broke barriers


It just takes one person:

- To create change that lasts.
- To knock down obstacles for future generations.
- To ensure opportunities are extended to everyone.

These are the innovators who were first. Who broke color or gender barriers. Who looked at things differently. Who chose paths all their own. Either an institution, a concept or a place — in many cases, Missouri State University — has taken big steps forward because of these alumni. Here's the chance for them to share their stories.

 Dr. Donald Shook	 Freda (Thompson) Wright	 Donald Thompson	 Mimi Garstang
 Margaret Burd	 Lieutenant General Karen Dyson	 Anna Marie Presouts	 Jeanette Tondal





## New blog/magazine site




### Bears who broke barriers

It just takes one person: To create change that lasts. To knock down obstacles for future generations. To ensure opportunities are extended to everyone.

May 20, 2016 by Trista Harzoo, Amy Lafferty and Michelle S. Ross

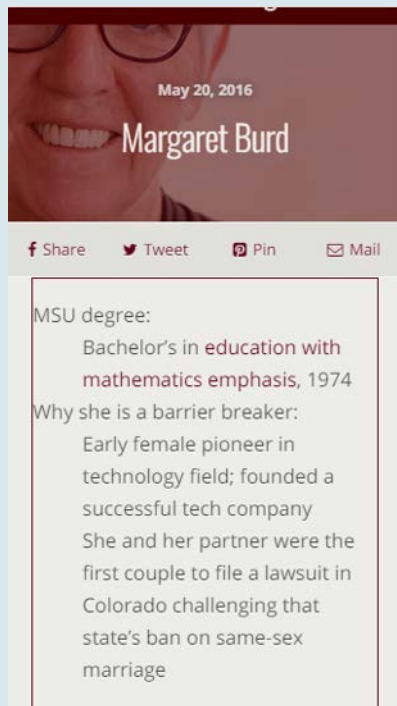
SHARE:    

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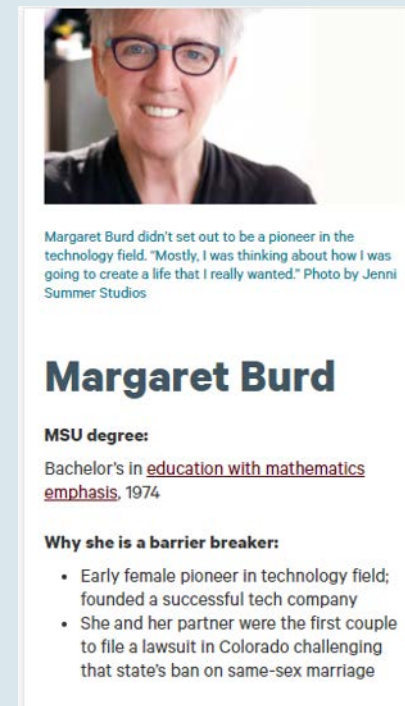


# Phase 1 – Mobile

## Old magazine



## New blog/magazine site



# Phase 1 – Digital design elements

- Full-width photos
- Carved content – quotes, photos, infographics, video
- Call out content with color blocks and MSU design elements
- Anchors leading readers to specific parts of a story
- Call to action blocks



Photo by Kevin White

DEMETRIA GREEN WAS A PEER LEADER FOR A FIRST-GENERATION GEP 101 COURSE IN FALL 2016. GREEN, A SENIOR WHO WAS FIRST-GEN HERSELF, COULD TALK WITH NEW STUDENTS ABOUT RESOURCES THAT HELPED HER.

## A sense of empowerment

In fall 2016, senior Demetria Green stood in front of about 25 first-gen freshmen to introduce a guest speaker from Trio, federal programs that help Americans overcome class and social barriers to higher education.

"Trio really had a huge effect on my college life," she told the students.

Green, a first-gen student from Kansas City, Missouri, was serving as a peer leader for Dr. Kelly Wood's first-gen-only GEP course.

When she started at MSU, she remembers feeling overwhelmed.

"I would call my mom crying because I was not getting adjusted," Green said. "She could give me support and calm me down, but not give me any 'how-to' info."

That type of info is exactly what MSU now puts front and center. In 2014, the university

**"THIS CLASS GIVES THEM THE FEELING THAT 'WE'RE ALL IN THIS TOGETHER. YOU CAN DO IT' — IT'S A SENSE OF EMPOWERMENT. THIS IS NOT TO HOLD THEIR HANDS. IT'S TO TAKE INTO ACCOUNT**


# Phase 2 – Desktop

## Old site

- MaroonNation Online Community
- Bear Bulletin
- Alumni Resources
- MSU Resources
- Show Your Spirit
- Honors and Awards
- Contact Information


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- Alumni Association**
- Stay Connected
- Get Involved
- Learn About Us
- Give to Missouri State




**Stay connected**

Update your Missouri State alumni record and access resources to help you stay connected with MSU.




**Get involved**

Learn about MaroonNation events, Homecoming activities, alumni travel and volunteer opportunities.




**View news and media**

Access the latest edition of the Bear Bulletin.






**Learn about us**

Learn about the Alumni Association Board of Directors, Alumni Council and more.



**Alumni resources**

Request a transcript or reissued diploma, view alumni scholarship information and other resources for alumni.


## New site

- Update Your Contact Information
- MaroonNation Online Directory
- MSU Alumni Association Board
- MaroonNation Events
- Bear Bulletin
- Homecoming
- Travel Abroad

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- Alumni Association**
- MaroonNation Programs and Events
- Volunteer Opportunities
- Professional Development
- MaroonNation Member Benefits
- Awards and Recognition

The Missouri State University Alumni Association is your connection to Missouri State. Get access to alumni benefits, transcripts, university news and stay connected with fellow Bears.




**Learn about Dinner with Eight Bears**

**Update my information**


**MaroonNation programs and events**

Find Bears in your area, come back for Homecoming and travel abroad.




**Professional development**

Access career center resources and search for jobs.



**MaroonNation benefits**

#GoMaroon and enjoy exclusive discounts.



**Awards and recognition**

Nominate and meet outstanding Bears.

**Learn about us**

**Make a donation**



**Request a transcript**



# Phase 2 - Mobile

## Old site

The Missouri State University Alumni Association shares resources and hosts events to connect 110,000 alumni to their alma mater.





**Stay connected**

Update your Missouri State alumni record and access resources to help you stay connected with MSU.

**Get involved**

Learn about Missouri State Homecoming, volunteer opportunities, and more.





**View news and media**

Access the latest edition of the Bear Bulletin.

**Learn about us**

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## New site



**MaroonNation programs and events**

Find Bears in your area, come back for Homecoming and travel abroad.

**Learn about Dinner with Eight Bears**

**Update my information**

**Discover volunteer opportunities**


# Phase 2 – Goals and design

- Reorganized site to meet user needs
  - Had help from alumni board and council for setting up goals and review
  - Developed new categories based off goals
    - le – volunteering, events, target professional support and enhance member support
  - Clear CTAs – with action verbs – discover, update, learn about, make a donation, etc
- Mobile friendly format
  - Ordered page hierarchy for mobile
  - Tested site on mobile devices

# Phase 3 – Desktop - old

## Bear Bulletin

A monthly publication from the Missouri State Alumni Association December 2017



### Welcome to the newest #BearGrads

Missouri State University conferred 1,505 degrees to students at the 2017 fall commencement ceremonies where [Dr. Paul Durham](#) received the [Bronze Bear award](#) for his research. Several students went from exploring their futures to embarking on the next journey. Students like [Kevin Agee](#), [Katherine Sterling](#), [Juan Narvaez](#) and [Dalton Breeding](#) - each from different disciplines, backgrounds and degrees - but all #BearGrads. Congratulations!

#### MarooNation gatherings

Jan. 11, 2018: [MSU Chorale Concert - KC](#)

Jan. 13, 2018: [MarooNation Ball St. Louis](#)

Feb. 2, 2018: [MarooNation: Orlando](#)

Feb. 3, 2018: [MarooNation: Kansas City Mavericks vs. Cincinnati Cyclones](#)


#### Connect

Submit a Class Note


Update your address

Make a gift

### Headlines




### Sports



#### Having a ball making a difference!

Alumni and friends are invited to join us in [St. Louis](#) and [Kansas City](#) for the MarooNation Ball.


These MarooNation gatherings offer food, fun and dancing all while benefiting students from your area. [Meet some of the students](#) who have used this scholarship fund to achieve their dreams.



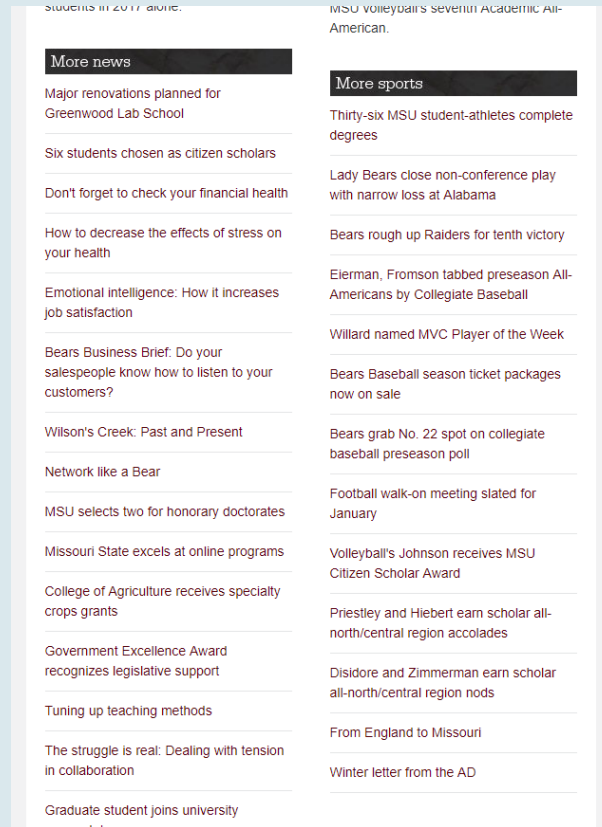
#### Hesse, Mahaffey and Lucy set for Missouri Sports Hall of Fame induction

Missouri State head softball coach Holly Hesse will be inducted into the Missouri Sports Hall of Fame in January, along with former baseball standout and doctor with the St. Louis Cardinals Brian Mahaffey and KOLR 10 Sports Director Dan Lucy.

[The Class of 2018](#) will be inducted on Jan. 28 at the University Plaza Hotel & Convention Center.



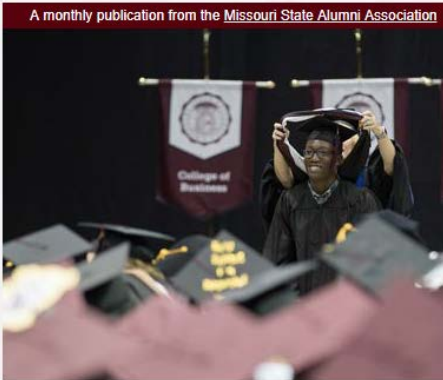
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# Phase 3 – Mobile - old

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### MarooNation gatherings


## Headlines



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## Spotlights

### Hesse set for Hall of Fame

Missouri Hesse will be inducted into the Sports Hall of Fame with former coach with the Springfield Mahaffey Dan Lucy.

### The Class of 2015

Jan. 28 at the Convention Center

# Phase 3 – Desktop - new

**Bear Bulletin**  
Feb. 2018




**Access the 2018 Public Affairs Conference**

This year's topic is [Sustainability in Practice: Consensus and Consequences](#). The conference is set for April 10-12. You can enjoy the conference from anywhere with these livestream sessions. Be sure to bookmark the following pages so you can access the video on the day of the events.

- [Sustainability in the extended global supply chain](#)
- [Global food security: The challenge and promise for higher education](#)
- [Urban revitalization: Creating sustainable change](#)
- [Health sustainability in a hostile health environment](#)

[Dr. Robert Ballard](#), who discovered the Titanic, will serve as the Public Affairs Conference opening keynote speaker. He is speaking at 7:30 p.m. April 10, at Juanita K. Hammons Hall for the Performing Arts. The event is free and open to the public. This event will not be livestreamed.

**Alumni spotlights**



**Citizen representative**

Alumnus Tyree Davis IV proves that if you take advantage of what Missouri State offers, you can rise to the university's top positions of leadership.


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**Alumni Jeff and Larry Paulette: Culture of Campaignium**

**Bears falling in love**

**Engaged to his best Bear friend**

**Faculty news**



# Phase 3 – Mobile - new

Missouri State ALUMNI ASSOCIATION

**Bear Bulletin**  
Feb. 2018



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### Bears falling in love

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## Faculty news

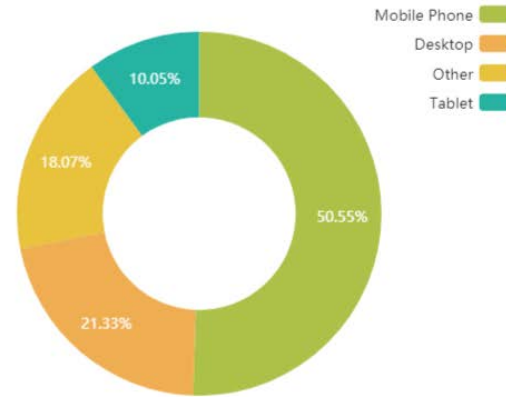
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# Phase 3 – Goals and design

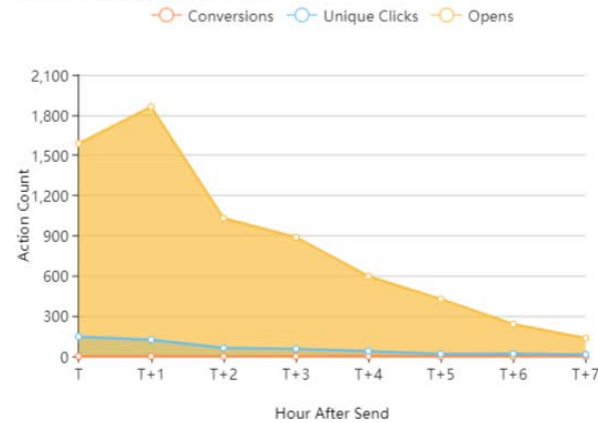
- Over 50% of audience using mobile to open emails
- Reduced content to hyper-target alumni interests
- Use of sub-brand visuals, colors and design elements
- Placed CTA buttons at bottom of feature story to motivate alumni to interact
- Added clear CTA buttons at bottom to update contact or volunteer- meeting alumni association goals

## Activity

Top Devices for Opens



Action Count by Hour After Send





# Things we learned

- Timeline for completion
  - Keep in mind vacations
  - Summer was great for us
- Website
  - Plan ahead for any major content editing on your site
    - Ex: Homecoming is our biggest event and we were in redesign – not so good
  - Build site map
    - Before you start rearranging look at site navigation first
    - Then layout your pages
  - Review links on your site and pointing at you
- Check mobile

Questions?



**MAKE YOUR  
MISSOURI  
STATEMENT™**