

# Faculty and School content on victoria.ac.nz

## Audience: Future students, influencers

Recruitment information should be discoverable by topic/discipline, not by organisational structure.

Subjects	Programmes and courses	Research
<p>Purpose: recruitment RICH, FRESH, INSPIRATIONAL</p> <p>Regular review. Professional maintenance informed by close relationships with Faculties and Schools. A subject area might be 'owned' by one or two schools/faculties</p>	<p>Purpose: recruitment CLEAR PATHWAYS TO ENROLMENT</p> <p>Demonstrates easily understandable pathways. Shows some flexible options. Quarterly review.</p>	<p>Purpose: recruitment RESEARCH CULTURE</p> <p>Enable students to get a feel for the research culture of the area of study they are interested in.</p>

## Audience: Current students

Time-sensitive communication with current student should mainly happen via other channels

Current students	Programmes and courses
<p>Purpose: service delivery ALL IN ONE PLACE</p> <p>We can put faculty specific info on more central pages if need be. Pages where each faculty's info/thing (eg student advisors) is different can have filtering options.</p>	<p>Purpose: retention &amp; service delivery CLEAR PATHWAYS</p> <p>Demonstrates easily understandable pathways</p>

## Audience: Industry/Government/Community

Research	Industry & community*
<p>Purpose: Engage IMPRESS</p> <p>Enable people to find out about our research into areas they are interested in.</p>	<p>Purpose: Engage WORK WITH US</p> <p>Explicitly state opportunities to work with us. Show off our established partnerships.</p>

## Audience: Victoria staff

Staff hub
<p>Purpose: Service delivery ALL IN ONE PLACE</p> <p>Largely, information that staff use will be contained elsewhere. But if there's more, it should go in Staff hub. If we need to create small faculty areas, so be it.</p>

## Staff

Profiles should centrally housed, linked where relevant (news, Ask a Researcher..., events). We should have the means of pre-filtering content for use in certain areas. Needs good tagging.

## News

Create once, publish selectively. Centrally housed. News items should be surfaced/promoted where relevant. News feeds in some areas should be professionally curated. Needs good tagging.

## Events

Events should centrally housed, linked where relevant (social media, newsletters). These should be mainly promoted through targeted channels. Needs good tagging.

## About us

Purpose: People, place in Victoria

Most content should be dynamically pulled from central repositories through filtered widgets – eg. staff, events, news.

They should be able to curate events and news. Suggest an embedded Facebook feed for promoting timely stuff.

## Faculty content

Marketing blurb. A punchy, non-audience specific paragraph about what is truly special and distinct about this faculty. Not a welcome.

Contact block for faculty office. Location, contact details, opening hours.

Programmes and courses  
(link to filtered content)

Our staff  
(link to filtered content)

Research, news and events  
(link to filtered content)

## School content

Marketing blurb. A punchy, non-audience specific paragraph about what is truly special and distinct about this school. Not a welcome.

Contact block for school office. Location, contact details, opening hours.

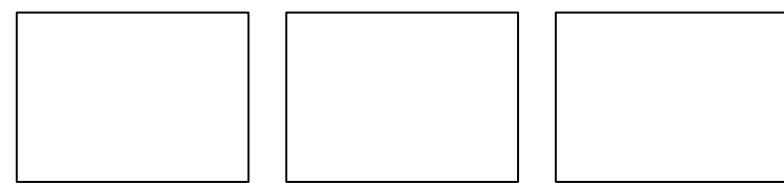
Our staff  
(link to filtered content)

Research, news and events  
(link to filtered content)

Embedded Facebook feed. This is the place to promote timely things. Alternately, some promotional tiles.



Associated schools



Message from the Dean. If necessary.

Mission, values, history. If necessary.

Philosophy:

**TAG ALL THE THINGS!**

