

Content Piece Number 1: Testimonials

Roles

Sponsoring department: Lemke Journalism Project—Gina Shelton

Content writer/strategist: Natalie Lieber

Other content contributors: Breybinda Alvarez

Approvers: Niketa Reed and Gina Shelton

Audience

Primary target audience: prospective students

Secondary audience: parents

Page Objective(s)

The primary objective of this content: The purpose of having testimonials will be to persuade prospective students to apply for LJP

The secondary objective of this content: To highlight past student in a meaningful way that will increase LJP's credibility.

Voice and Tone / Writing Style

At least one set of adjectives that describe the voice and tone for the content.

The testimonial should remain in the alumns exact wording. The rest of the content that surrounds the testimonials should remain in the university's professional and educational tone.

--educational, professional, smart

Visual Style

Image selection and graphics

Breybinda's image should be used. I do not have the original file of it, she sent it on a word document that I then used to submit my pitch.

Content Elements

Will this page use text, images, video, etc.?

This page will use text and images.

Content Summary

Who were your sources for this page? Breybinda Alvarez

Where will this content be housed in the content tree? Related content we can internally link to from this page?

The testimonials could be housed in "home" page on the LJP website. There could be an internal link to the "apply" page.

What date range could this page (or related content) be actively promoted?

The testimonials could be actively promoted in November of every year, prior to registration for the upcoming program. This will be when applications will be promoted as well.

Content flow? (How will the target audiences get to this page – from what channel(s)? And where should they go after consuming the content?)

Audiences will get to this content through the "home" page. They can find the testimonials on LJP's Facebook and Instagram pages. Each testimonial should be a dedicated post with a link to the "home" page on the LJP website. After consuming the content, audiences should go to the application tab or the Multicultural News tab

to continue learning about the program.

Strategic Alignment

What business goal(s) will this page serve the most? (limit to 2 business goals)

1. Highlight alumni who have gone through LJP program, attended the University of Arkansas, and are now in the workforce. This will be on the site by May 2020.
2. Recruit minority high school students and attract potential new donors and volunteers to the program.

Call to Action(s):

Students should be encouraged or persuaded to apply for the upcoming program.

Subject Matter Experts

People consulted to help create the content for this page.

Breybinda Alvarez

Gina Shelton

Maintenance Implications

How will we keep this content fresh? And what should be the frequency of updates (weekly, monthly, quarterly, etc)?

Will it stay on the site or be “sunset” at some point?

This content should be updated once a year, with new testimonials added. After 10 testimonials are uploaded onto the site, the oldest ones, or weaker testimonials can be removed. At least 5 should remain at all times.

Future Content

What are some future stories (similar to this content) that we can publish? Minimum one idea required.

Get testimonials from other LJP alumni to add to the page.

METADATA INFORMATION *(This helps with SEO)*

Page Title: *Sample title here (60 character limit)*

Lemke Journalism Project

Page/Meta Description: *~ (60 character limit)*

Home Page

Required Assets: Any pdfs, documents, images, etc. that must be included on this page

[Breybinda Testimonial https://wireframe.cc/oaXCJ9](https://wireframe.cc/oaXCJ9)

Keywords: *(Choose five keywords – there should be one keyword from this group of words that is prevalent throughout your content including the page title, meta description and slug)*

Lemke Journalism Project, Home, Students, Program, LJP, High School, NWA, diversity

Content Piece Number 2: About Page

Roles

Sponsoring department: Lemke Journalism Project—Gina Shelton

Content writer/strategist: Natalie Lieber

Other content contributors: none

Approvers: Niketa Reed and Gina Shelton

Audience

Primary target audience: prospective students

Secondary audience: High school counselors and English teachers

Page Objective(s)

The primary objective of this content: The purpose of the about page will be to explain what the program is and answer as many FAQ's on one page as possible.

The secondary objective of this content: This page should sound exciting in order to recruit new students.

Voice and Tone / Writing Style

At least one set of adjectives that describe the voice and tone for the content.

The content should remain in the university's professional and educational tone. It should be still have a conversational tone to it that makes it easy to read and not intimidating.

--educational, professional, smart

Visual Style

Image selection and graphics

Images from past LJP programs should be included in the image slideshow.

Content Elements

Will this page use text, images, video, etc.?

This page will use text and images.

Content Summary

Who were your sources for this page? The current LJP website and Gina Shelton

Where will this content be housed in the content tree? Related content we can internally link to from this page?

The about page will have its own tab on the LJP website. It could be internally linked from the home page.

What date range could this page (or related content) be actively promoted?

This page should be promoted in the fall before the applications for the upcoming program are active. This will give students time to learn about the program and answer parent questions in advance.

Content flow? (How will the target audiences get to this page—from what channel(s)? And where should they go after consuming the content?)

Audiences will get to this content through the “home” page. They should go to the apply page or the multicultural news page to get more information and continue the process of being part of the LJP family.

Strategic Alignment

What business goal(s) will this page serve the most? (limit to 2 business goals)

1. Create a digital experience that attracts, informs, and showcases with a system to ensure that the dates and information are updated by November 1, prior to each LJP program.
2. Recruit minority high school students and attract potential new donors and volunteers to the program

Call to Action(s):

Students should be encouraged or persuaded to apply for the upcoming program.

Subject Matter Experts

People consulted to help create the content for this page.

Gina Shelton

Niketa Reed

Maintenance Implications

How will we keep this content fresh? And what should be the frequency of updates (weekly, monthly, quarterly, etc)?

Will it stay on the site or be “sunset” at some point?

The content on the about page shouldn't need to be updated. Content can be updated to reflect cool things that Professor Shelton wants to highlight. It should be updated during the summer, between programs. The photos should also be updated during this time, at least every 2 years.

Future Content

What are some future stories (similar to this content) that we can publish? Minimum one idea required.

New photos and examples of new things that they did in the program could be added to the page. Perhaps a promotional video for the program could be done.

METADATA INFORMATION *(This helps with SEO)*

Page Title: *Sample title here (60 character limit)*

All About LJP: Who We Are

Page/Meta Description: *~ (60 character limit)*

About Page

Required Assets: Any pdfs, documents, images, etc. that must be included on this page

https://learn.uark.edu/bbcswebdav/pid-8062733-dt-content-rid-94757812_1/xid-94757812_1

Keywords: *(Choose five keywords – there should be one keyword from this group of words that is prevalent throughout your content including the page title, meta description and slug)*

Lemke Journalism Project, About, Who We Are, What Happens, Students, Coaches, University of Arkansas

Content Piece Number 3: Online Applications

Roles

Sponsoring department: Lemke Journalism Project—Gina Shelton

Content writer/strategist: Natalie Lieber

Other content contributors: none

Approvers: Niketa Reed and Gina Shelton

Audience

Primary target audience: prospective students

Secondary audience: parents

Page Objective(s)

The primary objective of this content: The purpose of online applications will be to streamline the application process.

The secondary objective of this content: An online application will update the program to accommodate for the needs of students in 2020. It makes the program seem more relevant right off the bat.

Voice and Tone / Writing Style

At least one set of adjectives that describe the voice and tone for the content.

The content should remain in the university's professional and educational tone. It should be still have a conversational tone to it that makes it easy to read and not intimidating.

--educational, professional, smart

Visual Style

Image selection and graphics

The LJP logo should appear on every part (student, recommender, parent) of the application.

Content Elements

Will this page use text, images, video, etc.?

This page will use text and the graphic for the LJP program. The application is a google form.

Content Summary

Who were your sources for this page? The current LJP website and Gina Shelton

Where will this content be housed in the content tree? Related content we can internally link to from this page?

The online page will be housed on the apply tab. It will be linked internally from the home page.

What date range could this page (or related content) be actively promoted?

This page should be promoted in the fall right when the applications are live. The online applications should be promoted on social media (Facebook and Instagram) from November to the February (or whenever the applications close).

Content flow? (How will the target audiences get to this page—from what channel(s)? And where should they go after consuming the content?)

Audiences will get to this content through the “home” page. They should go to the apply page or the multicultural news page to get more information and continue the process of being part of the LJP family.

Strategic Alignment

What business goal(s) will this page serve the most? (limit to 2 business goals)

1. Create a digital experience that attracts, informs, and showcases with a system to ensure that the dates and information are updated by November 1, prior to each LJP program.

Call to Action(s):

Students are called to apply. Parents and Recommenders are called to fill out their part of the application for their students.

Subject Matter Experts

People consulted to help create the content for this page.

Gina Shelton

Niketa Reed

Maintenance Implications

How will we keep this content fresh? And what should be the frequency of updates (weekly, monthly, quarterly, etc)?

Will it stay on the site or be “sunset” at some point?

The dates on the application need to be updated every year, by November 1. The application can remain the same and on the site for as long as seen fit.

Future Content

What are some future stories (similar to this content) that we can publish? Minimum one idea required.

A new application could be made that combines the student, teacher, and parent portions onto one page.

METADATA INFORMATION *(This helps with SEO)*

Page Title: *Sample title here (60 character limit)*

Apply to LJP

Page/Meta Description: *~ (60 character limit)*

Online Application Forms. Student Application. LJP Parent Form. LJP Teacher Recommendation Form.

Required Assets: Any pdfs, documents, images, etc. that must be included on this page

Lemke Journalism Student Application: <https://forms.gle/TNC8kq8WT3fL73wL6>

LJP Parent Form: <https://forms.gle/VzTe8iBLYTKPMhur6>

LJP Teacher Recommendation Form: <https://forms.gle/GCzqqYD5Lqc8QrSKA>

Keywords: *(Choose five keywords – there should be one keyword from this group of words that is prevalent throughout your content including the page title, meta description and slug)*

Lemke Journalism Project, Apply, Students, Parents, Teachers