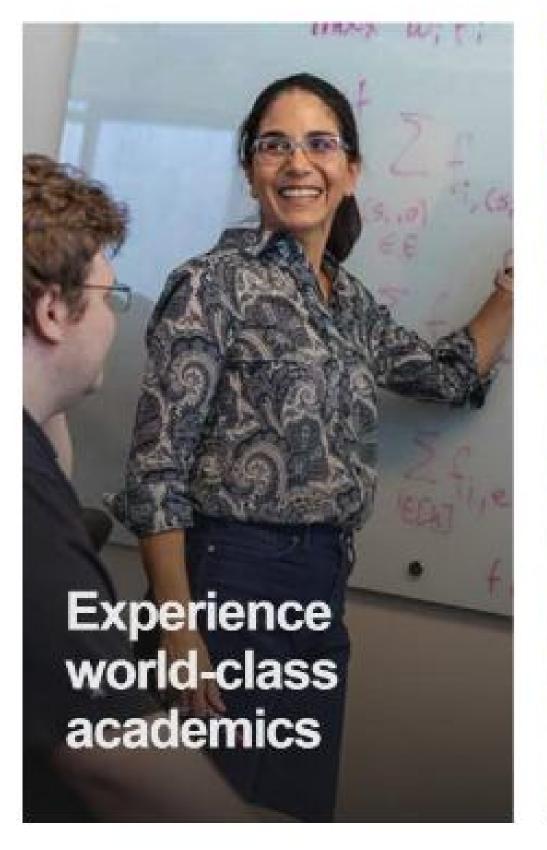
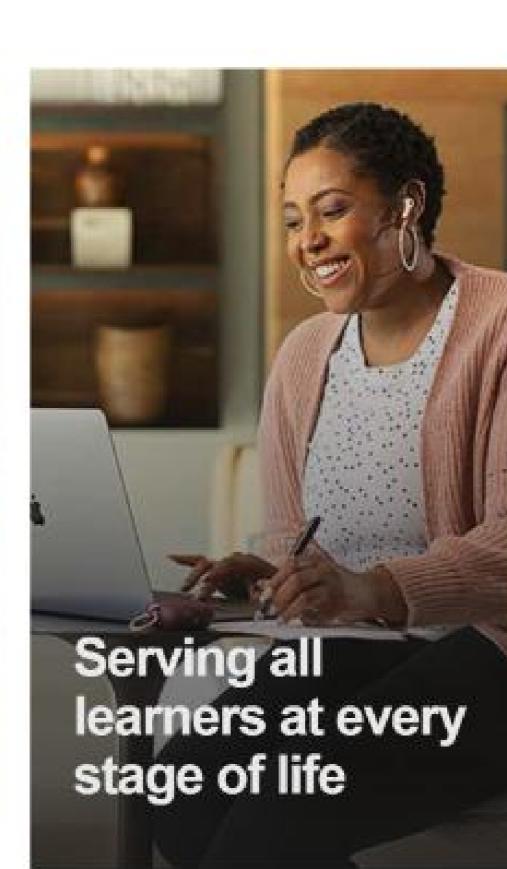


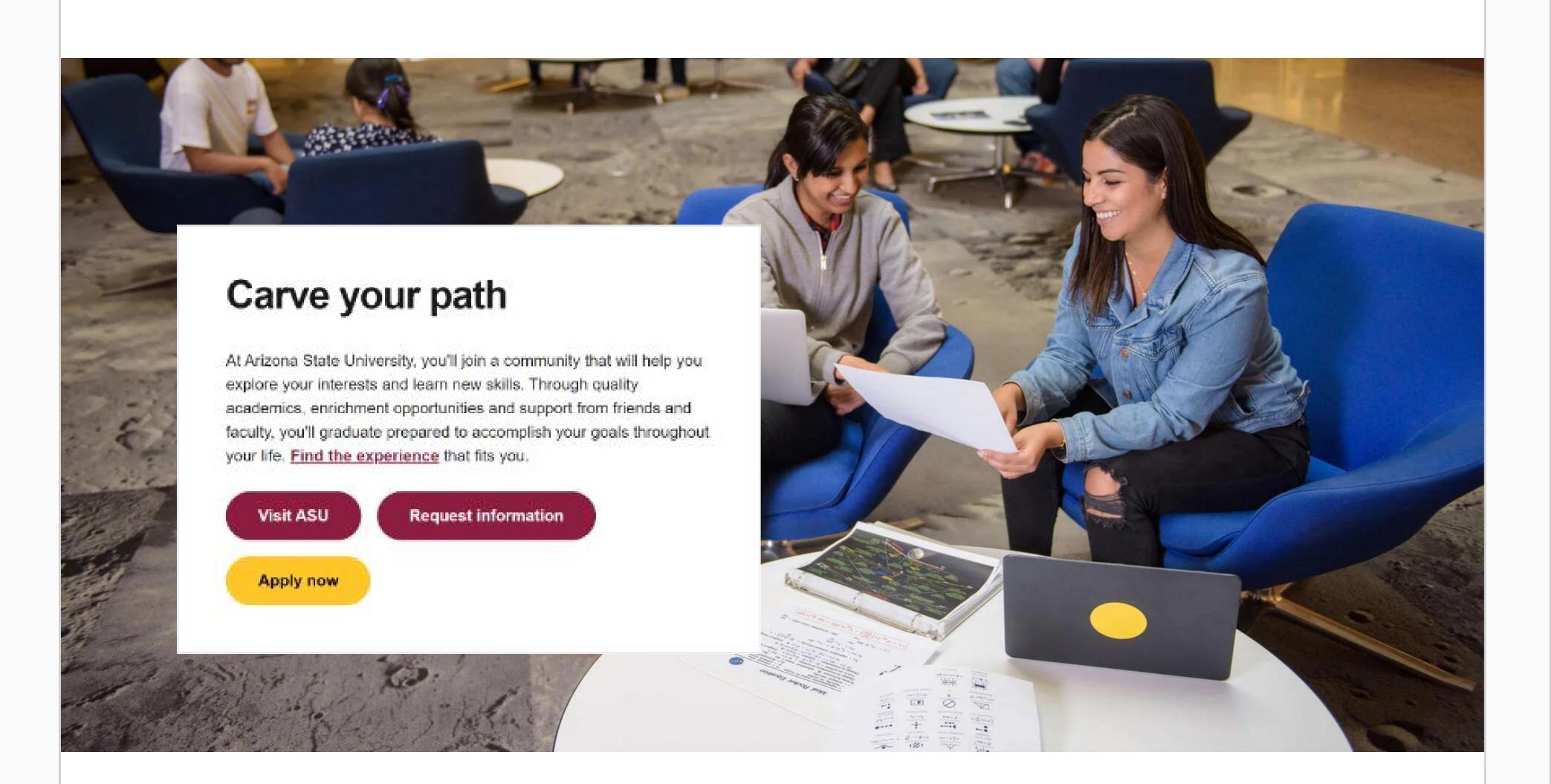
We are measured not by whom we exclude, but by whom we include and how they succeed - Excerpt from ASU charter



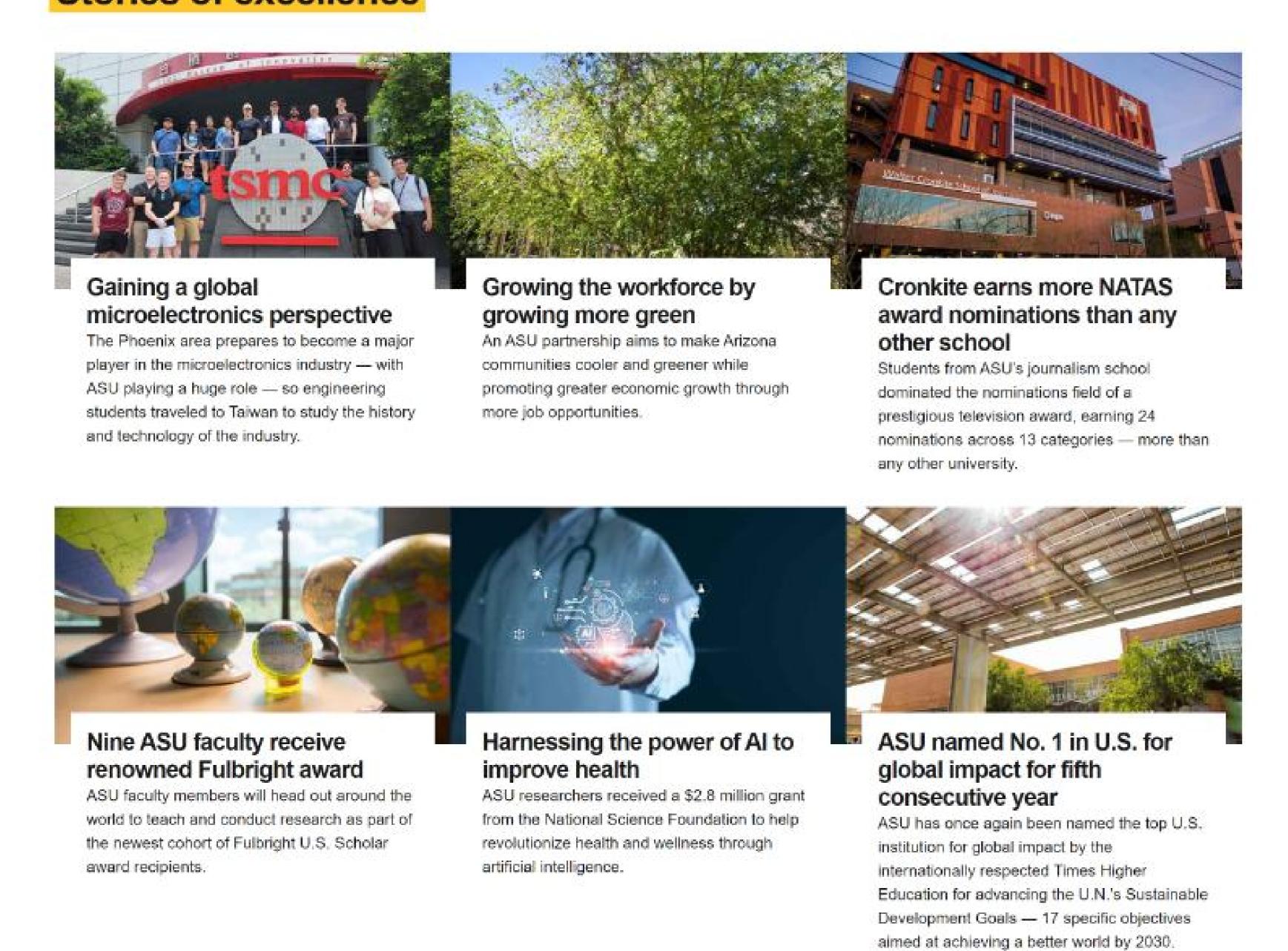
The ASU difference:



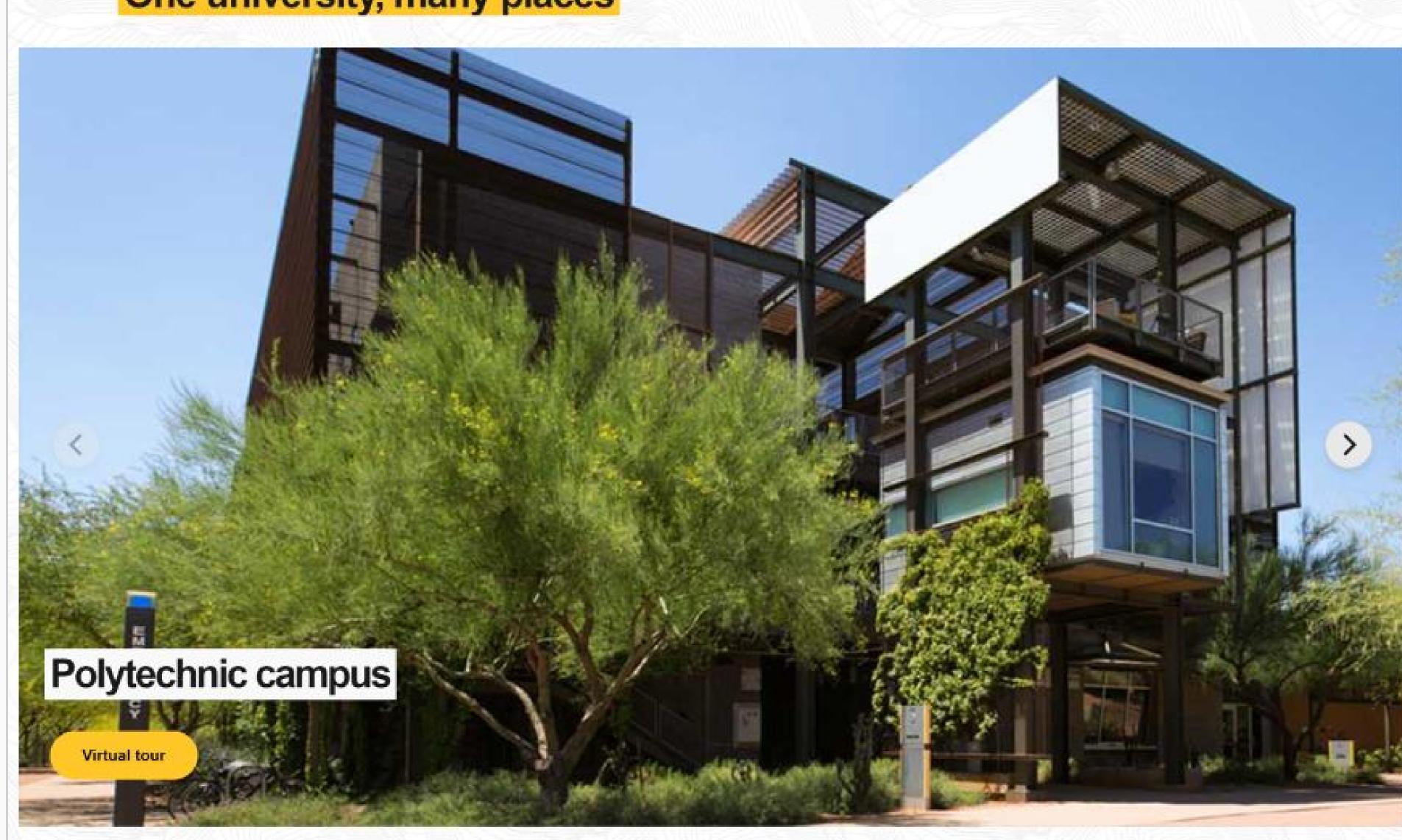


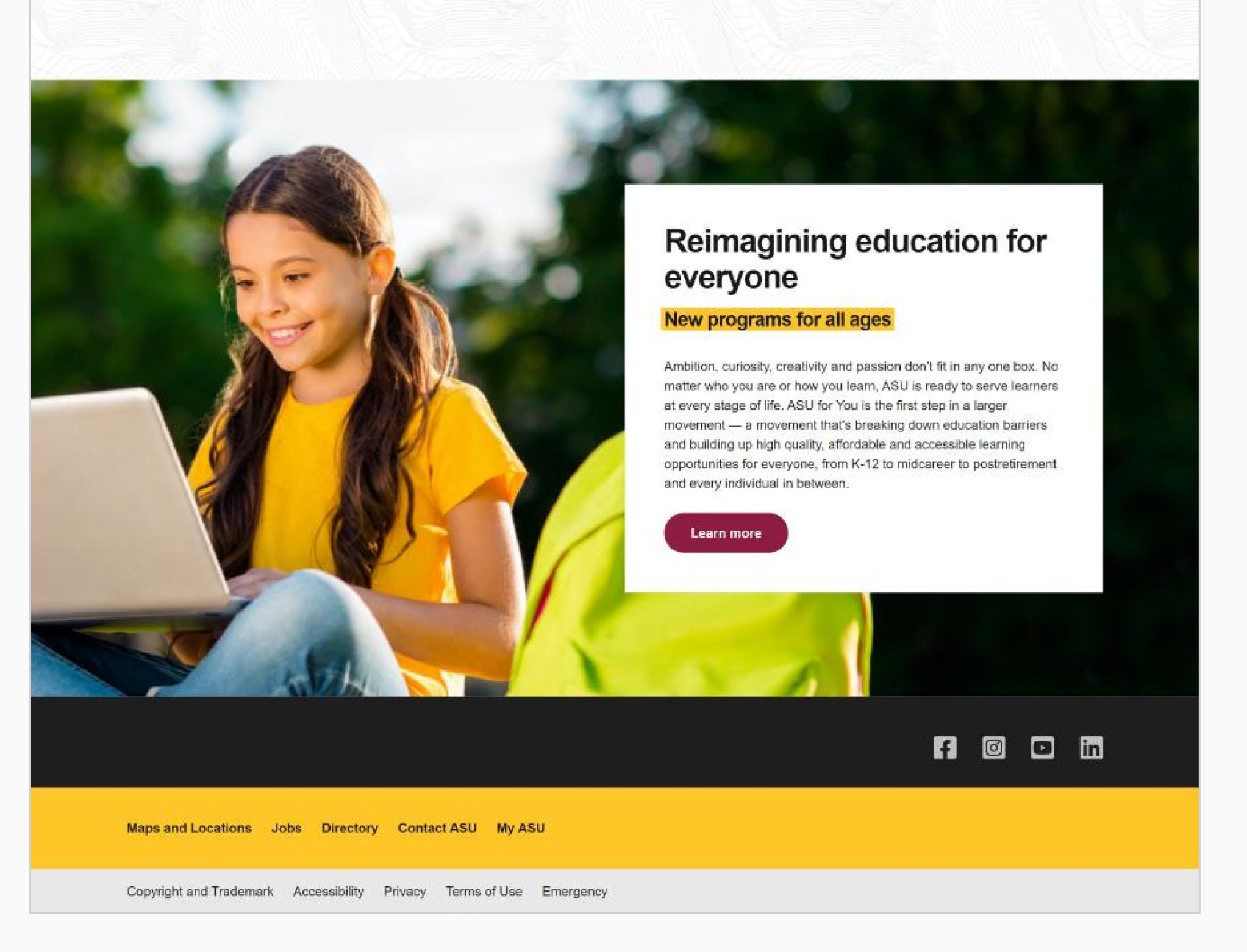




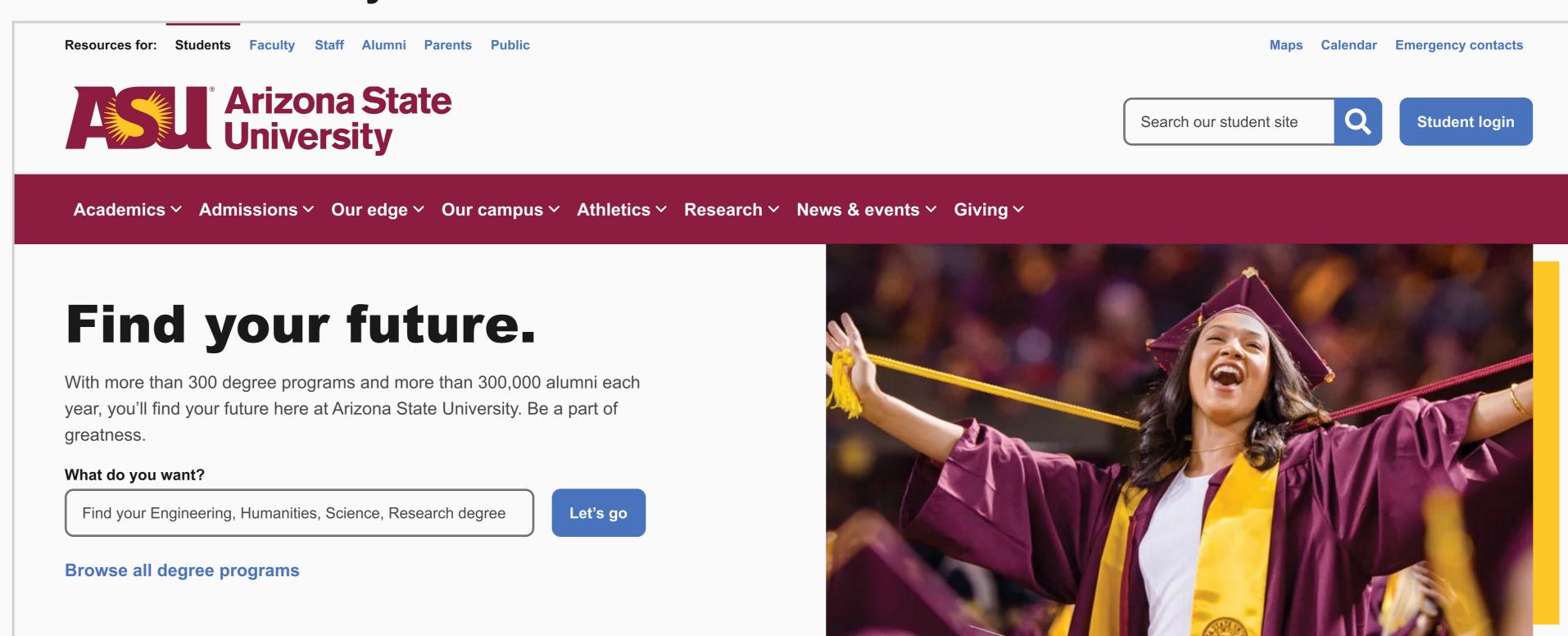


One university, many places





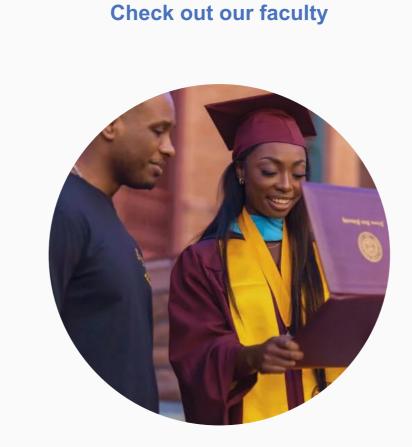
Future state ecosystem home



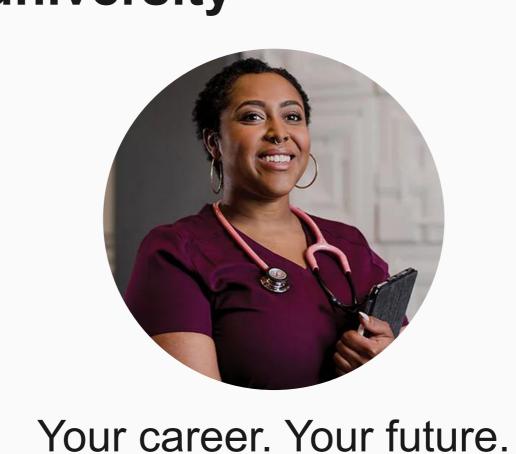
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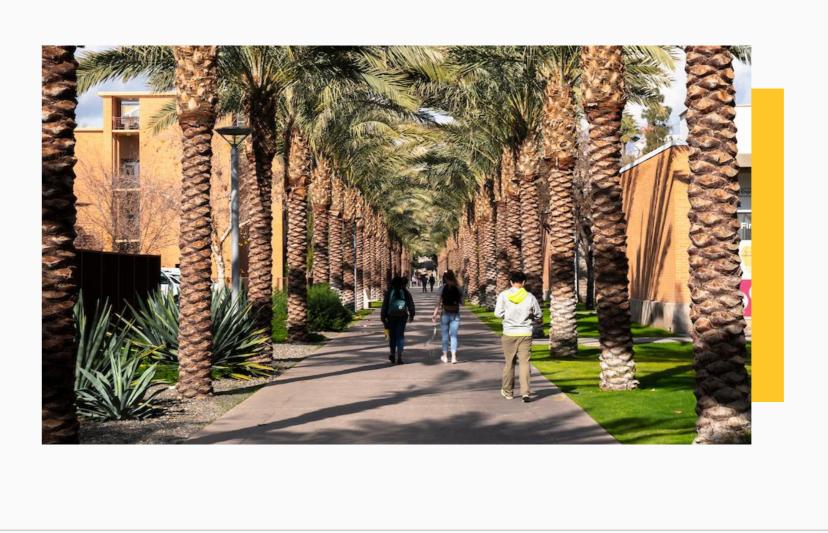
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and soul with the spirit of Arizona. Find the campus that's right for you



Get your questions answered

It's normal to have questions. We can answer them to help you make the right choice.

Getting admitted to Arizona State University

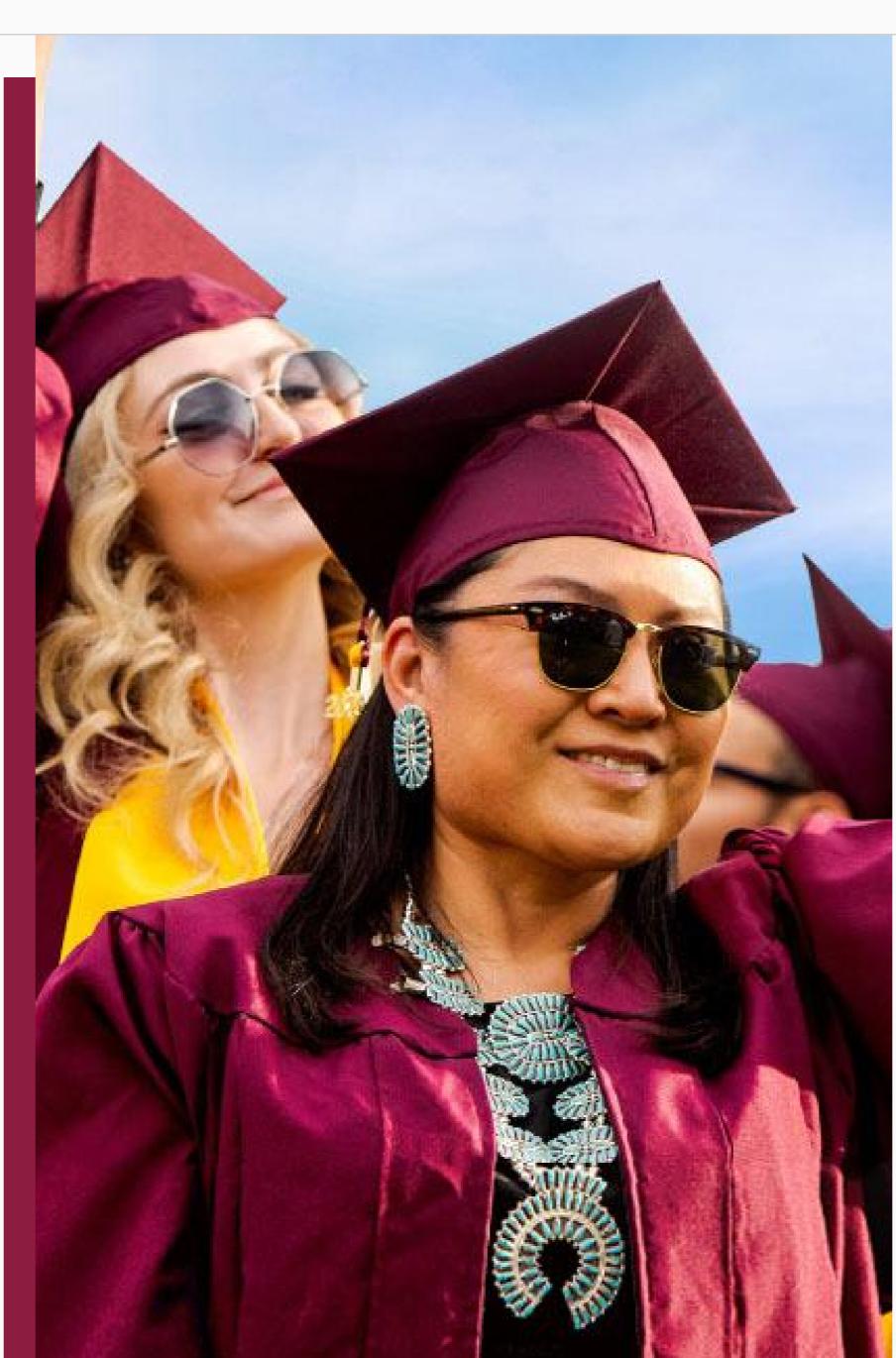
Tuition & costs Getting a degree online Student life Ask a real person

Admissions

What do I need to know if this is my first year of going to college?	~
How does a transfer to Arizona State University work?	~
How can I apply if I went to homeschool for my education?	~
How does admissions work if I am an international student?	~
Do you offer nondegree and certificate programs?	~

dmissions for working adults	
Can you tell me how I can get my degree while working at Starbucks?	~
How does Arizona State University help working adults earn graduate degrees?	~
I want to serve in the military and get a degree - is this possible?	~

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Your future degree What degree type are you pursuing? * What would you like to study? * Type to find your course of study Your contact info Last name *

Enter your phone number in XXX-XXX format.

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* indicates a required field

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Why this vision & how to achieve it

Gaps & opportunities

information product they sell

Gaps include: Content & value proposition for visitors of Arizona State University There are siloed contents in each area of the ecosystem

 The main website feels like a digital brochure • Each section of the ecosystem does not have a clear purpose to the university & the user Each area of the ecosystem does not provide an additive value

 Branding of Arizona State University There is an over-emphasis on dark, heavy branding Digital representation of Arizona State University

 There is difficulty in navigating to pages and different sections of the ecosystem The ecosystem is not mobile-friendly The ecosystem presents challenges to people who have disabilities

on mobile devices **Opportunities include:**

 Content & value proposition for visitors of Arizona State University • Bring in the best aspects of other university websites that focus on the main objectives of the

university: admissions, athletics/sponsorships, and why they are the best choice for the

• There could be better quality checking to prevent 404 errors and content that shouldn't appear

• Folding in the entire value proposition of the university into one clean ecosystem Bring in the face of the athletics area into the mix (as it is represented separately)

 Branding of Arizona State University • Take advantage of digital platform standards (for example: blue links) to make the site easier

Digital representation of Arizona State University Improve operational capabilities to do the basics of digital better Make it easier for all users to use their preferred device to interact with the university

Google SEO and site search results can better prioritize what users are looking for

• Leverage feedback channels to improve the quality of the content that appears on the site

How to achieve this vision

Simplify contact & sign-up forms to boost conversion

Long-term changes that will take work to complete Content & value proposition for visitors of Arizona State University

 Define the purpose of the website for the user and the university Have a universal content strategy that transcends digital channels and sites

 Create sections of the ecosystem that speak to each user's needs Branding of Arizona State University Take a similar approach to making a unified website for those who need to log in to do

Train the university to see the ecosystem's value (not as parts, but a whole)

business with Arizona State University

 Digital representation of Arizona State University • Train the university to see channels and mobile devices as the primary communication method

• Re-use the same technology approach for mobile apps to further make it easier for people to interact with Arizona State University

Remediate all digital accessibility compliance debt from the ecosystem

 Create an automated feedback channel that will generate insights for improvements Use content and data as a service to organize and bring content into appropriate pages

Changes that will take some work to complete

 Branding of Arizona State University Partner with the brand team to make the site more clean and adherent to digital platform

Create a quality-checking process to ensure digital quality for all pages on the site

Add better guidance on how to use the design system and augment it for digital use

 Digital representation of Arizona State University Improve page-level templates to standardize content display

Easy, small changes to move the needle on the vision Content & value proposition for visitors of Arizona State University

 Provide training on how to write content for digital consumption Digital representation of Arizona State University • Provide training on how to provide the appropriate metadata for Google and site searches