

Mesa College Website Redesign: Student Services Webpage Launch

Jennifer N. Kearns, Director of Communications

(Joel Arias, Web Developer)

San Diego Mesa College

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Mesa College Website Redesign Project Timeline

2019 – Strong Workforce: Improving the Student Enrollment Experience – launch of website redesign from a student engagement perspective

2020 – Research and development phase. Website analytics, best practices, design templates, student surveys and feedback

2021 – Phase I: Launch of redesigned Academic program pages. Connections with District website, class schedules, catalog and other information. Integration with the ChatBot and Mesa Journeys. Begin Student Services webpage text content and redesign.

2022 – Launch of Academic and Career Pathways webpages. Continued integration with the ChatBot and Mesa Journeys. Student Services webpages in staging.

2023 – Phase II: Launch of Student Services webpages. Continued integration with the ChatBot and Mesa Journeys.



Development



Design/Content was carefully created to include:

1. Best practices
2. Student feedback/research
3. Incorporation of info from other programs that links to and/or is relevant
4. Comparison to our competitors webpages
5. Search engine optimization techniques (*such as repetition of key words/phrases*)
6. Keeping it short and sweet (and relevant)
7. With input from programs, departments and offices

Enough –
Show us!

www.sdmesa.edu/student-support

The screenshot shows the top navigation bar of the San Diego Mesa College website. The header is dark blue with the college's name in white. A search bar and a 'GIVE TO MESA' button are on the right. Below the header is a horizontal menu with links for 'ABOUT', 'ACADEMICS', 'FINANCIAL AID', 'ATHLETICS', 'CAMPUS LIFE', 'STUDENT SERVICES', and 'COLLEGE SERVICES'. The main content area features a large background image of a smiling student on a campus path. The text 'STUDENT SUPPORT' is prominently displayed in white, followed by a short paragraph: 'Discover unparalleled student support tailored for your success. Your educational goals are our mission and we are here to support you every step of the way.'

SAN DIEGO
MESA COLLEGE

Search

[GIVE TO MESA](#)

[ABOUT](#) | [ACADEMICS](#) | [FINANCIAL AID](#) | [ATHLETICS](#) | [CAMPUS LIFE](#) | [STUDENT SERVICES](#) | [COLLEGE SERVICES](#)

STUDENT SUPPORT

Discover unparalleled student support tailored for your success. Your educational goals are our mission and we are here to support you every step of the way.

WELCOME





Student Affairs

Next Steps

Phase II, *continued*:

Student Services Department Webpages
(i.e. Student Affairs)

Phase III:

Learning Resource Center (Library) and
Administrative Webpages

Home / Student Support / Departments / Student Affairs

STUDENT SUPPORT

APPLY & REGISTER >

PAY FOR COLLEGE >

ACADEMIC SUPPORT & GUIDANCE >

Student Affairs

Welcome to the Student Affairs

A special thanks to all the faculty, classified professionals and administrators who have provided feedback, support and information to make this project happen. We could not – and would not - have done it without you.

**Thank you!
Questions?**