Content Strategy Report

For The University Writing Program Website

Team Can't Fail

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Introduction

Technical writers have many functions, one being to maintain online media platforms for their clients. Doing so involves assessing a client's website and researching proposals to better improve user experience. Technical writers often times create a strategy content document, which thoroughly walks through assessments, research analysis, and proposals for their clients.

The University Writing Program at UC Davis offers a range of professional writing courses, one being Technical Writing (UWP 104T). Students in the course were introduced to content strategy, and as a final project for the class, Team Can't Fail will be conducting a content strategy report for the University Writing Program online webpage with their client being the University Writing Program.

Objective

The objective of this strategy guide is to assess the current content on the UWP web page through a landscape analysis of various writing program websites, a content audit, and user experience reports in the form of faculty interviews and student surveys in order to arrive at a proposal for changes to the site geared at better management and improving the overall user experience of the UWP website.

Landscape Analysis

The purpose of a landscape analysis is to adequately assess the products of other competitors in order to understand how their product differs from the clients' products with various strengths and weaknesses. In this analysis, websites for writing programs at various universities and research institutions will be assessed for their strengths with the hopes of recommending improvements to the UWP website. The landscape analysis was performed by examining the websites from 10 different university writing programs. These are as follows: University of Pennsylvania, Brigham Young University, University of California at Santa Barbara, George Washington University, Syracuse University, University of Florida, Bowling Green State University, Michigan State University, University of San Francisco, and Appalachian State University. Each writing program website was analyzed for design, user-interface, content, and major resources. From this group, the top five were chosen to be focus on and that list included: Brigham Young University (BYU), University of California at Santa Barbara (UCSB), Syracuse University, Michigan State University, and University of San Francisco (USF).

Brigham Young University (BYU)

The website accessed for the analysis was the University Writing Program portal on the BYU website. Upon looking at the homepage for the website the web design was simple, cohesive, and easy for the user to follow. It displays relevant pictures related to the university and contact information along with clear links to social media accounts. The user-interface was assessed as being very good. The website scaled down appropriately when used on a laptop, tablet, or smartphone. The strongest part of the website were the headers on the home page, which included "First Year Writing", "Advanced Writing", "Writing Across the Curriculum", "Writing Center", "People", "Contact", and "English Department". The headers are very inclusive to people who may go onto the website. For example, the "First Year Writing" page gives all information to students who are first years or interested in the program. The "Advanced Writing" page provides information for upper division students. The "Writing Across the Curriculum" page gives information on why writing is important to everyone, how every major can benefit, and how to become better involved in the major. In addition, the website highlights important administrative staff who are a part of the department, along with detailed accounts of contact information. Overall, the website is simple but is extremely informative and inclusive to the student body, future students, and faculty.

Syracuse University

The website for Syracuse University is set up similarly to the BYU website. The headers are inclusive to everyone who visits the website. The headers of the website are: About Us, Undergraduate, Graduate, Writing Center, People, and News/Events. The tabs under the Undergraduate header provide links that provide information regarding the minor, major, and teacher resources. The tabs under the Graduate header provide the program requirements. One thing that stands out is that the website is updated regularly with the events that are hosted by the program, accomplishments of students and faculty, as well as alumni accomplishments. This advertises the program to prospect students who are looking at various programs by promoting the success rate of those who graduated from the program. In addition, the web design displays how involved students are in the program through the images displayed on the site. The website is very well-organized and inviting. There is very little blank space on the web page. Contact information, social media links, and quick links are easily accessible.

University of San Francisco (USF)

The University of San Francisco website portrays the most innovative user interface when it comes to design. All the text is really large, which makes it less intimidating to read, accessible to the visually impaired, and calls for the the content to be more concise. Furthermore, the design spans across the whole page; it helps in creating a more sleek and modern approach to the writing website. The University also make good use of its graphics, icons, and animations. This is incredibly significant as makes the website as a whole less overwhelming to look at compared to the photos of people. In addition, the homepage is very straightforward and precise with the audience. Immediately it provides relevant information and explores the goals of the program. This is an important innovation as it caters to the retention of their respective writing program and goes as far as to reaching out to new prospective students. Overall it would be effective in adding new interest to the MFA program and providing all the information quickly. However, one weak point is that there are too many ways to access the different pages on the website; the hierarchy of the website needs restruction as some content is necessary for certain pages but some content is less necessary for other pages. For example, I don't think there needs to be three different ways to get to the "how to apply" section.

Michigan State University

Their homepage is unique because it focuses on featured stories and social media promotion. They utilize social media well, having scrolling updates of their twitter feed on the sidebar, allowing the user to engage with the program on social media. This indicates that the program is aiming for a personable site, that allows users to engage with the department and keep up to date with what the program is up to, e.g., featured stories and live social media updates. They have a consistent color scheme, using different shades of green to make one cohesive and aesthetically pleasing website. The designated space for the sidebar makes the content more narrow than it needs to be, and splits the page awkwardly when the content is a lot longer than the sidebar content. Otherwise, they make good use of the sidebar as it only includes information that is necessary, so there are only extra webpages for things that require a whole other webpage to explain the topic more in detail. The organization of their content is clean and accessible. For example, in the First Year Writing tab, the content is very personable, it informs students on what they will gain out of the courses, uses colloquial language, expectations vs. reality. There is a sidebar for further links, but there are no redirects after this, i.e. the web pages don't overlap, and they don't redirect you to other web pages. Throughout the different tabs, content is thorough, but clear and concise. Overall the pages are minimized to only necessary content, which makes their site more user friendly.

University of California Santa Barbara (UCSB)

The University of California Santa Barbara (UCSB) website is overall the most similar to the UC Davis UWP website in its structuring and content hierarchy. One element that can be taken away from the UCSB website is their usage of photos all throughout, as well as more efficient technical design like using larger text and incorporating more headers. It makes the whole website look more friendly and easy to read which aids in the overall accessibility of the content. Also, the features that the University has on their homepage is more alluring to students and transform it from a content heavy site to a social-heavy website. For example, they use photos of faculty, along with their respective position, followed by trivial anecdotes about themselves. Based on the website these short comments range from: inspiring quotes, fun facts such as "Favorite Local Coffee Shop", "Preferred Ice Cream", "Favorite Artist", "Why I Write", and "Hobbies". Once again, this increases the overall social appeal of the website and adds a fun human element that the UWP website can implement in future innovations. Lastly, each page has a little

preview/about section for what that page would be talking about overall. This is helpful because they do have a lot of tabs, and it might seem overwhelming to have to navigate through all that content; however with this, previewing each tab with a mini about section makes it more comprehensive and cohesive. Students and prospective writers would get a better idea about what they could expect from each tab on that topic.

Content Audit

Going through the website, it was difficult to gauge who the audience was, because a lot of the information seemed extraneous or irrelevant to students. This becomes more clear after reading the interview portion. In terms of content, our group analyzed good and bad points based on what we liked that some of the other websites did in terms of organization and information. Something that we want to include in our website is to identify some objective(s) of the writing program, whether it be to help students improve their writing skills, to improve informed self-reflection, or to learn how to work with and communicate to others. The rest of the content, then, can be tailored to how we are advancing these goals within the program, through the courses offered and additional resources provided.

Another focus on improving the content on the UWP website can be to reduce redundant, unnecessary, or outdated information. For example, the University Course Requirements breakdown by college is something that many students may find helpful, whereas the pages such as Program History Document Archive and Position Announcements may not generate as much interest and do not seem to have much purpose to be included on the website. It may be helpful to make more frequent checks through the website, and to begin a routine of reading through the site at least once a month to make sure that there is no outdated or unnecessary information, and to see if anything can be made more concise. It might also be helpful to regularly generate and review data that reveals student preferences for the site, such as what questions are frequently being asked, and whether or not the information on the site is useful. Another example is that if data shows that there are any pages on the site that are hardly touched, it may be helpful to either change the title and/or content on the page, or to get rid of it completely if it seems irrelevant to students and faculty. In addition, it appears that many headers take the user to a completely different web page. A few of these include the Prized Writing tab, Committees List tab and PhD Student tab. The Committees List tab turns into a pdf that appears to be outdated. While conducting the audit, there were many headers that took the user to a different webpage. This ruins the flow of searching through the UWP website for the user since they have to return back to the UWP website. It would be helpful if the information from the other websites would be included in the headeres provided, or to specify that the user will be taken to another website.

Furthermore, the webpages did not seem to have the same design as most other websites or include photos significant to the UWP program. Other websites, websites for writing departments such as the Michigan State University or UCSB have photos showing student and faculty involvement, along with photos of the campus. It brightens up the webpage and increases the interest of the user. Michigan State University has featured stories of students, faculty or alumni that are accompanied by a photo. UCSB writing program website also shows faculty, students, or alumni that have a mini quote. The UWP website for UC Davis has a picture of a lighthouse that seems insignificant to the title of the photo or will show the covers of books that are doubled. The same photo side by side may be an error, that is up in the air. An example of web pages not having the same design would be the Area 3 Writing project. When the user clicks on the header for this, they immediately see bright blue and red writing that seems out of context compared to the rest of the website.

Another way to increase student participation in UWP is to include profiles on the professors and graduate students. Currently, the Faculty and Graduate Student Instructor web pages have the picture of the person, which is good, along with their contact information, office location, and office hours. This is very useful to students, but does not provide much interest or enthusiasm for the student. What would

make these important web pages preferable would be to provide a short description about their education history, area of research, what classes they teach, and their involvement in UWP.

We have created a proposal for a new website content hierarchy to propose a better organizational structure for the site. The proposed organizational structure creates categories that are more audience-centric. We suggest making tabs for First Year Students, Undergraduates, Graduates, and Staff so that different audiences will have a clear starting point when they arrive at the website, which may be overwhelming to go through at first. We are also making this proposal in order to cut down the amount of clicks needed to take students to the information that they want. The hope is that by reducing the amount of clicks and the amount of redirects, the website can be much easier to navigate and less overwhelming to read through.

Faculty and Staff Interviews

In order to conceptually understand the workflow of the UWP website and how the material is presented and accessed by its' intended audience our research included interviewing three individual faculty and administrative members from the University Writing Program. Collectively, throughout the interview process, there was a focus on three prime factors that defined the very essence of our investigation: understanding who our audience demographically consisted of and looking at what the UWP website was primarily used for, measuring the technical efficiency and user accessibility of the website, and last but not least distinguishing the website as a content based portal vs. a communications and social gateway to UWP programming and networking events. Overall, the transparency between the interviewees and interviewers regarding the UWP website, and the program in general, aided our group in better understanding the website and forming constructive criticism. With their input our strategy report went in-depth into understanding website development and equally as important also forming a space for the creation of post-development suggestions.

The first takeaway from the interview process is that the UWP website is primarily accessed by two bodies within the UC Davis campus and does not necessarily reach out to audiences outside of the writing minor nor audiences from other research institutions or writing programs. In fact, a majority of the online traffic comes from UC Davis students and faculty alone. According to our interviews, UC Davis students in particular statistically use the website for checking course schedules, course descriptions, internships, faculty members or looking up information on how to opt out of a writing class. For students, the web page is used simply to access quick information through a user friendly and streamlined interface. On the other hand, the remaining traffic comes from UC Davis staff within the department. The UWP website, unbeknownst to students, acts as a faculty portal where staff can access a shared drive featuring educational resources for teaching, a complete list of faculty and their availability throughout the quarter, a calendar blocking out UWP classes and academic staff meetings, and other administrative files including course policies and syllabi. Overall, the UWP site was built intended to more or less cater to the demographic of UC Davis students and UC Davis UWP Staff; however, in the interviews we realized that gauging the audience for the UWP website was more complex than it seemed. It was more than just looking at faculty and students and providing a hub of accessible information but it also requires taking a step back and thinking about the goals of administrators and faculty for the program.

We deduced that the website, in comparison to other majors' home pages and other Davis programs, heavily emphasized a professional and minimalistic layout. The purpose of the websitel was a content-based approach to endorse UWP and recognize professional writing in other competitive academic fields. Being one of many outstanding programs offered at a world class institution, UWP has the privilege to offer its best writing resources, networking, and experiences to students and faculty. However, doing so means acknowledging the possibility students and staff entering and leaving the school, and in this case, recognizing who may or may not visit the UWP site because they don't see merit in professional writing. Our interviews provided insight that current and prospective students are more likely to visit the UWP site; however, UWP has not tapped into the potential of retaining new audiences. There seems to be overlook regarding the potential to reach out to students say in the STEM majors or in the Social Sciences. One of the many goals in this website is to strengthen the writing program's overall appeal and natural advantage to any person's professional future and the website acts a medium of content information for the pursuit of said opportunities.

However, the question arises then: what is our audience not getting through the UWP website? In terms of the interview both parties, although grateful and satisfied with the overall structure and layout of

the UWP website, highlighted a few areas for improvement and formed collaborative suggestions on how to streamline the efficacy of the website. Our team capitalized on the idea that the class needed to reflect the current generation of students and ever present growing fields that incorporate professional writing. Therefore a suggestion for the website, in regards to the navigation of the program content and the academic courses, was to show that the UWP program was pushing forwards towards an inclusive approach in regards to technical writing. It would be helpful to highlight that concept more and publicize modernized content classes for a modern age. In other words, ways to retain and engage interest in the UWP section would be to promote the rich variety of courses and make it more pronounced on the website; a suggestion is to add it somewhere on the home page or maybe having a more visible section for students to talk about their experiences within the classes. This is already highlighted in the website but gets lost in the content hierarchy of the UWP site. In addition although this website is primarily aimed for professional audiences the website does not effectively capitalize on the implementation of social media usage. Given, there are links above that highlight access to the website but most of it is private to the public and updates are not as consistent. A suggestion could be creating a marketing strategy to capture the attention of a public audience. This could be seen as having more visible updates of the UWP networking events or even social media campaigns regarding professional writing to engage students online. There are attempts to tap into the social aspect of UWP but it's deeply embedded in the navigation toolbar. A suggestion would be to either make it more accessible by adjusting security settings or utilizing more creative widgets like the splash section on the homepage to get people aware of what UWP has to offer.

Furthermore, the UWP site offers a lot of useful information regarding the program, and is relatively easy for students to search for what they may be looking for, but the website has some limitations for some users, as it is not accessible with accessibility readers. For example, the site is built with java and not HTML, causing difficulties for the deaf and blind to gain access to all of the information on the site. What this means in the context of the overall website is that there are limitations in accessibility where only students who do not have visual or hearing disabilities can get full access.

We received mixed feedback in our interviews regarding the importance and possibly the marketing of the Professional Writing minor. Students do not recognize that the UWP courses can lead to a Professional Writing minor, as the website does not specifically promote it on the front webpage and there is a lack of outreach to students letting them know that a minor is offered in Professional Writing. There is a stigma around the UWP and that was acknowledged in our interview, where UWP is only seen as a course taken to fulfill a requirement; but it can also serve to sharpen essential writing skills that many fields find valuable. Writing skills are an undeniable asset in any work environment, and those skills can be put forth in resumes and interviews. Modernizing the courses and consistently updating them to fit the current technical trends and advancements are important for the program as far as the courses that go beyond composition: specialty writing. This is seen especially in user friendly fields, which are rapidly growing.

Although the site is heavily content based, the appearance is important as well, and it should appeal to students who are more of a modern audience. This means the logo, the colorway, how information is laid out on the website so that it is aesthetically pleasing and allows the eyes to easily travel, while still maintaining a clean and organized website.
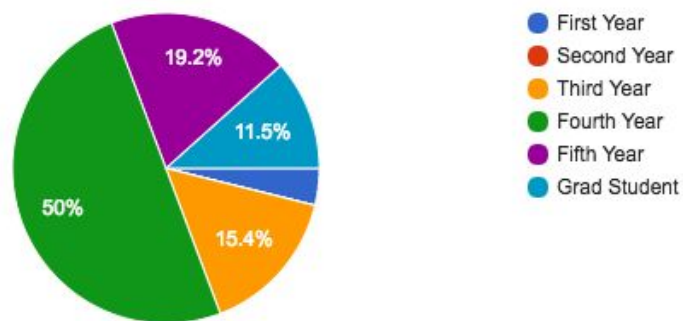
Student Surveys

The first step in collecting data is determining how to best obtain that information. In this case, we chose to conduct interviews and surveys. We implemented this decision by contacting faculty and professors and conducting interviews. Sampling is one of the most important factors of a survey since it determines the accuracy and relevance of the results. With this in mind, we were able to ensure that people only submitted one survey and held a variety of opinions. Our survey is restricted in that our sample size was small and limited. We attempted to gather data from a variety of sources and backgrounds. We created the survey by asking questions that were pertinent to evaluating the audience and the University Writing Program website. This survey was sent by email to University of California, Davis undergraduate and graduate students. Since our group is predominantly fourth years, so are their friends, which is why we have many responses from fourth years. This is beneficial since they are arguably more relevant to this survey, as they have likely taken a University Writing Program course or have heard about it and thus may have visited the website.

The majority of our sample has a technical background and the top majors were Computer Science, Engineering, Economics, and English. This provides unique perspectives since they may be familiar with their major's website and thus can compare it to the UWP website. Additionally, when students come from different backgrounds they will naturally hold unique perspectives. For example, a student in graphic design will look at the layout and aesthetics, while a Computer Science major would notice that it does not scale correctly.

What year are you?
26 responses

- First Year
- Second Year
- Third Year
- Fourth Year
- Fifth Year
- Grad Student

19.2% / 11.5% / 50% / 15.4%

A large portion of our sample is aware of the University Writing Program. This is not representative of the entire population of undergraduate or graduate students at the University of California, Davis since our sample is not representative of this population but rather those who are associated with this program.

Do You Know About the University Writing Program?
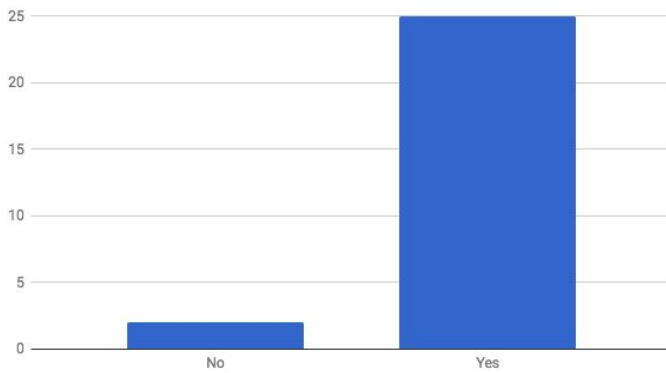
Have you ever visited the UWP website? http://writing.ucdavis.edu
26 responses

- Yes
- No

57.7%

42.3%
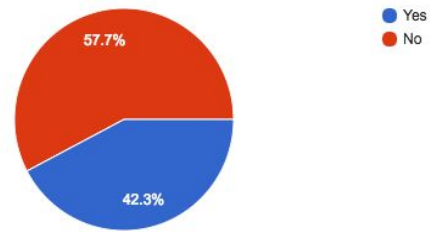
A majority have not visited the website, but there is still a significant number of students who have not visited the page.

If yes, how do you access the website?
14 responses

- Laptop
- Tablet
- Phone
- Haven't seen it

14.3%

7.1%

78.6%
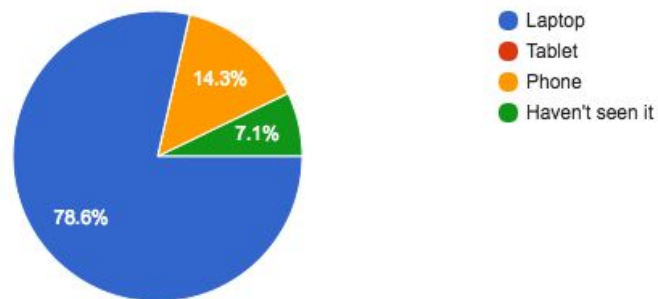
An important consideration for the website is the platform on which it is accessed. As displayed in the chart above, a majority of our sample uses a laptop to access the site. Therefore, it is crucial that the website maintains a responsive design on a desktop and scales appropriately across various platforms and resolutions. The mobile site should be easy to read and usable since phones are often used to access the site.

11

If you have visited the website, rate the website on a scale of 1 to 5. (1 = poor, 5 = excellent)

15 responses
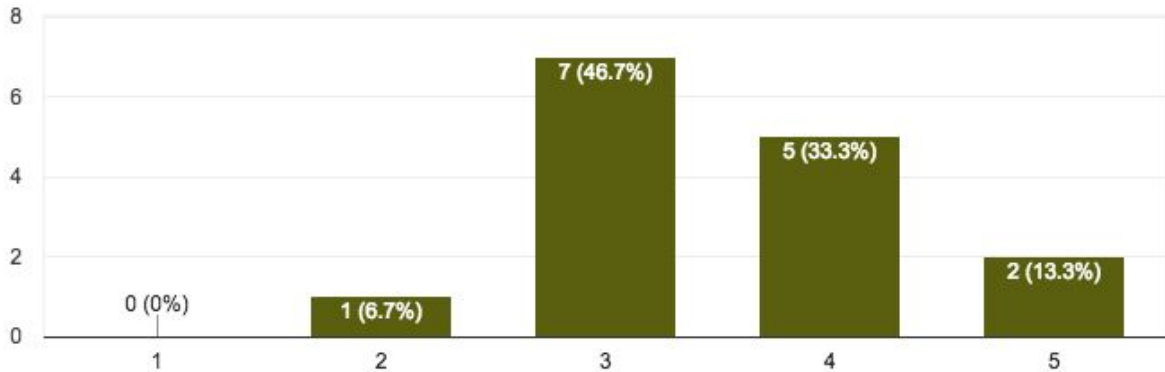
It is apparent that a majority of our sample finds the website to be average. Therefore, we can deduce that there are improvements that can be made.

A large portion of the recommendations from the surveys are related to the aesthetics of the website. A handful of people have expressed concern about the usability of the webpage. Regarding aesthetics, there were many comments about empty white space and how some of the images, such as the lighthouse, do not relate to the University Writing Program.

Summary of Recommendations

To summarize, the overall strategy report the UWP website is a great resource and through our deductive research we've recognized areas of improvement that can greatly increase the user experience. In regards to our landscape analysis, the website is very minimalist in that it does not incorporate a lot of media and strictly uses content-based textual information. To increase the overall visual appeal of the website one can add relevant pictures of the University or even students involved in the program. This can encourage students to want to be involved and help the program in future retention. Next, the website can also add different headers specific to their intended audience; although the website does make use of specific headers in the navigational toolbar it might be helpful to reflect on the content hierarchy of the website in general as there are some pages that aren't fully completed. On the topic of updating, the website can also make efforts to regularly update the website with events and upcoming deadlines. An overlooked aspect that many other writing programs utilize is a spotlight, often found on the first page, that recognizes the accomplishments of the students, faculty, and alumni with the program. Finally, a few smaller additions include providing a more distinct social media tab instead of having widgets in the corner and also making the overall web design more modernized. The website does succeed in creating a professional tone however the UWP website should have an equal balance between friendly interactive content and professional content.

The content audit explored the UWP website and recognized improvements that can be made to the user interface, technical design, and content. The first suggestion was making sure that the website format remained consistent throughout the web pages to provide consistency throughout the website and lead to less distraction from the overall information. The next recommendation was to clearly outline the goals and the objectives of the UWP for students and faculty. Another suggestion is to warn users that they may be going to another website when they click on a header or to contain the information within the UWP website. After this, it is recommended to create short profiles about the faculty and graduate students in order to advertise their research or classes to users. The last recommendation is to incorporate relevant pictures throughout the website. This would include pictures of students, faculty, advisors, participation within UWP, or picture of campus.

Regarding what we collected from the interview process, we looked at the commonalities of the interviews, as well as the differences. We were able to collect diverse data by interviewing faculty who held different titles. From this, we were able to differentiate which resources catered to faculty, which ones catered to students, and the resources both user groups benefit from. From our interviewees, we concluded that a clean and organized website is most beneficial and user friendly. Our interviewees collectively acknowledged that the website does a great job at providing information and content. For improvements, a clear distinction between staff and faculty would be helpful when trying to find someone's information. A major improvement would be the accessibility of the website with accessibility readers. The site is based off Java which typically does not work with accessibility readers, whereas HTML would. Emphasizing on the homepage that the minor is called Professional Writing would bring more awareness to the minor and would appeal to students looking into specialty writing. Maintaining relevant and current content in UWP courses is crucial in promoting the minor as it sparks interest in a student who may not think of a UWP course as being relevant to their career path. The layout of the site would also improve accessibility, as appeal and aesthetic is undeniably important. Those tweaks of the website that seem minimal may in actuality be substantial as it may satisfy the current audience, as well as gain more users.

Conducting and reviewing surveys resulted in further evidence for our recommendations, as well as, additional suggestions. It is apparent that a majority of students are aware of the University Writing Program requirement, but are unaware of the minor or specific classes that are offered. Surprisingly, there were very few people who stated that they heard about the University Writing Program through an advisor. We recommend encouraging advisors and professors to mention the program and classes to students. Specifically, people commented that the front page of the website should better display information and the location of resources. There was also a large percentage of people that mentioned that the layout of the website could be modernized and more aesthetically pleasing. Mobile users also suggested an improved mobile site and scalability. People also noted that it would be beneficial to have access to course descriptions and schedules.

Conclusion

Overall, our team has concluded that the UWP website, as it is, remains sustainable. Based on the content, the website succeeds in providing equal access of information to both faculty and students. The homepage and navigation header provide a plethora of sub-pages and resources that explore the many dimensions of the professional writing program. However, although the website provides useful content to both student and faculty users, there is still room for improvement. This research project has shown us that the website can benefit from technical improvements that would also benefit the user experience.

Appendix Table of Contents

	UPenn	BYU	UCSB	George Washington	Syracuse	U of Florida	Bowling Green State Univeristy	Michigan State University	University of San Francisco	Appalachian State University
Writing Program Website	goo.gl/FcCyeQ	goo.gl/A3w4qc	goo.gl/GnAuxR	goo.gl/LZ3FDZ	goo.gl/6HJxuZ	goo.gl/q1PVh6	goo.gl/MXUos7	goo.gl/xqhGPZ	goo.gl/uBzzHe	goo.gl/aKYQvV
DESIGN										
Does it have an intersting logo? Relevant banner for the website? Does it have any sort of indiciation of graphic design being used?	Yes, it is catchy because it is familiar since it is the UPenn logo.	Yes, simple and clean logo/banner.	Logo has element of graphic design, interesting.	Simple initial logo.	No real banner it is just the school name.	The logo is just the school logo. The banner seems relevant. Very close to what the Davis website has.	The logo is just the acronym and the banner is very simple. Seems professional.	Yes, it has a nice logo/banner which is clean and well designed.	When i googled USF Writing depatment it took me to a list of undergrad majors. I dont think there is a webiste for this. Just faculty and major info for writing. The website might just be the major.	The logo is just the school logo, and it is not on the website. Just shows up in the tab for the window. However, they do have some catchy slogans based off of the name of their writing program (Writing Across the Curriculum, aka WAC), e.g. "That's WAC!"
Is it designed well? Are there colors being used, relevant photos, is there less white space, is the text proficient and not distracting?	It is pretty organized but there are almost too many tabs and boxes to choose from.	A lot of white space but overall cohesive with the design theme. Photo of the department building. No distracting text.	White background, color in the logo, as well as some text. The home page slide show is distracting.	Page is overall white. Not too much text but also not enough images. Not the best balance of images and text.	Lots of pictures of people which is a bit overwhelming, but otherwise the layout is good.	There are three photos on the website. One showing students smiling together, another shwoing a tutor with a student and the last photo shows an even being advertised. The test is proficient and the colors are fine. The website isn't very engaging though. Kind of blah.	It is designed well, although the color is very neon they at least make efforts to make it look clean and straight to the point.	Yes, it is designed well. Different shades of green are used over a photo of what seems to be one of the writing related buildings. The text is in boxes and frames a portion of the picture and is not distracting.	The website page for the major is well laid out and informative if you're applying but there is no dpeatment website.	They make nice use of graphics, including a faculty photo and some informational graphics. There are colorful grids instead of hyperlinks that make the site easier to navigate and more visually appealing. However, it's too colorful and runs the risk of looking a little distracting compared to the small, black font that they cram between the pictures.
Is there a side-bar "Spotlight" option? Aka is there a "meet the faculty spotlight" or "come to our event this week" or "Student Opinion" anything sort of event that updates itself regularly?	There is a "College Events" section.	There is a "News & Events" spotlight, but no events currently.	The slide show acts as a "spotlight" but there is a recent news section, as well as news & events link.	There is a side-bar of news But they're not regulary updated. At the top main header contains a slideshow of updates and news but may not be recent. The whole page seems a bit outdated. Ex: Summer 2017 courses catalog, news from 2016.. etc.	There is an events section.	There is an upcoming events section. There are no pictures and it blends in with the website. There are no spotlight, meet the faculty or anything like that. The website seems very geared to the students.	There is a sidebar that has all the option to the website (sort of the top navigation headbar seen on websites).	There is a featured stories section on the left 2/3 of the page as well as a twitter feed on the right 1/3. There is also an event spotlight near the bottom of the page.	Yes.	Their sidebar includes a Contact Us section, Program links, and links for other resources. This is a thorough side section, but may provide repetitive information if we look through the other pages on the site.
Is the layout appealing and modern, or does it appear to be outdated?	It is a bit boring and does not seem very modern.	Layout is appealing, simple, cohesive and easy for the eye to follow.	The layout is odd, it seems like it tried to be modern but still looks outdated.	Not too appealing.	Yes it is modern with items that are well laid out.	The layout is appealing.	It's modern and very clean.	The layout has a modern feel and is appealing.	N/A	It is a little outdated.
Are there animations being used? (for example with the header/navigation toolbar at the top of most wesbites do you have to click on the link themselves or do they have a sub-menu when you hover over the text)	Yes there is a sub-menu.	You must click on links.	No sub-menu, must click on the links.	Yes there are sub-menus which are great!	Yes there are drop down menus.	Yes there are drop downs in the toolbar for each heading.	Yes there are drop down menus.	It does have sub menus that pop up when you hover over the objects in its toolbar.	N/A	There are no animations other than the headers in the toolbar being highlighted when you hover over them.
UX (user-interface) / Technical										
Is it easy to navigate from page to page? Are the headers clear and sub-headers precise?	There are a lot of dropdown boxes that appear to be links to different pages, so they are a bit misleading.	All headers and sub headers are precise, but going page to page can be overwhelming, as it the links take you to pages that feel like a site within a site.	Headers are clear and navigation is simple.	Yes, headers and sub-headers stay whichever page is gone to so that clicking back is not required.	Yes, there are a lot of various websites under headers that are easy to find.	Yes it is easy to navigate. Everything seems very clear.	Yes it's easy to navigate.	Yes, everything is very clear.	Yes.	Yes, it is easy to navigate.
Is there a search option? Does it actually work or are the results too obscure?	Yes, but it is for the College of Arts and Sciences not just the writing program.	No search option.	Yes, decent results.	Yes. It also helps that you can choose more recent results or all results but gives results for the whole university site and not just within the writing program.	Yes and it is specific to the writing program.	Yes there is a search option specific to the writing department.	Yes it's at the top right and very specific to the department.	Yes there is and it seems decent enough.	N/A	Yes, there is a clear search option.

Question										
Does it work and load properly on different computers, browsers, or mobile interfaces? Does it scale correctly if you change the window size?	It seems to be pretty good with scaling.	It scales down correctly, opens in other browsers and has a user friendly mobile interface.	Mobile looked fine, except the bottom got distorted. Same happens on the desktop when scaled down.	On mobile, you have everything displayed as one single column.	Yes.	Yes.	Yes.	It scales very well. it adjust itself in a way so that scrolling side to side is not required. Menu also adjust itself too from a bar across the top to a pop up menu with the same options.	N/A	It does load properly. They might have made the desktop in such a way that it would accomodate with mobile as well, so the website doesn't have to rescale.
Is the information straight to the point? (No giant walls of text, disorganized langauge, confusing word choices, "academic" language)	Yes but it does not appear very detailed and lacks information.	Information can be more resourceful and to the point.	Straight to the point.	Very nice.	Yes it is concise.	Yes.	Yes.	It is straight and to the point.	Yes.	Yes.
Is the wesbite finished? Do the links work? Are there dead-end pages/pages with no information at all? Does the logo link to the home page?	Yes the links work and the logo does link to the home page.	Website finished & links work, yes logo links.	Finished, all links work. yes, logo links to home page.	Yes.	Yes and the logo goes to the main page.	Yes all the links work and take you to the expected page.	Yes (but it's very short).	Yes everything works and the logo links to the home page	N/A	Yes, the links do work. They might even want to condense or cut down the amount of links that they have.
Do they have images, vidoes, and or music that plays back correctly?	No images or videos.	There are images on each link under the heather.	Home page has slide slow of images and text.	Images.	Yes, a lot of images.	There really are no pictures or videos besides the three pictures on the font page. No audio.	Yes even cool animation/videos that play in the background at the bottom and on the sides.	There are images and videos thoughout the site	N/A	Yes.
Do they have an address to the univesrity listed anywhere? Is there a number as well? And is there a copyright date	Yes the address is listed but no copyright information.	Building location contact number and copyright.	Mailing address, office location, phone, and copyright date.	All contacts and external media sites (Twitter, Facebook) and copyright listed at the very bottom of the page. The "Contact us" link is very odd. It leads to a blank web page with the email address at the address bar. However, aside from the "contact us" link at the very bottom of the page, there is an email us icon/ link at the center of the page to email the University writing page directly.	Yes, there is an address and a copyright date and a phone number.	Yes there is an address to the writing department, copyright date, and the data last updated for the website. There is contact info also.	Yes it's at the bottom.	There is an address and phone number listed and if there is a copyright date it was not easily found.	N/A	Yes, there is an address and contat information for the writing department in the side bar that appears on every page.
CONTENT										
Do they frequently update (with events on a calender, or update the pages with current information)	Calendar is updated but no apparent social media links.	No events updated.	Calender and news updated.	No.	Yes.	It appears so. They only have facebook though but youd have to go to the webiste to find events going on.	Yes they updated earlier this year.	It seems like they keep things up to date with their twitter feed on the home page.	N/A	Yes, they just updated for Fall 2017. It seems like they just update the calendar once per quarter.
Do they use social media? Do they have a sidebar for current social networing events? Do they use twitter/instagram/facebook/linkedin/etc., and are their social media pages updated regularly?	No, but there is a facebook for UPenn.	No social media, Newsletters have not been updated since 2013.	Twitter and facebook, both up to date as of nov 16.	Facebook links to the general university Facebook page with recent updates. GW also has a Twitter page but for the overall unversity... with recent updates.	Yes, twitter and linkedin.	Just facebook. Right next to the search engine.	No, there's no icons that show they even use social media. It might be hidden somewhere on the side tabs?	They do use social media. There is a tab that has facebook and twitter. There is also a twitter feed on their home page.	Yes twitter and facebook.	It doesn't look like they do.
Is there a FAQ page? Are the questions relevant and if not are there ways to ask questions embedded on the website?	Cannot find one.	No FAQ, but there is a place to submit Q's.	No FAQ.	Not one easily found on the main program page.	No, or not one that's easily found.	No there is not. It seems that the headings in the toolbar can easily answer questions once clicked.	No.	No.	Yes.	They do not -- this would be helpful for them to add.
Do they have an "About Us" that describes the purpose of the website?	No.	The Home page acts as an "About Us".	No, the homepage serves this purpose to an extent.	The "About Us" is a sub menu containing links to faculty, writing requirements, new archive.. The purpose of the site is more explained under the "Welcome" heading in the main writing program page.	Yes.	No but the headings on the main page would cover this if you wanted to know specific info.	Yes but it's in the sub-menu navigation bar at the top	They do have an about page which is more about the department instead fo the website.	N/A	Their About page is their home page, but the text is not very clearly visible. The text is small and kind of crammed between very large photos.

Is there a "Quick Links" section for things students tend to go to the site for like courses, faculty info, office hours, etc.	No.	No.	Yes.	There is a "Quick Links" towards the end of the page.. but doesn't seem like they cater too much to students.	Yes but it was not that easy to find.	Yes there is a for students tab.	No.	There is not a quick links area but their menu and sub menu section breaks everthing up enough that a quick links section would be redundant.	N/A	Yes, there is a program links section, but it seems to just be about more information about sub-programs within the writing department.
Is all the content on the website necessary? Or are there some pages which might not be in the right place or are "extra" information that detract from the website?	There is not enough infomation, more could be added.	Maybe the English department link? And the teaching in writing.	All neccessary.	May or may not.	Yes it seems pretty good.	Yes it is very organized and concise.	Yes but i feel it's lacking certain resources.	Everything on the website seems necessary enough. There is nothing that jumps out as out of place.	N/A	Yes, but they can find better ways to condense the information. For example, they have a lot of reports for student survey data collected throughout the years starting from 2011, and post each year's individual report as a link on a page. Instead, they could maybe create graphs that summarize the program's growth throughout the years.
MAJOR RESOURCES										
Do they have a page with a list for the UWP Staff? (Faculty, Administration, Staff, etc)	No but, this program seems to just be a minor.	Yes.	Yes, even retired faculty.	Yes.	Yes.	Yes.	Yes but literally only two contacts on the creative writing page.	Yes.	Yes.	Yes, the entire About page is dedicated to faculty and administration
do they have a page for getting help (writing resources)? Is it an actual resource like handouts made by the university or are they links to other websites to help with writing?	Yes, one link.	Yes but links do not work. Not updated. Link to the Writing Center.	No.	They have a page of resources to go seek for help, not exactly help on the spot.	Yes.	Yes.	No.	No.	No.	Yes.
do they have a page talking about the requirements (major/minor) for the writing program?	No.	No, only first year writing & advanced writing information.	Minor, yes. Major not offered.	No, it doesn't seem like it's a major here.	Yes.	Yes.	Yes there's a link to apply.	Yes.	Yes.	Yes.
do they have course information about current writing classes for the academic year? Do they	No.	No.	Link to it, but not updated.	Yes and its up to date.	Yes.	Yes.	No.	They have descriptions and even videos for some classes.	Yes this is the program detail tab.	No.
Do they have a page about career opportunities (internships, jobs, networking, etc)	Yes they have a section called "After Graduation".	"The Writing Fellows Program".	No.	Yes.	No.	Yes.	Yes, abroad internship.	Yes.	No.	No.
(Plusses/Deltas) Please comment about things about the website you liked and therefore things you might want to add to the Davis UWP site likewise also mention maybe things that aren't so good	It lacks clarity and purpose. Does not provide a clear understanding of the program or what they offer	The website appears simple and updated but there are a few things that are not up to date. It lacks substance and resources.	This site has a lot of potential. They seem to care about their program and are up to date on news and events. More info about courses would be great.	Looking through this site, it's very much like the UWP program in Davis; nothing too special.	Some of the photos were kind of creepy but the layout is good.	Its a very basic website but provided all information needed for students and faculty. Its not interactive to outside people which makes sense since they are catering to the sudtents and people who work for UF. It would be cool if they made the website a little bit more interactive.	This site was very clear-cut and straight to the point which is great! They may need to develop the site more in terms of actually providing resources because it looks more like a wikipedia summary of what the major is.	The overall design of the website is great. It is well designed and made. One of the things that would be an important addition to the Davis UWP page is the scalability of the website. The Davis UWP site is horrible in its mobile version which is probably where it is most often accesed from.	The website is the page for the major with a sidebar that gives more info for the department. No acutal website.	The website is pretty overwhelming. It is extremely informative, which is a great thing, but they need a better way to organize and condense their information. Something that they did well though, is their usage of photos and graphics. A lot of the pages on UC Davis' UWP site is just large blocks of text, so it could definitely utilize some more photos or graphics to break things up a bit.

	Subsection	Navigation Title	Page name	URL	Comments	Content Hierarchy	Content Type	Description	Topics/tags/categ	Last Updated	Attached Files
Home	Home Page	/	UWP: Univerity Writing Program	http://writing.ucdavis.edu/	Pretty simple and straight to the point; links are provided and events are posted. My only issue is the design/layout of the page and lack of updating (as it's nearly the end of the month and an event they're encouraging is NOV 2). On top of that I feel a home page should have some sort of introduction or at least text body somewhere.	top header > UWP logo, search bar, campus map, UC Davis home, Log in navigation toolbar > About, Academics, People, Publications, Programs and Services content (hyperlinked images) > view all news and event features, Study Abroad Spotlight : UWP in Australia Quick Links > Upper Division Compisition Exam, Class Schedulse, Offie Hours, Writing Minor, Make a Gift to the UWP	front page which only acts as a way of reaching quick links or curent events and UWP updates.	front page with navigation bar, white space. quick links, navigation headers, etc.	home page just includes general navigational options. events. and quickInks	last updated event is november 2	none
About	About		About	http://writing.ucdavis.edu/about	Inconsistent spacing between lines, bullets are not indented so it's not as aethetically pleasing or easy to read, includes embedded hyperlinks to other pages on the UWP site. Not sure if the words for the embedded links are the best descriptions of what is included on the linked pages (Some links force you to click on a second link to get to the information that you actually want).	Home > About	Basic page with descriptions and bullet points	Describes the goals and purpose of UWP at UC Davis, how the university is working to achieve research, teaching, and service goals.	About, University Writing Program, UWP, UC Davis		
	Contact Info/Directions		Contact Information/Directions	http://writing.ucdavis.edu/about/contact-informationdirections	I don't think the table looks good with the page. I think they can just provide a map directly on the page instead of providing links to the map (although it may be helpful that the map is interactive). Map and parking information are good.		Table and Text	Provides contact information (phone, email, hours) and instructions for Voorhies Hall and how to get there, where visitors should park	Contact Information, Directions, University Writing Program, UWP, Map, Voorhies Hall		
	Position Announcements		Position Announcements	http://writing.ucdavis.edu/about/position-announcements	This page just provides links to other pages -- should be a way to improve this. There is only one link on the page currently, and it is outdated (job description says that applications are being accepted until June 2017).	//	List of links	Links to job openings in the UWP department	//	Outdated	
	Program History		Program History	http://writing.ucdavis.edu/about/program-history	Some students may be interested in the history of the UWP program, but I think perhaps it could be condensed because it is a little long. Or, perhaps they can add headers for different sections of the program's development in order to break up the text a bit.		Basic page, lots of paragraphs	Provides background about the program's history and how the program has developed to reach its goals throughout the years			
	Document Hierarchy		Program History Document Archive	http://writing.ucdavis.edu/about/program-history-document-archive	I'm not sure how relevant this page is to students, or if anyone would be interested to read through all of these links. Perhaps it can be removed from the website altogether. the webpage should have a purpose bc it seems unclear and random		List of links that take you to pages external to UWP				
	University Writing Requirements (by college)		University Writing Requirements (by college)	http://writing.ucdavis.edu/about/university-writing-requirements-college	I think this page is really useful and is organized well enough, but in my experience a lot of people have found it confusing to understand writing requirements they need to meet, for both their colleges are their majors.		Basic page with appropriate headers and descriptions of different requirements	Breaks down the University Writing Requirements by college. Contains information about lower/upper division writing requirements and composition exam.			
Academics	Course Schedule		Course Schedule	http://writing.ucdavis.edu/academics/course-schedules	Well organized by making the schedules links instead of cluttering the page.	Home > Academics > Course Schedule	gives class schedules	links for pdfs to schedules of classes offered for each quarter of the current school year	n/a	does not say; copy right is 2017	
	Course Description		Course Description	http://writing.ucdavis.edu/academics/course-descriptions	Well laid out. create drop downs instead of having to click through webpages. Have additional dropdown. Model the dropdown after the other website but then include the exisitng tabs under the relevant dropdown	Home > Academics > Course Description	Gives links to other course descriptions.	Links to other course descriptions - English as a Second language, Lower div Requirements, Rhetoric Grammar and Style, Upper div req, Professional Writing and Internships, and Graduate courses	n/a	Copyright is 2017	
	Internships		Internships	http://writing.ucdavis.edu/academics/internships	I thought this page was very well laid out and easy to understand. You did not have to search for anything since the contact info and additional links were already provided.	Home > Academics > Internships	Information about Internship opportunities in paragraph/list form.	Clearly defines what an internship is and the deadlines for internships through UWP. It also lists the different ways to have an internship through the program by taking different classes or through a separate employer (not affiliated with UWP). It gives a in depth description of each opportunity. Also it refers students to the ICC and gives contact information to different people. Seems very informative for students.	ICC contact information, other people in charge of internship programs contact into.	Copyright is 2017	
	Student Learning Objectives		Student Learning Objectives	http://writing.ucdavis.edu/academics/student-learning-objectives	should be reorganized into the new drop downs	Home > Academics > Student Learning Objectives	Gives the learning objectives that it aims to teach students.	gives an overall description of the program, why there are objectives and then the objectives in list form for lower division and upper division courses adn the minor.	Links to objectives by course.	Copyright is 2017	
	Writing Minor		Writing Minor	http://writing.ucdavis.edu/academics/professional-writing-minor	Recommned to include more pictures of students with the minor and the benefits of it.	Home > Academics > Writing Minor	Outlines the writing minor offered by UWP.	gives a summary of the writing minor and why it can be valuable to students. it also lists the benefits. the page advertises that you can study abroad with a writing minor and to join the facebook group. it would be better to show more pictures of the benefits rather than just using words.	Requirements, Internship in Writing, Request for Approbal fo rAcademic Credit, FAQ, Office Hours and Contact Info, Facebook group	Copyright is 2017	
	Writing, Rhetoric, and Composition Studies		Writing, Rhetoric, and Composition Studies	http://wracs.ucdavis.edu/academics/course-requirements	it never defines exactly what an emphaisis for WRAC is, like is it the minor? Other than that it seems to be well organized.	Home > Academics > Writing, Rhetoric and composition Studies	Gives the course requirements for the emphasis in WRACS.	Gives brief summary and then list of courses that a student can choose from with links of the courses that can provide greater detail.	Course Requirements, Exams and Dissertations, links to each course	Copyright is 2017	
People	Directory		Directory	http://writing.ucdavis.edu/people/directory	The grey text blends into the background a little bit. It is hard to read their names. I like how their name is linked to their profile	Home > People > Directory	Table	List of names that are linked to their profiles	Faculty, Emeriti Faculty, Graduate Students, Staff, Writing Minor Peer Advisor	Copyright is 2017	
	Faculty		Faculty	http://writing.ucdavis.edu/people/directory/faculty	Might be useful to have a hyperlink alphabet at the top so users do not have to scroll all the way to the bottom. It is helpful that the table rows alternate between grey and white. I also like the images of the professor. Should include profile and areas of study for each professor	Home > People > Faculty	Table	Provides the name, title, email, office, office hours) and phone number for each faculty member along with a photograph of him or him.	Office hours, Office, Location, Photo, Phone number, Name, Email	Copyright is 2017	
	Faculty Administrators		Faculty Administrators	http://writing.ucdavis.edu/people/directory/faculty-admins	Ken Andersen should also have a bold and centered title above his box. Again, I like the images and the layout.	Home > People > Faculty Administrators	Table	Breakdown of the faculty administrators into departments and then provides information (name, email, office hours, office and phone number).	Administrators, Office Hours, Location, Phone number, Name, Image, and Title	Copyright is 2017	
	Graduate Student Instructors		Graduate Student Instructors/TAs	http://writing.ucdavis.edu/people/directory/gradstudents	Might be useful to list who they are a TA for or what they are pursuing in their graduate studies.	Home > People > Graduate Student Instructors	Table	List of Graduate Students and their images, name, email, office and office hours.	TA, Graduate Students, Office hours, Office, Phone number, Name, Email	Copyright is 2017	
	PhD Students		Students	http://wracs.ucdavis.edu/people/students	Brings you to another page and you cannot get back to the previous page unless you hit the back button. Layout for Diana is kind of off because there is a box around her information below. Some names are not hyperlinked to the information below. Why isnt it in the same format as the other pages but the profiles are nice	Home > People > PhD Students	List of names and information	Provides a detailed list of names, program start, email address, home department, research interests, education, teaching experience, and why they chose the program	Current students, alumni, email, research interests, teaching experience, and home department	Copyright is 2017	
	Staff		Staff	http://writing.ucdavis.edu/people/directory/staff	Sometimes there is a list of the office number without the name of the building	Home > People > Staff	Table	Provides name, email, title, office, office hours, and phone number of the staff	Staff, email, office, title, office hours	Copyright is 2017	
	Committees List		University Writing Program Committees 2015-2016	http://writing.ucdavis.edu/sites/writing.ucdavis.edu/files/sitewide/UWPCOMMITTEES2015-16-1.pdf	The page turns into a pdf that appears to be outdated	Home > People > Committees List	List	PDF that lists the committees and their members	Committees, program committee, personnel, peer evaluation, professional writing, minor, major, cirriculum, assesment, pulic relations, publications, course evaluations	Not stated but the list is for 2015-2016	
	Office Hours		Office Hours	http://writing.ucdavis.edu/people/office-hours	It is helpful that the names are bolded maybe this should be included in the professor profiles	Home > People > Office Hours	Table	Provides name, email, link to bio, office, phone number and office hours	Name, email, office, office hours, phone number	Copyright is 2017	
Publications	Prized Writing	Prized Writing	About | Prized Writing	http://prizedwriting.ucdavis.edu/	very nice graphic! Link leads to more subheadings regarding Prized Writing (contest rules, archive, where are they now, history) the info should be on the UWP website...not take us to another website		About page	Introduces *Prized Writing*, and provides contact information for more details and submission details	About, name, email	2017	None attached, but a video is embedded

	Subsection	Navigation Title	Page name	URL	Comments	Content Hierarchy	Content Type	Description	Topics/tags/categ	Last Updated	Attached Files
	Writing on the Edge (WOE)	Writing on the Edge (WOE)	About | woejournal.ucdavis.edu	http://woejournal.ucdavis.edu/	like prized writing, it leads to more subheading links regarding WOE. "For Subscribers" "For Contributors" "Editors" "Editorial Board"		About page	Introduces WOE and its purpose. (WOE is a journal of writing teachings.)	About	2017	None
	Recent Publications by Faculty	Recent Publications by Faculty	Recent Publications by Faculty	http://writing.ucdavis.edu/publications/recent-publications-faculty	None done. "Coming Soon" Side bar includes other publicaiton links		None	coming soon.	none	2017	none
	Readings about Writing	Readings About Writing	Readings about Writing | FYC Journal	http://fycjournal.ucdavis.edu/	Looks like a PDF but it's another ucdavis.edu site. A journal of students work!		Journal/ showcase	About the journal. Includes a search bar and archive side bar on the right	About	2016	none but links to students work in the past
Program and Services	Area 3 Writing Project	Area 3 Writing Project	Area 3 Writing Project	goo.gl/goQNW9	Email list available, future dates listed up until March. Links for writing projects listed as well that lead to other pages. The design of the page should be better and more professional		Professional development network for California teachers and admin	The Area 3 Writing Project (A3WP) is a professional development network for California teachers and administrators. A3WP uses a teachers-teaching-teachers model to share the successful practices of those educators who effectively teach writing at all grade levels.	About A3WP	2017	Links to A3WP rescourses
	Entry Level Writing	Entry Level Writing	The Entry level writing requirement	goo.gl/aH3Nv9	List of writing requirements which determine which ENL class you will be in. Includes AP and IB, as well as the placement exam. Informationis good but takes to another webpage		Information regarding the writing requirements.	The University of California requires every undergraduate student to demonstrate college-level proficiency in English composition by satisfying the Entry Level Writing Requirement (ELWR). Satisfaction of the ELWR is a prerequisite to all other undergraduate courses in English.	About entrance exam(s) and requirements	copyright 2017	Some links leading to rescourses regarding the placement exam
	Quarter/Summer Abroad	Quarter/Summer Abroad	Quarter/Summer Abroad	goo.gl/4YYwGd	Outdated information a studying abroad. Must click on links in order to get to updated pages. Super boring should show lots of pics		Information regarding study abroad from 2016	Study abroad	Study abroad--page is outdated, but links are not	2016--but links updated 2018	
	Graduate Writing Consulations	Graduate Writing Consultations	Graduate Writing Consultations	goo.gl/WTcSDZ	Has a FAQ and link to making an appointment for writing consultaion, which links to a different section of the site under writing across the curriculum.	home/ programs & services/ graduate writing consultations	information regarding graduate writing consultations	Describes what goes on during an appointment and what to bring	FAQ,	copyright 2017	
	Upper Divisision Composition exam Info	Upper Divisision Composition exam Info	Upper Divisision Composition exam Info	goo.gl/mk2514	Contains info about the upper division composition exam along with time of when to take it, where, how to register or cancel, what to bring to the exam, how to prepare, accommodation that can be made, how it is scored and how the results are given	home/ programs & services/ upper division composition exam (UDCE) imformation	text and list containing info about the exam	Describes everything that one would need to know about scheduling and taking the upper division composition exam		copyright 2017	
	Writing Across the Curriculum	Writing Across the Curriculum (Workshops and Instructor Training)	Writing Across the Curriculum (Workshops and Instructor Training)	goo.gl/RpQkx8	the dropdown menu and the side menu do not match and it seems like random pages were added under this tab for lack of a better place to put them	home/ programs & sercices/ writing across the curriculum (workshops and instructor training)	a title with plain text followed by links	describes the WAC program and its purpose		copyright 2017	
	Writing Ambassadors Program	Writing Ambassadors	Writing Ambassadors	goo.gl/jpHpZd	Doesn't seem to have a clear connection to the uwp site, it seems more like link to an external site. The info contained within seems adequate but the formating and appearance could be improved	is a link to a different site but has is own sub menus	text with a photo detailing the program	has info about the program and a link to an application to apply to it	about/photo gallery, about/program history, about/testimonials, interns/writing ambassador application, intersted k-12 host teachers	copyright 2017	

Home
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