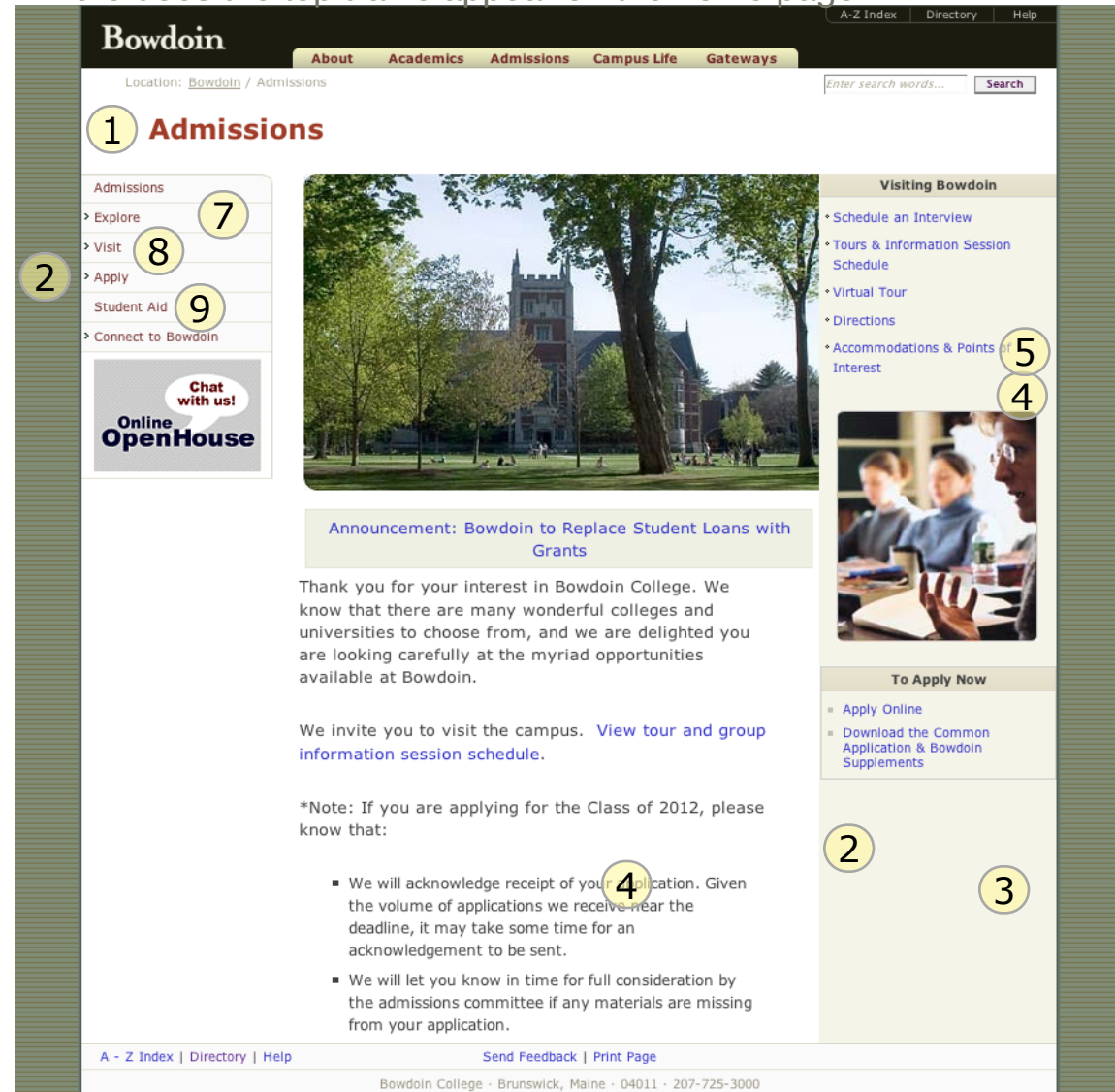


Admissions Overview

Design concept

Where does the top traffic appear on the home page?



6 ? Application Deadlines

The goals of the Admissions site redesign is to raise the profile of the most actively visited and sought after content on the Admissions web site; and, to create task based areas for applicants to easily perform actions related to admission (schedule interview, check app status, etc...).

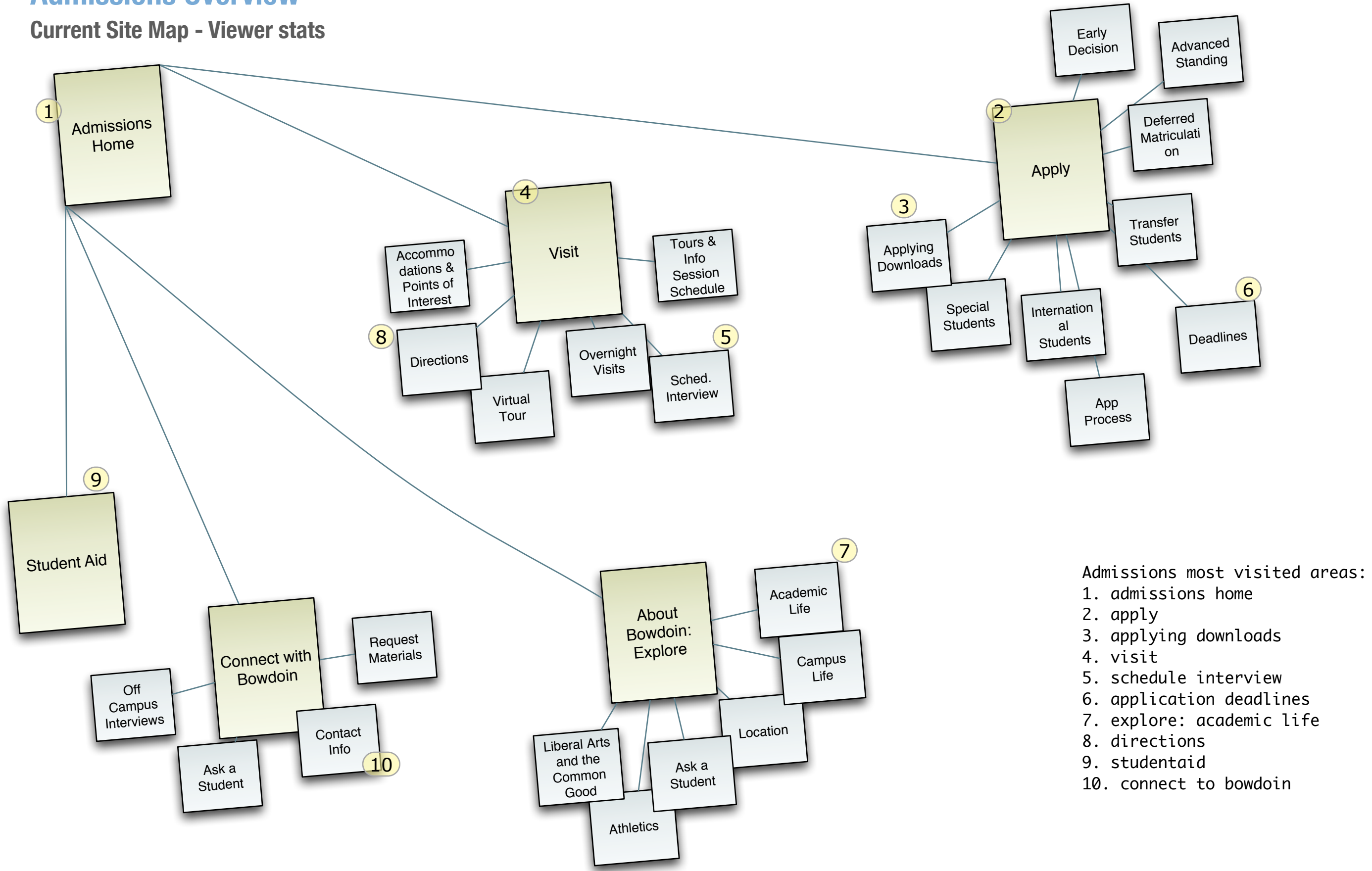
The top visited content (Aug 2007 - Feb 2008):

1. Admissions home
2. Apply (<http://www.bowdoin.edu/admissions/apply/index.shtml>)
This makes sense, the label is an **action word** which the visitor wants to perform. The resulting page however...
3. Applying: Bowdoin Supplements (<http://www.bowdoin.edu/admissions/apply/applyingdownloads.shtml>)
4. Visit (another **action word**) Schedule of Campus Tours and Information Sessions (<http://www.bowdoin.edu/admissions/visit/index.shtml>)
5. Schedule an Interview (<http://www.bowdoin.edu/admissions/visit/interviewing.shtml>)
This is MIA on the home page.
6. Application Deadlines (<http://www.bowdoin.edu/admissions/apply/application-deadlines.shtml>)
This is MIA on the home page.
7. Explore - Academic Life (<http://www.bowdoin.edu/admissions/explore/academiclife.shtml>)
8. Visit - Directions (<http://www.bowdoin.edu/admissions/visit/directions.shtml>)
This content is shared with the Bowdoin site page under About.
9. Student Aid (<http://www.bowdoin.edu/admissions/studentaid/index.shtml>)
This page is actually the Student Aid home page.
10. Connect to Bowdoin (<http://www.bowdoin.edu/admissions/connect/index.shtml>)
Your contact page.

Related goals in other projects will raise the profile of Academics with new destination pages and re-design the About section to encompass the Explore material with updated content.

Admissions Overview

Current Site Map - Viewer stats

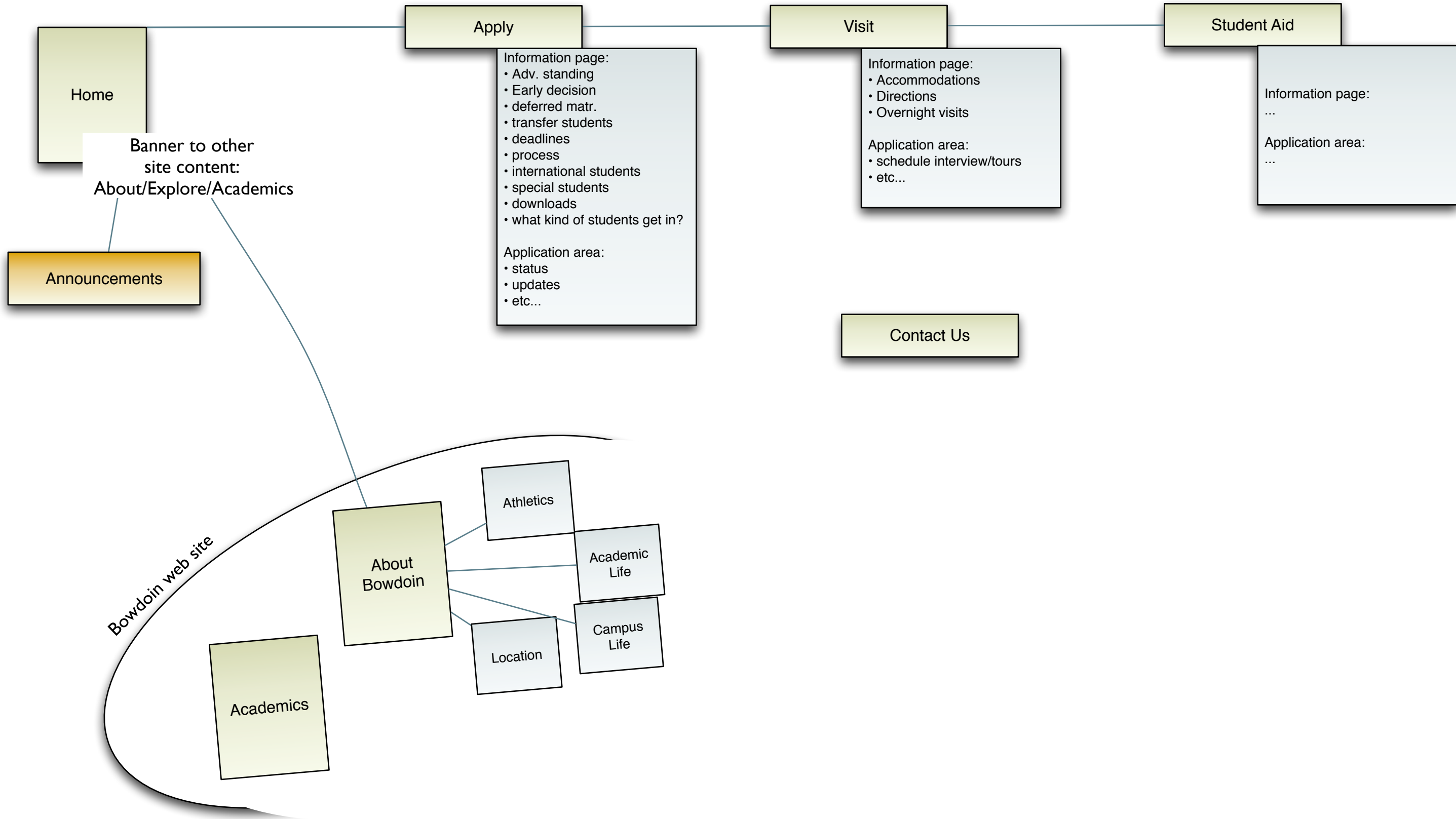


Admissions most visited areas:

1. admissions home
2. apply
3. applying downloads
4. visit
5. schedule interview
6. application deadlines
7. explore: academic life
8. directions
9. studentaid
10. connect to bowdoin

Admissions Overview

Possible Future Site Map



Admissions Overview

Landing Wireframe

Global Site Utilities

Bowdoin

Location: Bowdoin / Alumni

Global Site Menu

Search

Admissions

Academics

Academics

Academics

Student/Campus Life

[Get Information](#)

[The Campus Visit](#)

[Apply](#)

Admissions Office
Bowdoin College
5000 College Station
Brunswick, ME 04011-8441
Phone: (207) 725-3100
Fax: (207) 725-3101
E-mail:
admissions@bowdoin.edu

[Staff Information](#)

Lorem ipsum dolor sit amet consectetur nonummy lorenzino. Interdum volgus videt, est ubi peccat. Si veteres ita miratur laudatque poetas, ut nihil anteferat, nihil illis comparet, errat. Si quaedam nimis antique, si peraque dure dicere credit eos. [more »](#)

Student Profile Badge
Alumni too?

* *Incoming class profile* is a different consideration

Schedule an Interview

- Sub-tasks or link
- Sub-task linky

Other news/announcement?

[Bowdoin to Replace Student Loans with Grants](#)

Some Feature Block

Some Feature Block

Global Footer

NOTES

An aside for global thinking, is there potential to reflect these areas:

- Prospects (admissions)
- Applied (also admissions)
- Admitted (orientation site)
- Enrolled (student affairs-reslife)

The main site links -- in progress w/re to behavior.

Seasonal messages across the landing page to reflect the different periods of the process.

Could be automated via CMS to automatically publish/expire blocks

Admissions Overview

Landing Design 1

Bowdoin [About](#) [Academics](#) [Campus Life](#) [Admissions](#) [Gateway](#) [A-Z Index](#) [Directory](#) [Help](#) [Calendars](#)

Admissions


[Request Information](#) [Visit the Campus](#) [Apply](#) [Connect to Bowdoin Locally](#)

[Explore Academics](#) [Campus Life](#)

Schedule a Campus Visit Today


Lorem ipsum dolor sit amet consectetur nonummy lorenzino. Interdum volgus videt, est ubi peccat. Si veteres ita miratur laudatque poetas, ut nihil anteferat, nihil illis comparet, errat. Si quaedam nimis antique, si peraque dure dicere credit eos.

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Featured Student
**Ben Coquillet '08**
Major: English
Hometown: Cleveland Heights, Ohio
[Read More >](#)

Incoming Class Profile

Ask a Student
✉ Email a Bowdoin Student questions about the campus, professors, classes, food, life in Maine, etc...

Bowdoin College Tour


Announcement

Academic Opportunities

- [Study Away](#)
- [Independent Study](#)
- [Undergraduate Fellowships](#)
- [Summer Research](#)

Admissions FAQ

1. [Vero eros et accumsan et iusto?](#)
2. [Vero eros et accumsan et iusto?](#)
3. [Lectores legere me ilius quod mirum est notare quam littera?](#)

[More FAQ >](#)

[Related Sites: Student Aid](#)

NOTES

Admissions Overview

Landing Design 2

[A-Z Index](#) [Directory](#) [Help](#) [Calendars](#)

Bowdoin

[About](#) [Academics](#) [Campus Life](#) [Admissions](#) [Gateway](#)

Admissions


[Request Information](#) [Visit the Campus](#) [Apply](#) [Connect to Bowdoin Locally](#)

[Related Sites: Student Aid](#)


Schedule a Campus Visit Today

Lorem ipsum dolor sit amet consectetur nonummy lorenzino. Interdum volgus videt, est ubi peccat. Si veteres ita miratur laudatque poetas, ut nihil anteferat, nihil illis comparet, errat. Si quaedam nimis antique, si peraque dure dicere credit eos.

Explore Academics



Campus Life



Announcement

Academic Interests

- Study Away
- Independent Study
- Undergraduate

Admissions FAQ


- Vero eros et accumsan et lusto?
- Vero eros et accumsan et lusto?
- Lectores legere me lius quod mirum est notare quam littera?

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Bowdoin College Tour



NOTES

Bowdoin [About](#) [Academics](#) [Campus Life](#) [Admissions](#) [Gateway](#) [A-Z Index](#) [Directory](#) [Help](#)

Admissions

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[Related Sites: Student Aid](#)


Apply: Deadlines & Requirements

Euismod tincidunt ut laoreet dolore magna aliquam erat? Nulla facilisis at vero eros et accumsan et.

Materials	Description	Who Submits Form	Notes & Additional info.
Applications*, Supplements and Essays			
Common Application	4 page application for undergraduate admissions plus essay - required	all applicants	
Bowdoin Supplement	an additional essay - required	all applicants	Please see the Bowdoin Supplement for a list of essay topics
School Reports*			
Common Application School Report	advisor's estimate of candidate's character and accomplishments	all applicants	to be submitted by your guidance counselor
Secondary School Record		all applicants	to be submitted by your guidance counselor
Common Application Supplement Mid-Year School Report OR Official School Transcript at Mid-Year Ranking Period	report of mid-year grades and performance	all applicants	When mid-year grades are available. To be submitted by your guidance counselor
Teacher Evaluation form 1	form completed by teacher who has taught applicant either junior or senior year	all applicants	
Teacher Evaluation form 2	form completed by teacher who has taught applicant either junior or senior	all applicants	

Localized right column content

Bowdoin College Tour



NOTES

Representation of a sub-page. Does not represent actual page content or final layout.