



ILLINOIS STATE UNIVERSITY

Illinois' first public university

State of the Web 2013

Web & Interactive Communications



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Meet Kelsey

- From Lincolnshire, IL
- 17 years old
- 24 ACT
- Likes watching Pretty Little Liars
- Loves One Direction
- Hates waiting



via sodahead.com



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Guess What?

The whims of this 17-year-old, and 28,000 other prospective applicants just like her, are the people that decide whether or not we get to keep our doors open...

...and have jobs.



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Oh, and by the way...

This 2013 academic year very strongly could maybe possibly be the first time in at least 20 years where the total number of students at Illinois State University drops below 20,000.

...yeah.



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With THAT comforting thought...

WEB balances the needs of our colleges, departments, schools, programs, units, offices, centers, initiatives, consortiums, conferences, councils, boards, divisions, groups, clubs, activities, standards, policies, guidelines, majors, minors, services, and fields against those of our individual users.



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Users like Kelsey.



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Today's Agenda

What our Web presence looks like, and what progress WEB is making in

- Navigation & Content Delivery
- Visual Identity
- Facts, Figures, and Fun for the Future*

*spoiler warning: mobile



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Pop Quiz!

How many websites do
we have on campus?



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Well...it depends...

Practically, talking within the University how we see our Web presence:

401* separate websites (not counting individual faculty)

- *Web Inventory FY2014*

*...at last count†

† this morning



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And because you're going to ask...

Academic Application
 Academic Senate
 Accounting Office
 Accreditation (Higher Ed Learning Commission)
 Actuarial Science
 Administrative Professional Council
 Administrative Technologies
 Admissions
 Advancement, Vice President for University
 Advising Wiki
 Agriculture
 AIP Atlas
 Alternative Spring Break Blog
 Alumni Email Forwarding
 Alumni Relations
 American Democracy Project
 Analytics
 Annotated Association
 Application for Admission
 Applied Social Research Unit
 Association Unplugged
 Asia Connect
 Association of Black Academic Employees
 Association of Residence Halls
 Athletics
 Autism Spectrum Institute
 Bio Concepts
 Biochem & Molecular Bio Program
 Biography Administration
 Biological Sciences
 Biodiversity
 BioTrax Blog
 BITS
 Blogs
 Board of Trustees
 Bone Student Center Events and Scheduling
 Bone Student Center/Bradley Auditorium
 Brazilian English Teachers USA
 Budget Management and Reporting System
 Business Intelligence and Technology Solutions
 Calendar, University
 Campus Community Conference
 Campus Recreation
 Campus Recreation Blog
 Campus Safety & Security
 Cardinal Court
 Career Center
 CAS-IT Web Services (formerly LLLT)
 Cashier's Office
 CAS-IT
 CASRO
 CASY Online
 Catering
 Center for Reading & Literacy
 Center for Renewable Energy
 Center for Teaching, Learning, and Technology (CTLT)
 Center for Adoption Studies
 Center for Applied Information Systems Technology
 Center for Emerging Entrepreneurs
 Center for Mathematics, Science and Technology (CM&ST)
 Center for Teaching, Learning, and Technology Blog
 Center for the Advancement and Support of Educational Initiatives
 Center for the Study of Education Policy
 Chemistry
 Chemistry Education e-Learning Portal
 Chicago Office
 Chicago Teacher Education Pipeline
 Child Care Center
 Children's Research Lab
 Children's Studies
 Chili Cook Off
 Cisco Unified CM User Options
 Cisco Unified CM User Options
 Civil Service Council
 Classroom Clickers
 COINS

College of Applied Science and Technology
 College of Arts and Sciences
 College of Business
 College of Business WordPress MU
 College of Education
 College of Fine Arts
 Communication Sciences & Disorders
 Communication, School of
 Computer, Office of the
 Computers and Writing 2002
 Conference Services
 Connections Project
 Council for Teacher Education
 Council of Illinois University Senates
 Counseling Services, Student
 Course Finder
 Course Update System
 Criminal Justice Sciences
 CSSAAME
 CTLT Resource Commons (Evergreen)
 Curriculum and Instruction
 Dean of Students Office
 Department of Technology
 Department of Technology Blog
 Digital Citizen's Project
 Digital Defiler: Studies in Defile & His Contemporaries
 Digital Display
 Dining, Campus
 Disability Concerns
 Distance Education Task Force
 Downer Recognition
 Eckhardt-Taylor Speech and Hearing Clinic
 eConnect
 Economics
 edirectory
 Educating Illinois
 Education Law Journal
 Education, Diversity & Information Technology
 Educational Administration and Foundations
 eMerge
 Energy Learning Exchange
 English
 English Blogs
 English Language Institute
 English Studies Association
 Enrollment Management and Academic Services
 Enterprise Applications Gateway
 Enterprise Systems Support
 Environmental Health Admin Blog
 Environmental Health and Safety
 Equal Opportunity, Ethics & Access, Office of
 Ethics Officer
 Ethnic Studies
 Ephemera
 Evolving Cultural Center
 Expanding Your Horizons
 Facilities
 Faculty Ombudsperson, Office of
 Family and Consumer Sciences
 Family Weekend
 Feeds
 Fell Advertiser
 Financial Aid
 Find Your Major - Administration
 Fine Arts Events Blog
 FirstView
 F.M.A.
 Focus
 Galleries
 Gamma Phi Circus
 Gartner Research Portal
 General Council, Office of
 General Education Program
 Genesive Green Gardens
 Geography - Geology

GeoMap
 GIS
 Global Children's Outreach
 Good to Go Blog
 Graduate School
 Graduation Services
 Grants Accounting
 GrapeVine
 Habitat for Humanity
 Habitat Housing
 Health Sciences, Department of
 Homecoming
 Honors Program
 Horticulture Center
 Housing, University
 Human Resources
 Humanities Project
 KFC
 Guides
 Illinois Association for Institutional Research
 Illinois Association of Chemistry Teachers
 Illinois Association of Title I Directors
 Illinois Center for Specialized Professional Support
 Illinois Geographic Alliance
 Illinois School Administration Manager Initiative
 Illinois School Leader
 Illinois School Psychology Internship Consortium
 Illinois State Home Page
 Illinois State Mobile
 Illinois State Mobile Admin
 Illinois State Mobile Services
 Illinois State Sharepoint offering
 Illinois State University College for Youth
 Illinois State University Web100 based Network Diagnostic Tool (NDT)
 Illinois State Writing Project
 ILSTU views
 Information Technology, School of
 Institute for Prospective Cognition
 Institute for Regulatory Policy Studies
 Interdisciplinary Studies
 Internal Auditing
 International Studies
 IP Television
 iPeople
 ISI Bands
 ISI Red Research and eData
 IT Governance
 ITanet
 ITimes U
 Jumpstart McLean County
 Kane
 Kankaskia
 Kankaskia
 Kate School of Insurance Wiki
 Kinesiology and Recreation, School of
 Languages, Literatures and Cultures
 Latin American and Latino Studies
 Leadership Line
 Leap Forward
 LeapForward
 "LEGI Over Studies Institute"
 Library, Miller
 Linear Algebra, 4th Edition
 Mail Service
 Mainframe Migration Blog
 Map
 Master Plan for Illinois State University
 Master Plan Blog
 Master's Degree Program in Biotechnology
 Math Club
 Mathematical Abundance
 Mathematics
 MCHES
 Media Relations/News Service
 Memorial College of Nursing

Memorial College of Nursing Sharepoint
 Metal Blog
 Metal School
 Midwest Conference on Combinatorics, Cryptography, & Computing
 Military Science
 Millennium Girls Conference
 Miller Library Dev
 Mind Project
 Mind Project Bulletin Board
 Mobile Miller
 Motorcycle Safety Education
 Moving Forward: A Long-range Financial Plan to Support Educating Illinois
 My Illinois State
 National Board Resource Center
 National Board Resource Center Blog
 Native American Studies
 Network Security
 No Impact Project Blog
 Normal Editions Workshop
 Ours
 OIE Campus Housing System
 Office of Academic Technologies
 Office of Admission Blog
 Office of the President
 Old Main Project
 Organization of Latino Employees
 OLCampus
 Outlook Web Access Mail Client
 Pacific Rim Education Conference
 Pan-Japan
 Parent's Association Board
 Parking and Transportation
 Payroll
 Peace Studies
 State Year Position
 Physics
 Philosophy
 Planning and Changing
 Planning, Research, and Policy Analysis
 Policy, University
 Politics and Government
 Pre-Law Advancement Center
 Preview, Orientation
 Printing Services
 PREISM: Partnership for Research in Science & Math Education
 ProBASE
 Professional Development Schools
 Professors Practice's Product System
 Program of Excellence: Biomathematics
 Program of Excellence: Energy Science
 ProStar IT
 Provost, Vice President and
 Psychology
 Psychology Research Signup System
 Purchasing
 Rape Aggression Defense Training
 Resourcing in Psychology Using Statistics: Psychology 138
 Records Retention Management
 Redbird Card
 Redbird Gear
 Redbird Pride
 RedbirdBall
 ReggieBot
 Reggie's Kids' Club
 Registrar, University
 Reimagining Normal: Children's Literature Association Conference
 Research and Sponsored Programs
 ReAct
 Risk Management
 Scholarship Finder
 Scholarship of Teaching and Learning
 School of Information Technology Blog
 School of Information Technology Project Management Simulation
 School of Information Technology Web Summit
 School of Teaching and Learning

Search
 Search Dev
 Select Survey - Academic Affairs
 Select Survey - Advancement
 Select Survey - Athletics
 Select Survey - CAS
 Select Survey - CAST
 Select Survey - CFA
 Select Survey - COB
 Select Survey - COE
 Select Survey - COE Awards
 Select Survey - COE Confidential
 Select Survey - Elections
 Select Survey - MCN
 Select Survey - StudentAffairs
 Select Survey - University
 Select Survey - VPFP
 SendTo - Web Drop-Off Folder Service
 Senior Professionals
 Seven
 SIAC
 Shakespeare Festival
 Sinclair Lewis Society
 Small Business Development Center Blog
 Social Work, School of
 Sociology and Anthropology
 Software Management
 Software Management Store
 Solar Car
 Sorry Server - ISUWEB02
 Sorry Server - UNISWEB
 Special Education
 Special Education Assistive Technology Center (SEAT)
 STATE Summer Symposium
 State Year Position
 Statistical Consulting Center
 STEM
 STEM Engines: Engaging the Next Generation in Exploring Science an Undergraduate Research Collaborative Project
 Stevenson Center for Community and Economic Development
 Stripes
 Student Accountings
 Student Affairs
 Student Affairs Information Technology
 Student Affairs Web Applications
 Student Finances Center / McCormick Hall
 Student Government Association (SGA)
 Student Health Services
 Student Technology Support Services
 Studies On Asia
 Summer Session
 Sustainability, Office of
 121Con
 121Con Blog
 Teacher Education at Illinois State
 Teacher Education Center, Cecilia J. Lauby
 Teaching with Primary Sources
 Tech Alerts
 TechNews
 Technical Service (Mainframe)
 Technology Support Center
 Technology, Department of
 TechZone
 Telecommunications and Networking Forms
 Transfer Day Orientation Program
 Travel
 Triangle Association
 TV, O
 University Assessment Services (UAS)
 uHubs
 University Club (U-Club)
 University College
 University College Wiki
 University Events
 University High School
 University Marketing and Communications
 University Program Board
 University Time Clock
 Urban Studies

Vertex Operator Algebras
 Veterans Services
 Vice President for Finance and Planning
 Videos
 Vidette
 Virtual Infrastructure Administration Team
 WEB Wiki
 WebMail
 WebVPN
 Webbing Golf Club at Illinois State University
 Welcome Weekend
 Welcome2ISU
 Wellness
 West Lakes Division of the Association of American Geographers
 WELT Radio
 Wiki
 Wind
 Women's and Gender Studies
 Women's Mentoring Network
 WZND Radio
 Zonfile



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The accurate answer?

1

IllinoisState.edu



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What is IllinoisState.edu?

- Not only the home page.
- For primary audiences...
 - Prospective & Current Students
 - Parents
 - Alumni
 - Surrounding Community
 - Prospective faculty, other institutions, etc.

*.IllinoisState.edu



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A footnote on numbers

Where it makes sense, we'd like to simplify the Web presence.

- College of Education: ~13 sites down to 1

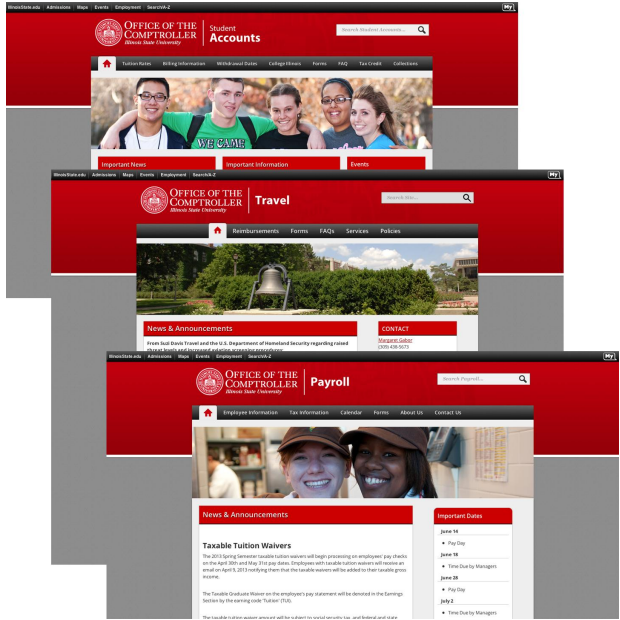
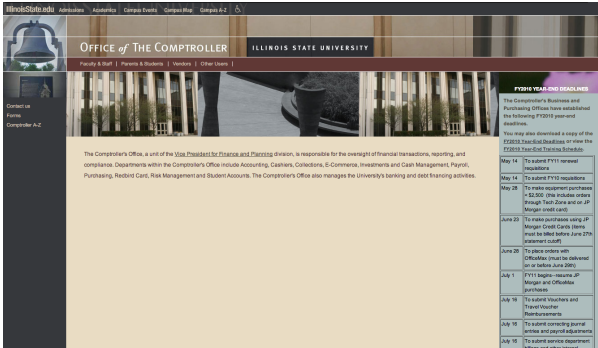


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A footnote on numbers

Still, Goal #1 is serving the users.

- Breakout of Comptroller's sub-units based on function and audience.



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Managing *.IllinoisState.edu


- Distributed Maintenance
- Heuristic Analysis
- Consistency in Branding
- Consistency in User Experience
- Multi-purposed Content





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Consistent Naming

 Admissions.ilstu.edu

 Admissions.IllinoisState.edu

 www.admissions.IllinoisState.edu

 www.admissions.ilstu.edu

All (should) resolve to

Admissions.IllinoisState.edu

for consistency and simplification of data collection.



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Multi-purposed Content

Central authoritative place for content,
XML/XSL transformations

- Student Info System / iPeople
- LDAP / AD (user management)
- IllinoisState.edu/majors
- Stories.IllinoisState.edu
- Events.IllinoisState.edu



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Content Management

Moving towards a central code base for our Web presence

- Omni Update's OUCampus
- 108 websites (including 4 colleges)
- Distributed maintenance model, but more effective support



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Content Management

Writing for the Web

- One-on-one training
- Pilot course on best practices
- Consistency in voice and message
- Avoid duplication of identical information (especially when maintained by more than one person)



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Test, test, and test again

- Pre- and post-launch usability studies
- Focus group feedback
- Targeted surveys to key audience

Triage, then fix. Not the other way around.
Remember the mantra...“What would Kelsey want?”



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Benefits of Testing

- Real data about user experience
- Ability to better understand audience and purpose
- Declares official moratorium on all arguments starting “Well I think...” or “Well I would...”



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Beating a Dead Horse

You are **NOT** your user.

No, not even that one time. Not then, not now, not ever.

It's cool, trust me, we're not either.



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Navigational User Experience

Consistency in navigational structure

- College of Education
- College of Business
- College of Nursing
- Admissions
- Graduate School



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COLLEGE OF EDUCATION
Illinois State University

Search Site...



- Academics
- Student Life
- Teacher Education
- Centers & Institutes
- Faculty & Staff
- Alumni
- About



COLLEGE OF BUSINESS
Illinois State University

Search College of Business



- Academics
- Centers & Institutes
- Alumni
- Faculty & Staff
- Student Life
- About



MENNONITE COLLEGE OF NURSING
Illinois State University

Search College of Nursing...



- Academics
- Student Life
- Faculty & Staff
- Research & Initiatives
- Alumni
- About



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Incoming Freshmen

Search Admissions...



- About ISU
- Academics
- Student Life
- Paying for College
- Applying
- Visit
- Contact



GRADUATE SCHOOL
Illinois State University

Search Site...

- Admissions
- Academics
- Funding
- Student Life
- Faculty
- Symposia
- About
- En Español



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Pop Quiz!

Name this site:

About the College
Students
Faculty & Staff
Alumni
Departments & Units
University Lab Schools
Centers
Teacher Education at Illinois State
Contact Us
Search the College

Celebrate American Education Week, November 15-21

Participate in online book discussion in preparation for Rafe Esquith's visit to campus, join the online discussion of his book, *Teach Like Your Hair's On Fire*. Share your opinion and learn what others think.

Donate like your hair's on fire!
Give school supplies to benefit local organizations working with youth.

Over 150 years after it began as a small teacher's college in rural Illinois, the College of Education at Illinois State University continues to prepare current and future educators for the classroom and beyond.

With nearly one in eight Illinois teachers holding a degree from Illinois State, the University is recognized as one of the ten largest producers of teachers among American Association of Colleges of Teacher Education institutions.

Teacher Education at Illinois is a vital part of many other colleges on campus. *Realizing the Democratic Ideal* establishes a shared vision for the thirty-seven Illinois State Board of Education (ISBE) and National Council for the Accreditation of Teacher Education (NCATE) accredited programs.

If you want to be an educator, come to Illinois State.

Student announcements

- Study abroad in Cuernavaca, Mexico and Little Village, Chicago during Summer 2009 (pdf)
- CAE 212 students sign up for observation times
- Register for Fall semester Teacher Education workshops
- Get a Portfolio Help
- Learn about opportunities to help prepare you to teach in urban schools

News

- Get the latest alumni news
- New Director of Sp. Ed. and Doctoral student programs begin Fall 2010 in Chicagoland
- Temba C. Basagogo-Moyo, a non-profit child's paradigm shift
- Illinois State Receives \$1.78 Million to Improve Instruction in Chicago Schools
- Jeff Bakken, Cohesion and transparency in a special department
- Special Education faculty start PICIS Project (pdf)
- Back-to-school event draws future teachers

Events

- Course and Assessment Management for Faculty - DeGarmo Hall 52a - Mon., Nov. 9, 2:00 PM
- Portfolio Fundamentals for Students - DeGarmo Hall 52a - Tues., Nov. 10, 08:00 AM
- Portfolio Fundamentals for Students - DeGarmo Hall 52a - Tues., Nov. 10, 11:00 AM
- Professional Portfolio Development - Impacts and PowerPoint - DeGarmo Hall 52a - Tues., Nov. 10, 2:00 PM
- National Association for the Education of Young Children (NAEYC) Meeting - Best Student Center Prairie Room - Tues., Nov. 10, 8:00 PM

Featured Faculty Member

Pam Ferris: "I believe there are a lot of opportunities here. If you aren't doing something, it's because you don't want to. You have a ton of opportunities to choose from. I do like working with a variety of different colleagues. Everybody seems very positive and friendly here."

department of dance

About FAA | Admissions | Academics | News/Events | Giving to FAA

FAA in the News

- Architect Faculty Conrad Baker designated University Scholar
- Two FAA alumni named to Luce Scholars Program
- Manuscript PhD Student Wins Prestigious German Chancellor Fellowship
- FIGURE ONE: Grad Student Show Playful yet Powerful
- New Director of the Marching 101 is an Iliac Alumna
- Senior Project Becomes Sell-Out Concert in Chicago
- Iliac Theatre Professor Directs Play by Alan Ayckbourn
- Act-Honors Recipient Guggenheim Fellowship
- 5 Undergrad Artists Showcased at FIGURE ONE
- Jean Houde Focuses Tea Ceremony on Japan

Academic Units

- School of Art and Design
- School of Architecture
- Department of Dance
- Department of Landscape Architecture
- School of Music
- Department of Theatre
- Department of Urban and Regional Planning

Other Units

- Edward J. Bloustein Research Center for the Performing Arts
- Jean House
- Visual Resources Center
- School of Games

Click above thumbnails to view informational PDF's

Daniel J. Perrino Memorial Scholarship Fund

Memorials in honor of Dan Perrino and his legendary involvement with the School of Music can be made to the Daniel J. Perrino School of Music Scholarship Fund. This endowment fund established with the University of Illinois Foundation shall be used to provide scholarships to outstanding junior or senior Music Education students enrolled in the School of Music at the University of Illinois at Urbana-Champaign, whose major study

Every gift has a story
Tell us yours
giving.illinois.edu/story

Administrator Log In



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Pop Quiz!

Illinois State University College of Education

University of Illinois College of Fine and Applied Arts



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Case Studies

College of Education redesign

- 13 sites into 1
- 16 academic programs
- 7 centers

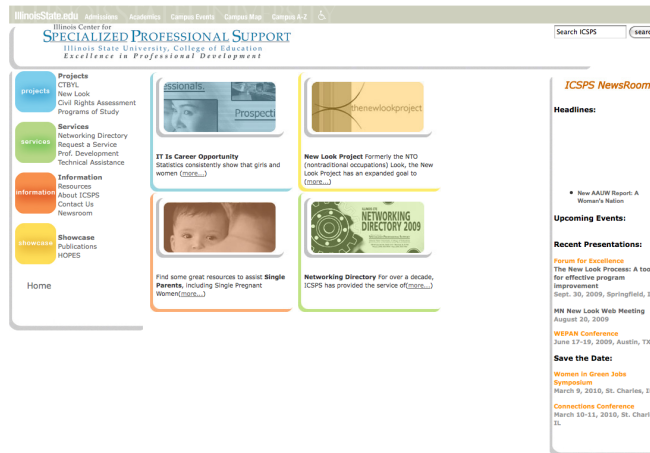


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Case Studies

ICSPS (Illinois Center for Specialized Professional Support)

- Grant funded program within College of Education



2011



2012



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What makes an Illinois State University website?



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What makes a good website?

- Usable
- Visually engaging
- Relevant



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What makes a good website?

- Usable
- Visually engaging
- Relevant

All 401 Illinois State websites should strive to achieve these main goals.



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401 websites means...

- Varied audiences
- Specialized functions
- Unique content



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401 websites means...

- Varied audiences
- Specialized functions
- Unique content

How do we find common solutions?



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What makes an Illinois State University website?



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The Illinois State Brand

- State Your Passion
- Red means passion



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Brand

Identity

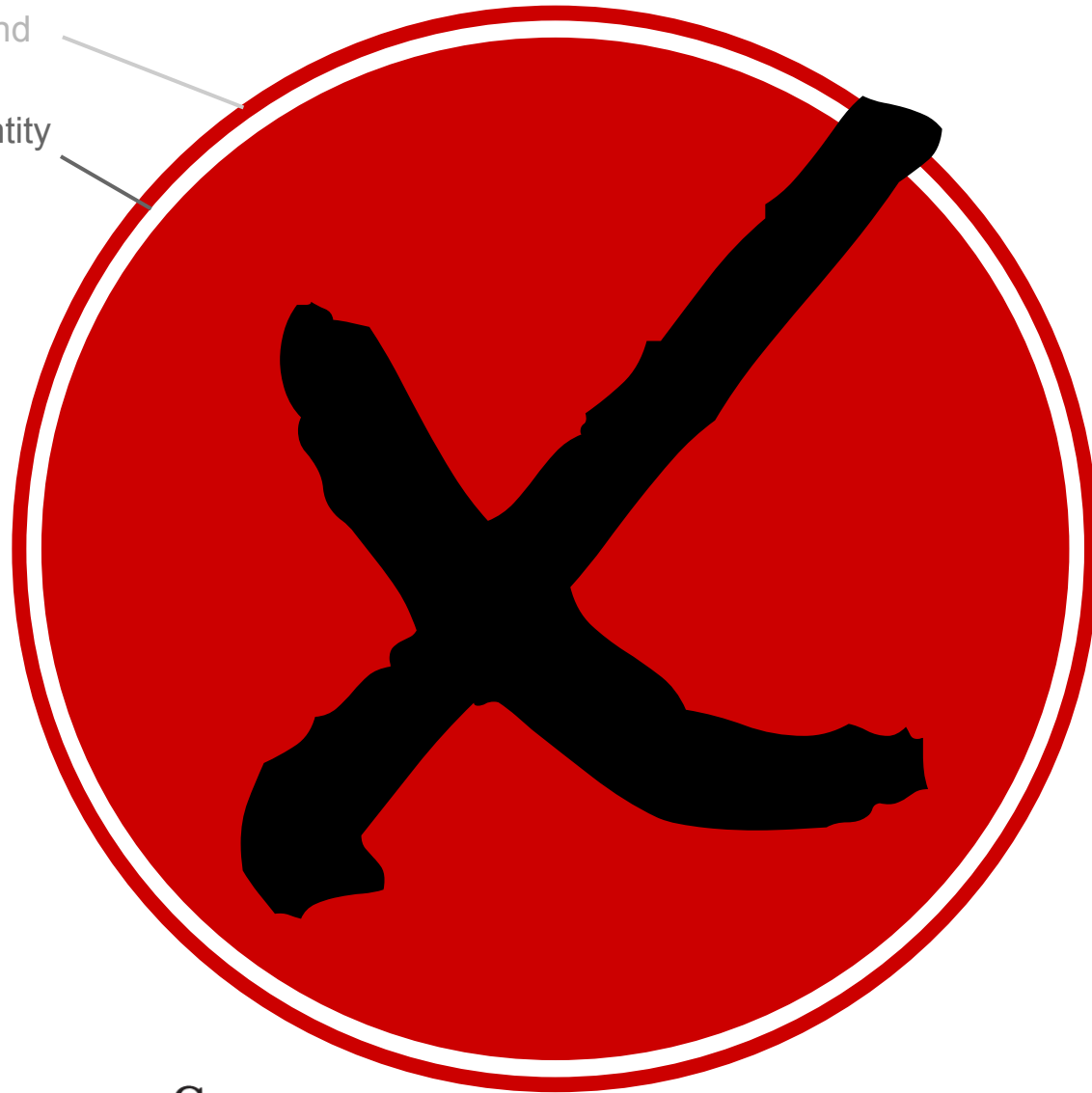
Logo



**ILLINOIS STATE
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Brand

Identity



**ILLINOIS STATE
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The Illinois State Identity

Logo

- Top left
- 80px high



**ILLINOIS STATE
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The Illinois State Identity

Logo

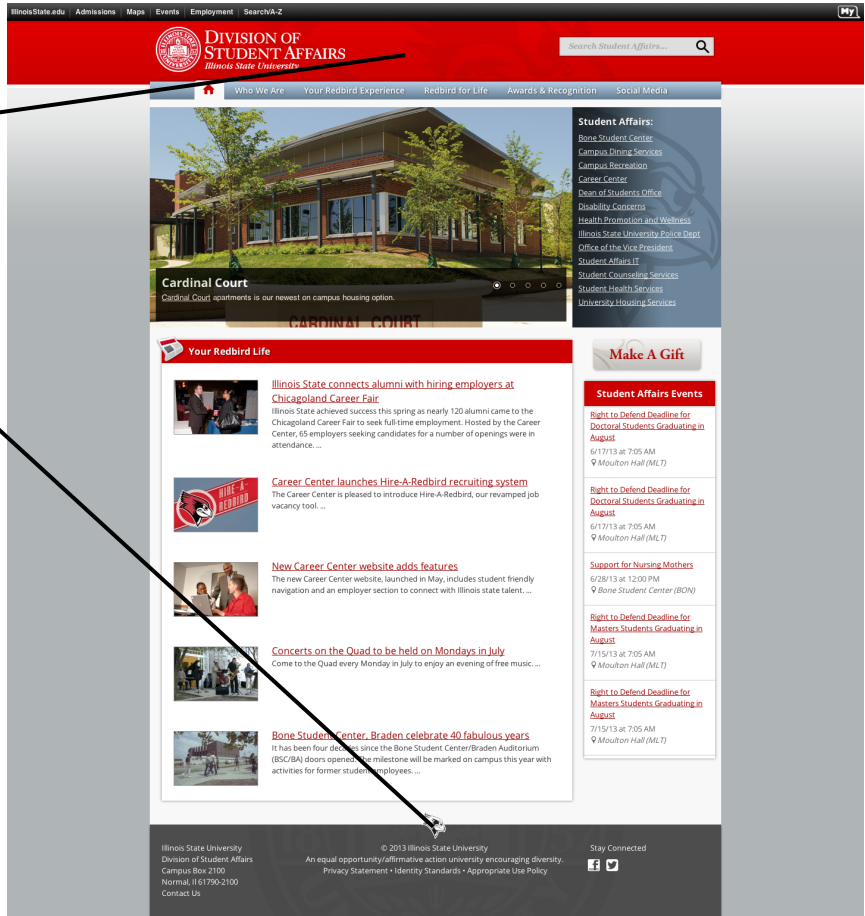
- watermark



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The Illinois State Identity

Logo
• Reggie



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The Illinois State Identity

Color

- Red at top



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The Illinois State Identity

Color

- Neutral below



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The Illinois State Identity

Color

- Secondary



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The Illinois State Identity

Typography

- Fonts

Open Sans

EB Garamond

Open Sans Semibold

EB Garamond Italic

Open Sans Bold

EB GARAMOND SMALL CAPS

Open Sans Italic

Open Sans Semibold Italic

Open Sans Bold Italic



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The Illinois State Identity

Typography

- Consistent size
- Consistent vertical measure

Open Sans
26px **Heading 1**

23.4px **Heading 2**

20.8px **Heading 3**

18.2px **Heading 4**

15.6px **Heading 5**

12px **Heading 6**

top margin	.75
h2 line-height	1.5
bottom margin	.25
p line-height	1.5
bottom margin	1.5

Registered Student Organizations

There are more than 300 Registered Students Organizations (RSOs) available to students, and no two are alike! With those numbers, you are sure to find one or more that sparks your interest.

Many RSOs are geared toward providing meaningful experiences for education students. You can meet RSO leaders in-person by going to the Back-To-School party on the DeGarmo Hall Plaza on the first Wednesday of classes each fall.

Themed Living Communities

University Housing Services offers [Themed Living Learning Communities \(TLLC\)](#) for students majoring or minoring in [Special Education](#) or [Teaching](#)



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Typography

- Text links:
 - red
 - underlined

Normal

Students majoring in [Special Education](#) can find more information

Hover

Students majoring in [Special Education](#) can find more information

Visited

Students majoring in [Special Education](#) can find more information



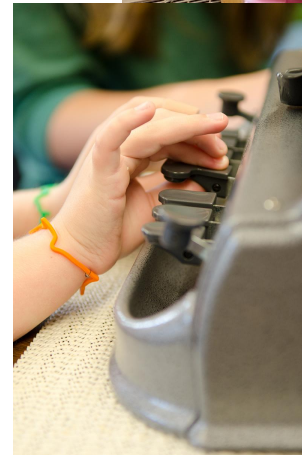
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Photography

- Student focused
- Enthusiastic
- *Close*



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Layouts

- Modular
- Extensive
- Scalable



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Case Studies

College of Education



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Case Studies

ICSPS

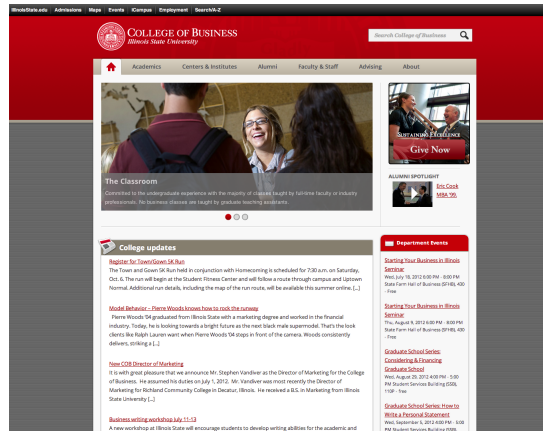
The screenshot displays the ICSPS website interface. At the top, there is a navigation bar with links for Admissions, Maps, Events, Employment, and Search/A-Z. The main header features the ICSPS logo and the text 'ILLINOIS CENTER FOR SPECIALIZED PROFESSIONAL SUPPORT Illinois State University'. A search bar is located on the right side of the header. Below the header, a blue navigation bar contains links for Welcome, ICTEPDC, Special Populations, Developmental Education, and ESLTP. The main content area is divided into several sections: a large banner image with the text 'Excellence in Professional Development', an 'ICSPS Calendar' for July, a 'Projects' section featuring 'Career Deans Academy' and 'College and Career Readiness', and a 'Recent Resources' section listing various fact sheets and programs.



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Branding is *storytelling*

Identity standards aren't just about strict adherence to rules, they make sure that the things we create are on message with the story we are telling at Illinois State.



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What about Kelsey?

Kelsey may not care about what font we use, how big our logo is, and whether the correct shade of red is used...



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What about Kelsey?

...but for someone wearing a spray art Master Chief t-shirt, chances are she knows something about storytelling.



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Pop Quiz!

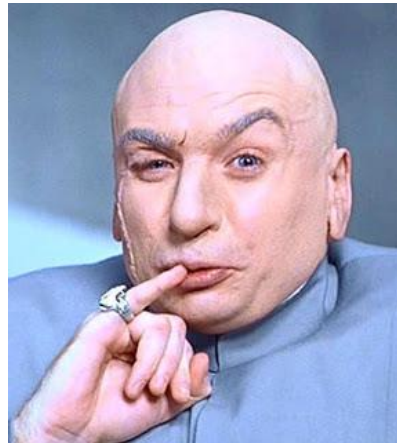
- How many pageviews did we capture during Fall and Spring semesters?



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Pop Quiz!

- How many pageviews did we capture during Fall and Spring semesters?

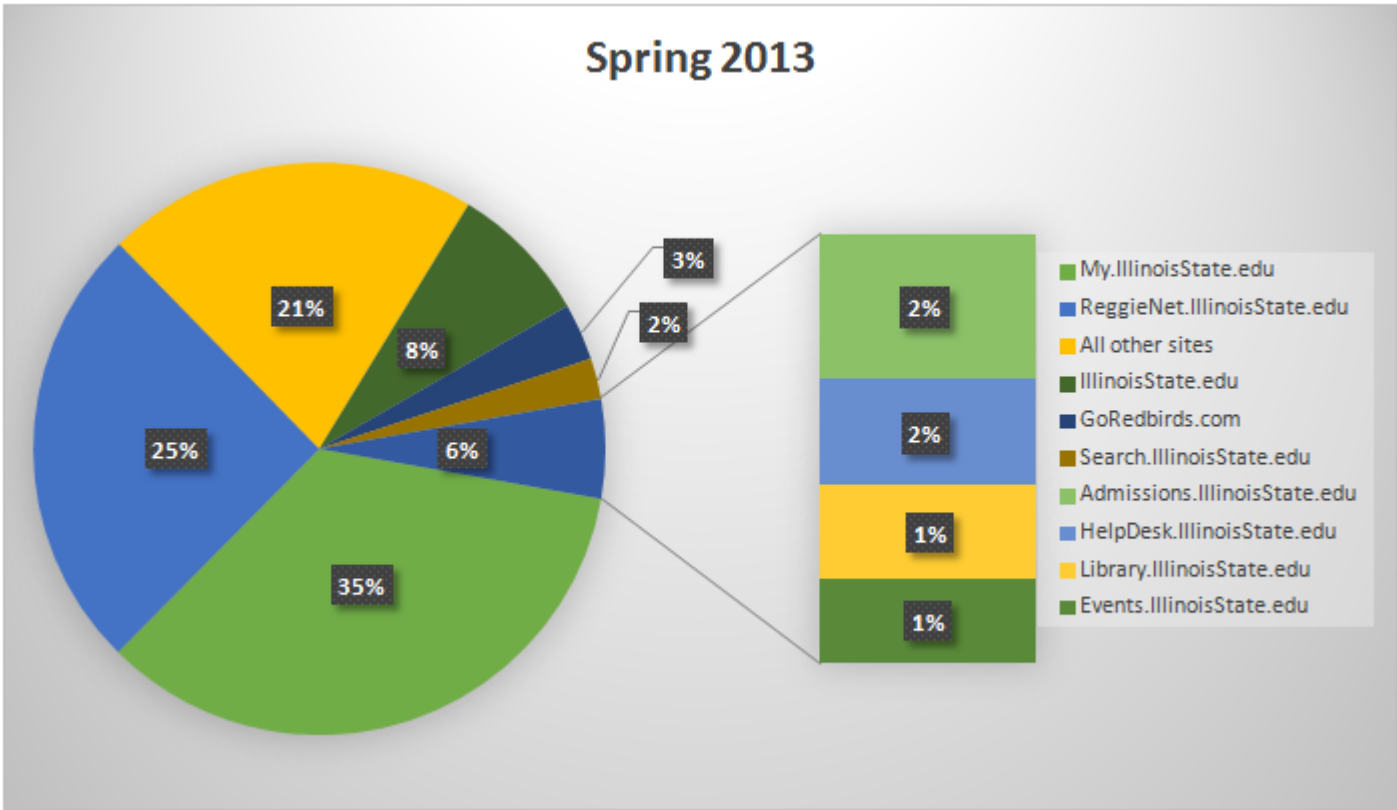


Over
100 Million



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Top Viewed Sites



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Lots of data! Now what?

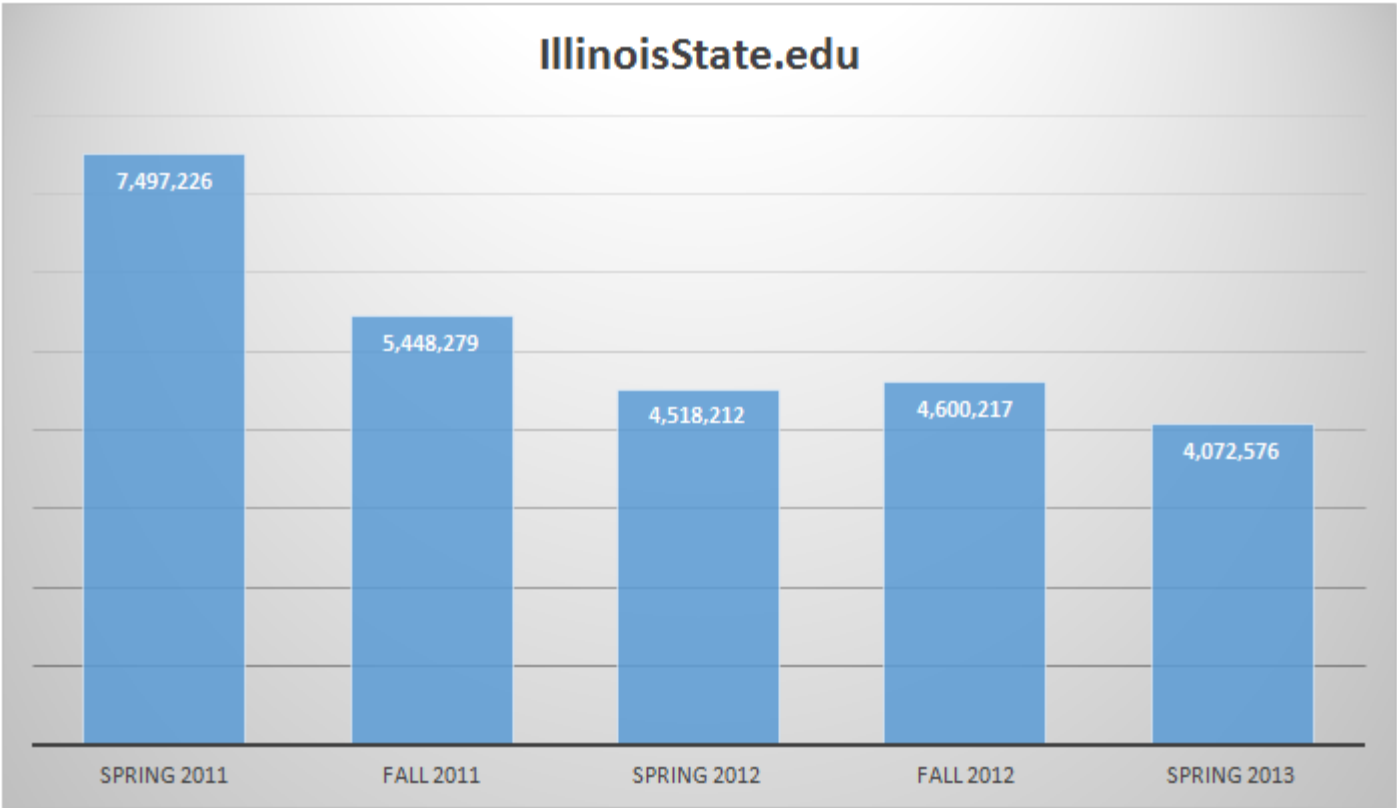
- BIG numbers are not always **good** numbers
- Better questions
- Nudge needle, follow up with user testing
- Trends...



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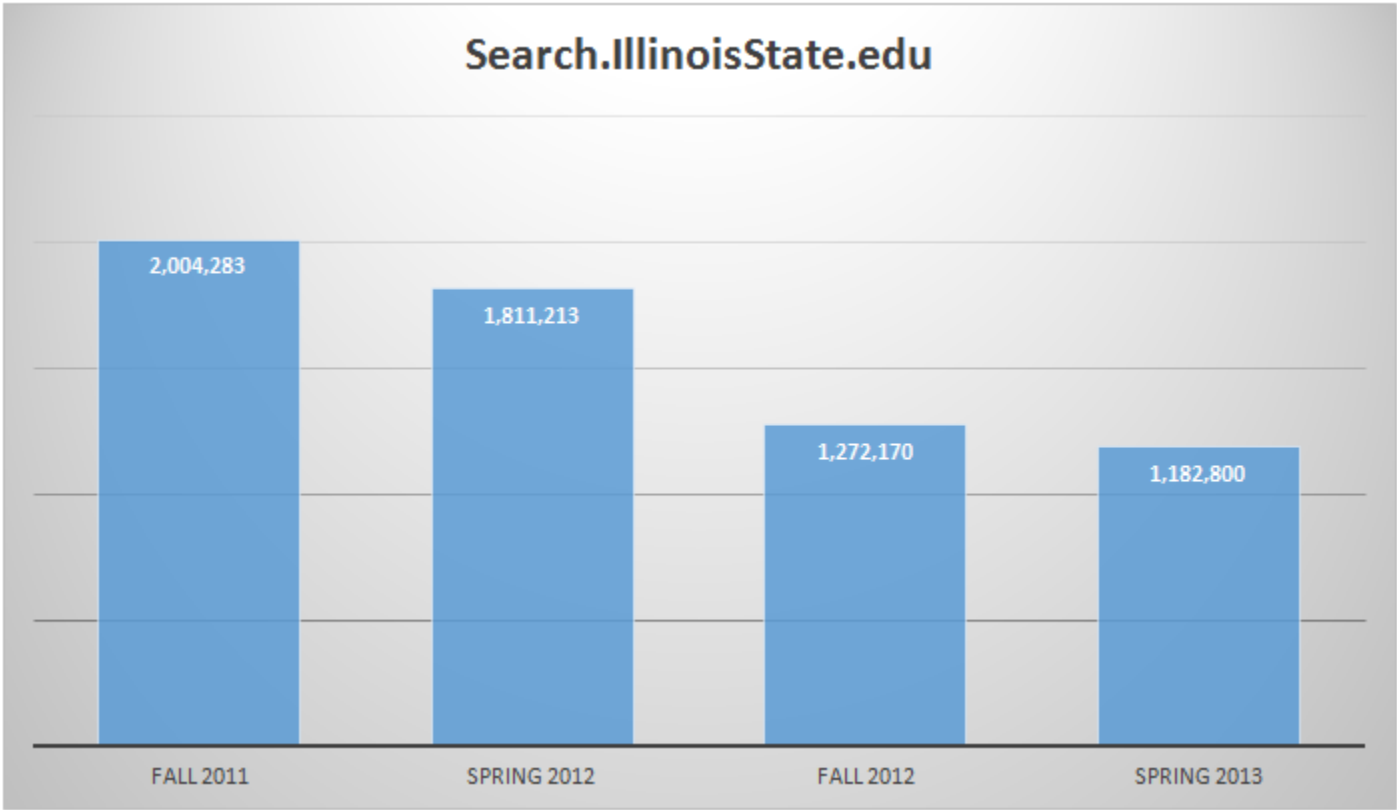
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Trends - Web traffic



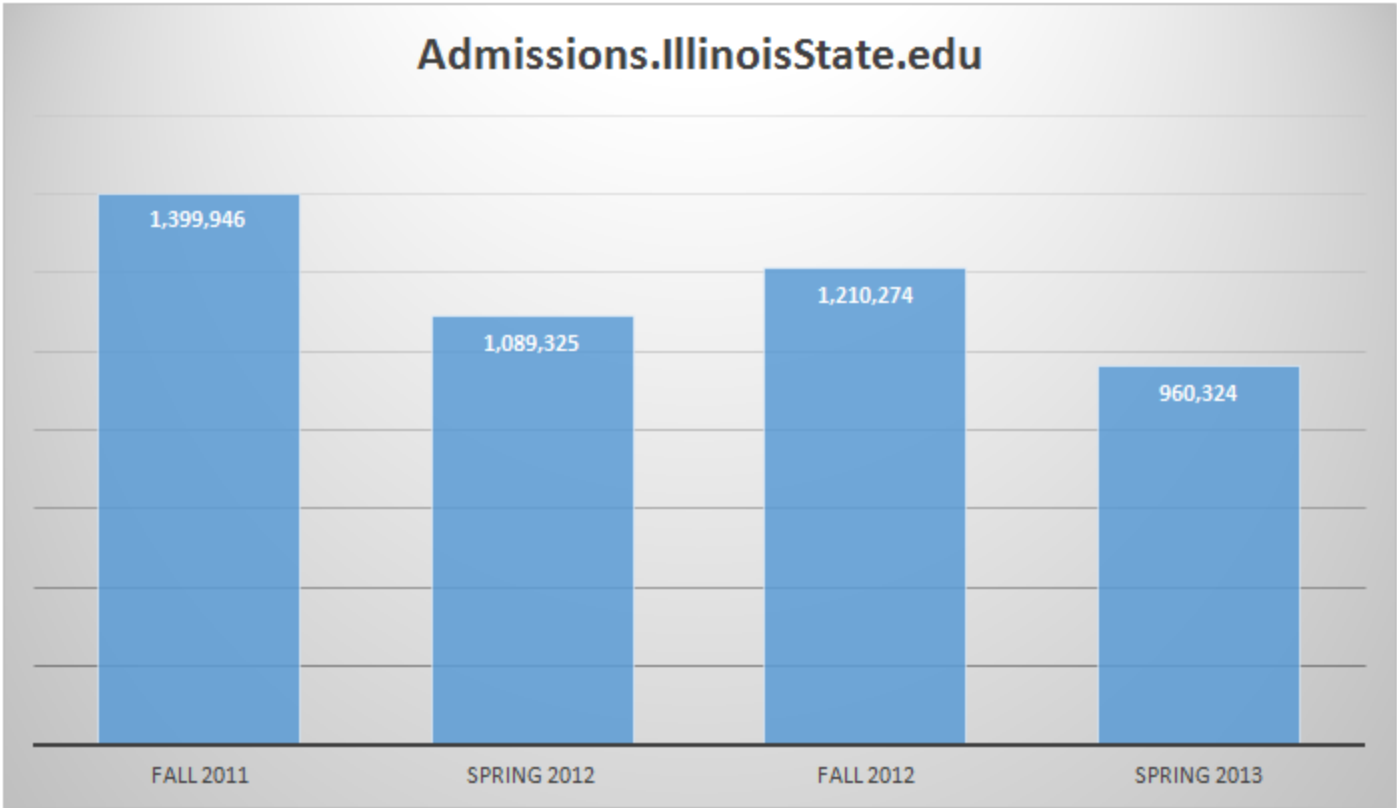
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Trends - Web traffic



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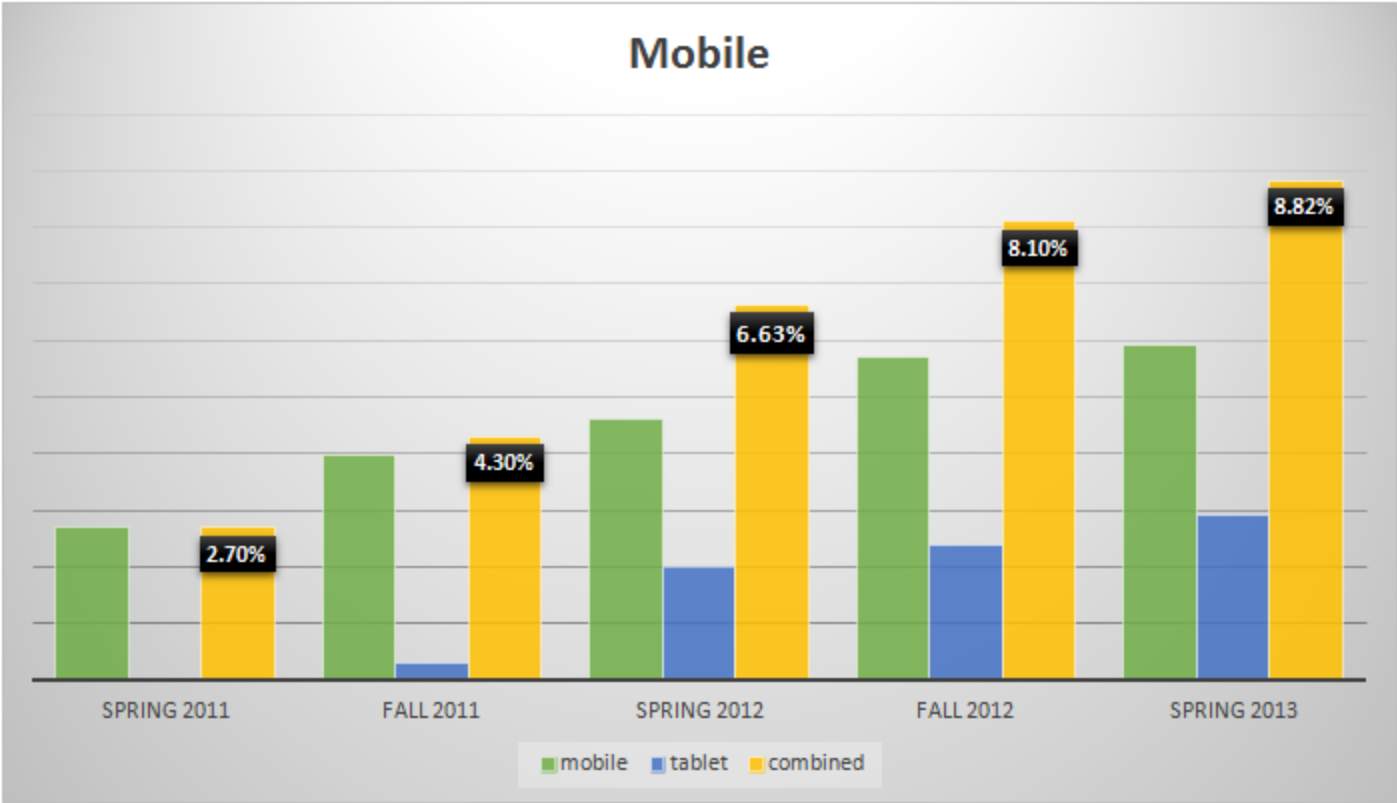
Trends - Web traffic



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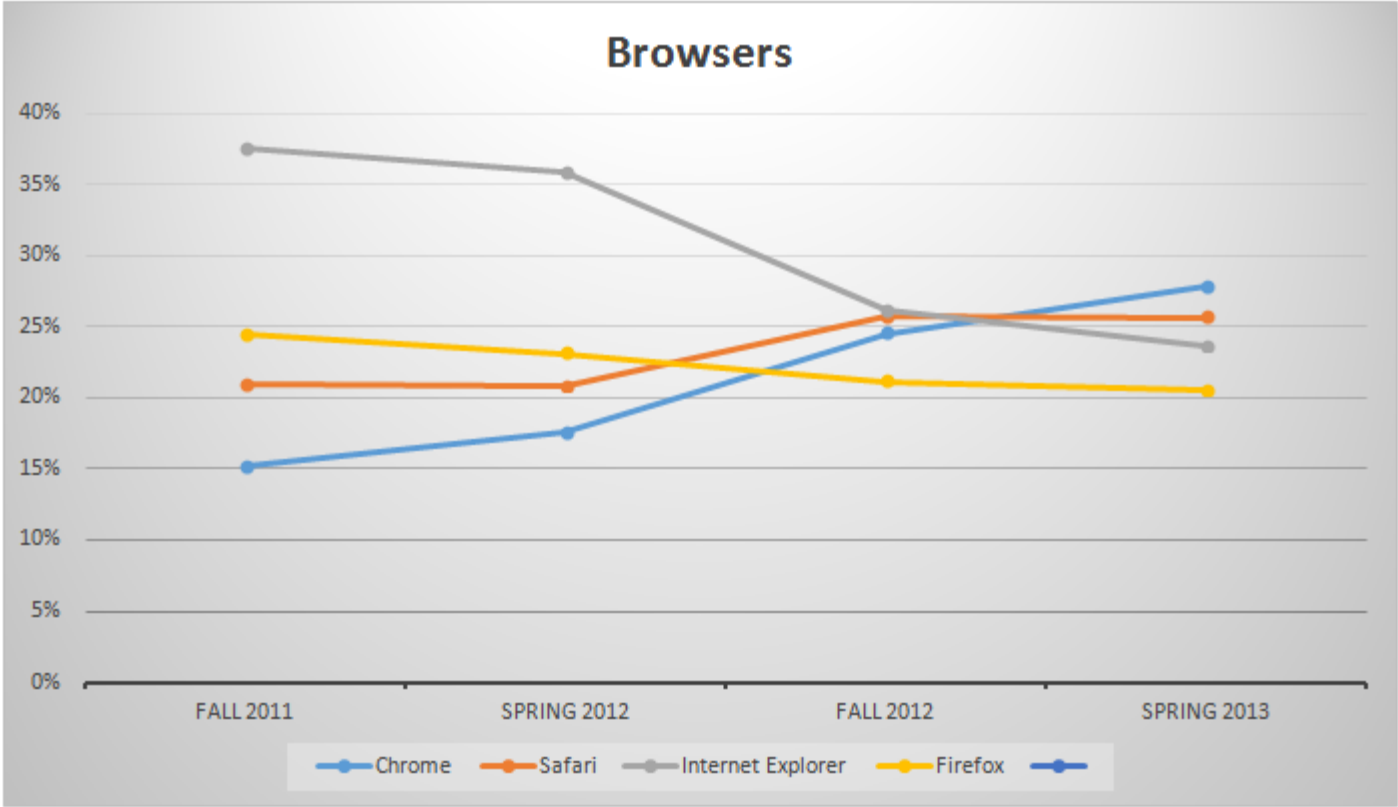
Trends - Mobile traffic



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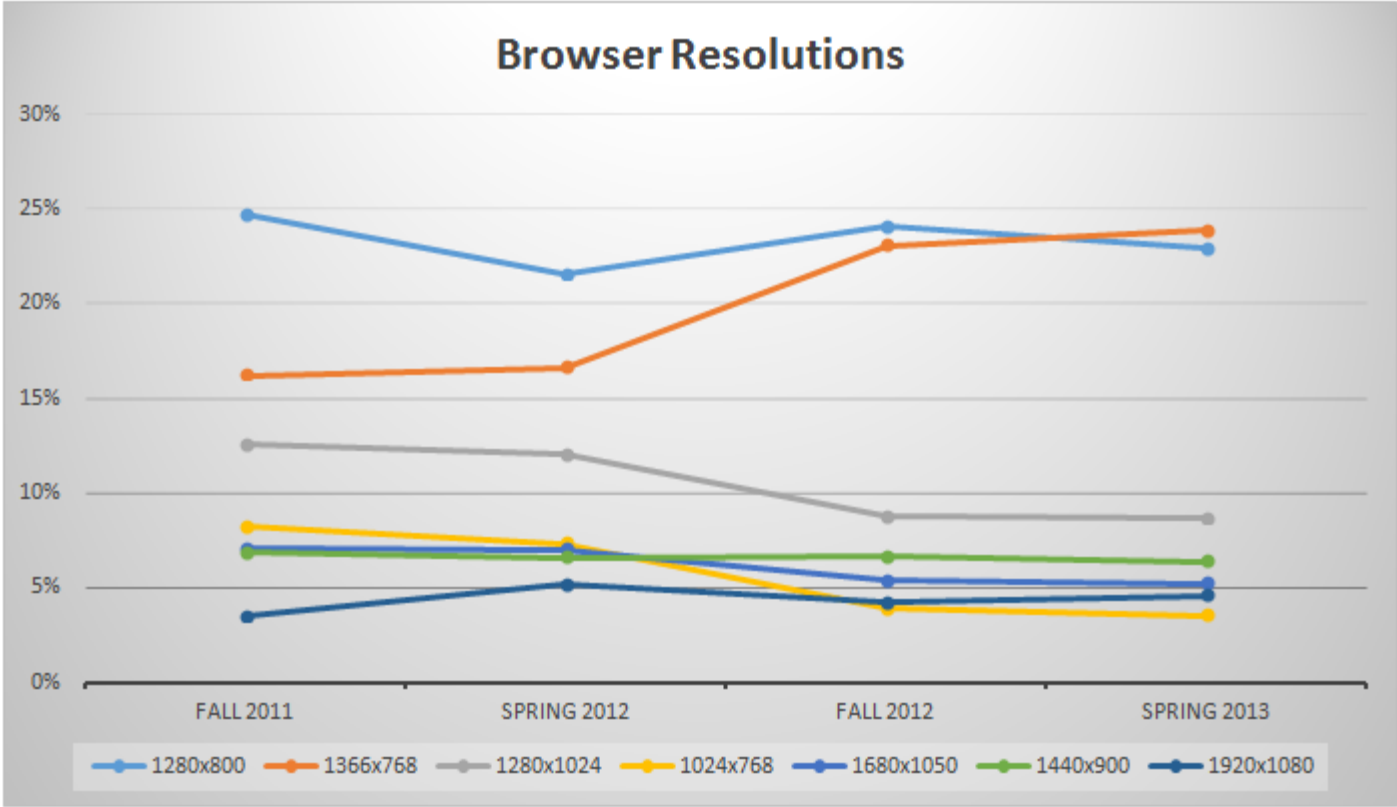
Trends - Browsers



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Trends - Screen Resolutions



Trends - Search Terms

Fall 2011	Spring 2012	Fall 2012	Spring 2013
milner library	dining	icampus	milner
housing	housing	milner	housing
dining	milner library	housing	ipeople
health services	milner	milner library	transcripts
milner	health services	ipeople	calendar
calendar	career center	calendar	milner library
transcripts	ipeople	dining	dining
career center	calendar	transcripts	career center
<i>tuition</i>	<i>tuition</i>	<i>reggienet</i>	<i>financial aid</i>
<i>academic calendar</i>	transcripts	student health services	student health services



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Better Decisions

- Search
- Responsive
- Kelsey



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A to Z Links

1. WebMail
2. Milner Library
3. Human Resources
4. Outlook Web Access Mail Client
5. Credit Union, ISU



A to Z Links


1. **WebMail**
2. Milner Library
3. Human Resources
4. **Outlook Web Access Mail Client**
5. Credit Union, ISU



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IllinoisState.edu Admissions Maps Events Employment Search/A-Z My

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email

Illinois State People Courses Locations Events Scholarships Help Desk

Illinois State
About 3810 results (0.18 seconds)



[Redbird Mail](mailto:redbirdmail.IllinoisState.edu)
redbirdmail.IllinoisState.edu



[Outlook Web Access](http://owa.IllinoisState.edu)
owa.IllinoisState.edu

[Email - Support Center](#)
helpdesk.illinoisstate.edu/kb/email/
... Overview of RedbirdMail Check and send **email** using RedbirdMail and your ULID **email** account. Understanding the **E-mail** channel in iCampus ...

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... Connect. Welcome to the alumni **e-mail** forwarding service website. Your alumni **e-mail** address maintains your identity ...

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academictechnologies.illinoisstate.edu/services/email.asp
... **Email** and Shared Calendaring. Summary. Campus **email** accounts are available to all faculty, staff, students and retirees of the University. ...

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academictechnologies.illinoisstate.edu/services/alumni_email.asp
... **Email** Forwarding for Alumni. Summary. ... Eligibility. All alumni of Illinois State University may utilize alumni **email** forwarding. Request Process. ...

Campus A-Z

A	B	C	D	E	F
G	H	I	J	K	L
M	N	O	P	Q	R
S	T	U	V	W	X
Y	Z	Show All			

FEEDBACK

Courses
[ACC-168 Internet and Presentation Tools](#)

Search **email** in Courses...



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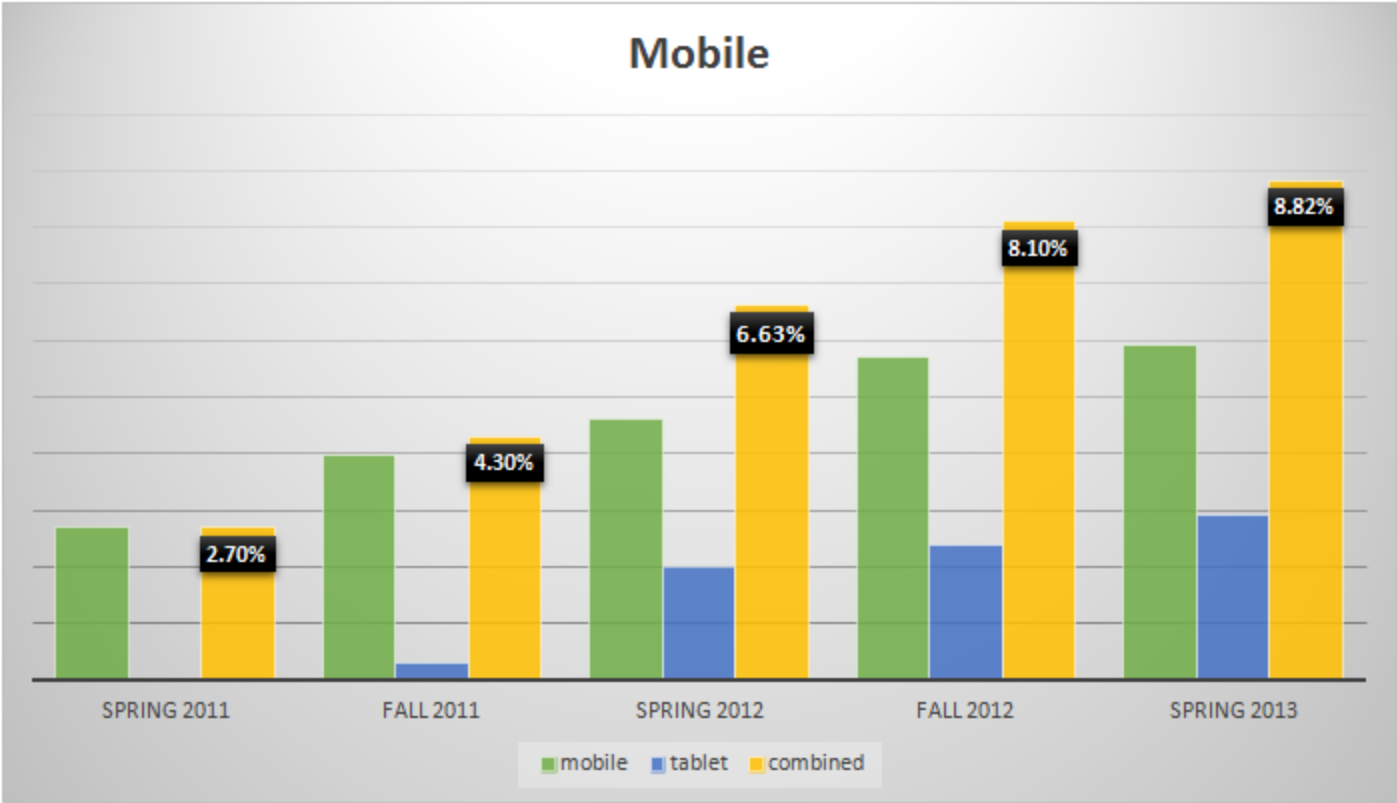
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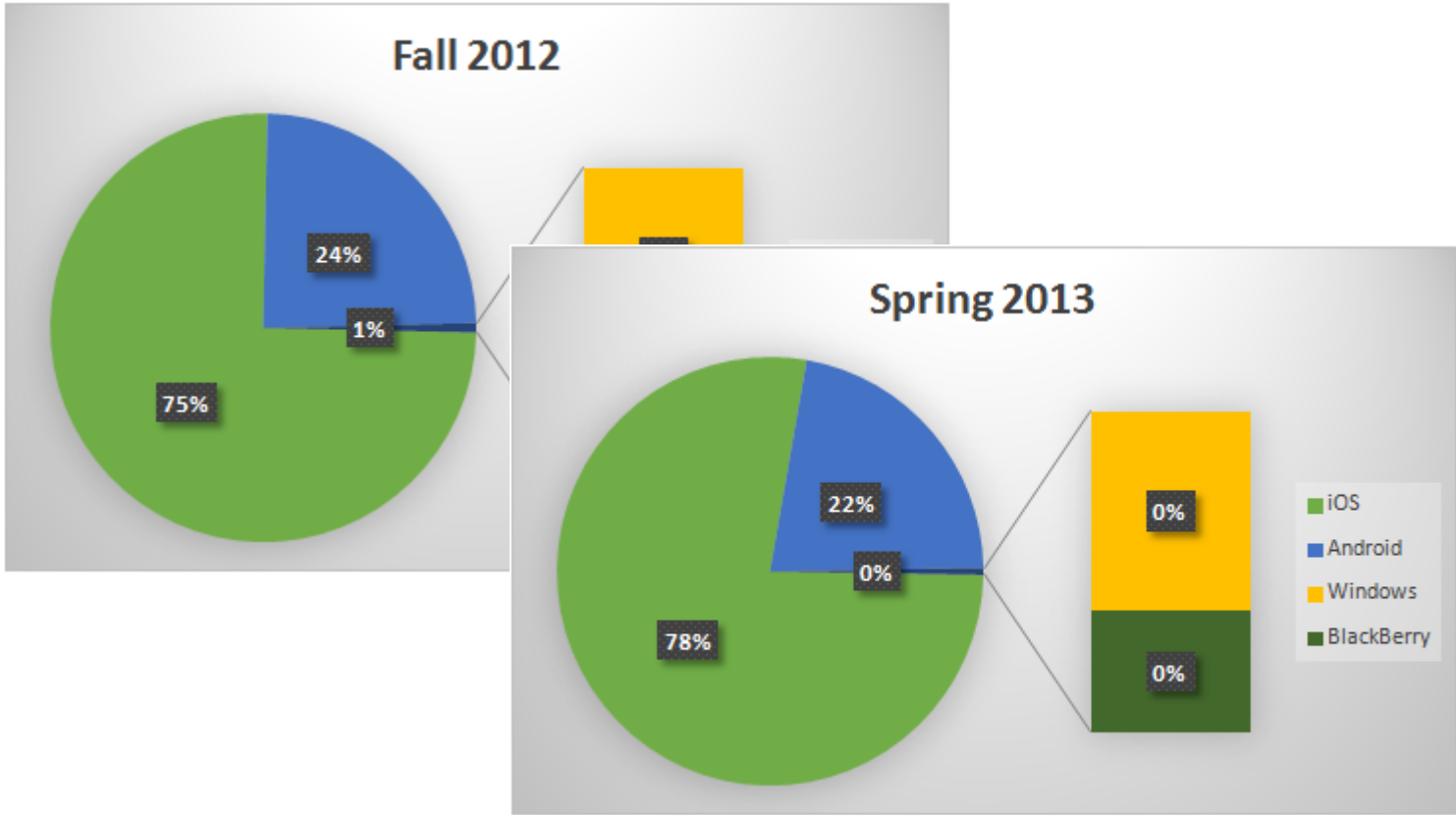
Mobile



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Mobile



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Responsive



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Top Sites Mobile

1. My.IllinoisState.edu
2. ReggieNet.IllinoisState.edu
3. GoRedbirds.com
4. IllinoisState.edu
5. HelpDesk.IllinoisState.edu
6. Admissions.IllinoisState.edu
7. www.videtteonline.com
8. Dining.IllinoisState.edu
9. CampusRecreation.IllinoisState.edu
10. Search.IllinoisState.edu



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What have we learned about Kelsey?

- She loves Apple. She has a MacBook, an iPhone, and an iPad mini
- Even if you don't provide a mobile friendly experience, she will still try and super hate you when it doesn't work perfectly
- She hates change, but will adjust quickly



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Right now...

Kelsey is stuck in a summer school math class that's super boring.

She's texting with her BFF Becky who's down at someplace called Illinois State at an open house.

"OMG totes coming here next fall LOL"



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At this moment, things Kelsey doesn't care about

- The Pythagorean theorem
- Her math teacher's god-awful comb over
- How many servers are in Julian Hall
- Whether we capitalize "University" in cases of self-reference
- What color best represents education



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Things Kelsey DOES care about...

- Becky is totes having way more fun than her right now and its super not fair
- How can she make sure that next year she'll be coordinating what she brings when her and her BFF's room in Watterson when they live together.



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Things WE care about...

- Kelsey making a campus visit appointment on her phone.
- Making that process as smooth as possible
- Having Kelsey know where to go to apply
- And....



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Things WE care about...

- When Kelsey comes home from school and tells her parents where Becky is going and that she's absolutely going to die if she doesn't get to go there too, they are able to easily find information to comfort them about their daughter's spur-of-the-moment decision.



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