Reaching A New Millennium:
Best Website Practices for Virginia's Higher Education Institutions

Prepared for:
University of Richmond
Office of University Communications

Prepared by:

July 15, 2017

UNIVERSITY OF RICHMOND

Office of University Communications
28 Westhampton Way
University of Richmond, VA. 23173

March 1, 2017

Hannah Perkins
Assistant Chief Consultant
Dunn & Hall Technology Consulting, Ltd.
7410 Founders Way
Washington, D.C. 20001

Dear Ms. Perkins,

Subject: University of Richmond's website report commission

The Office of University Communications at the University of Richmond wants to ensure that the University community, including prospective students, current faculty, staff, and students, and its alumni, are provided with a top-notch digital experience that both expresses the true efforts of the University while also showcasing and relaying quality information. As our digital age broadens and technology continues to affect our world, the University seeks to redesign their website in order to better serve its constituents.

We wish to commission your firm to conduct a study of three other Virginia higher education institutions' websites and how those universities are communicating with their community. We would like recommendations that will aid us in the creation of a newly branded and designed website that is both exceeding the current digital age and effectively serving our constituencies.

We would like to initiate the website redesign by September 2017. To meet this deadline, we need to receive your report by August 15, 2017.

We look forward to receiving your report. If we can assist you in supplying further information about this area, please contact our Assistant Vice President for Digital Communications, Dr. Kendall Shen at (804) 691-7777, ext. 119.

Yours Sincerely,

Victoria T. Hines

Victoria T. Hines, PhD
Vice President for Strategic Operations & CIO
University of Richmond

Dunn & Hall Technology Consulting, Ltd.
7410 Founders Way
Washington, D.C. 20001

August 1, 2017

Victoria T. Hines, PhD
Vice President for Strategic Operations & CIO
Office of University Communications
University of Richmond
28 Westhampton Way
University of Richmond, VA. 23173

Dear Dr. Hines,

Subject: University of Richmond's website report completed

We are thrilled to present the University of Richmond website report that you requested in your letter on March 1, 2017. The report we have compiled analyzes the following three websites:
- Longwood University (Farmville, Virginia)
- University of Mary Washington (Fredericksburg, Virginia)
- American University (Washington, D.C.)

As the report will display, the three websites provide in-depth but useful information as to the current best and worst practices for University websites in the State of Virginia, and will allow you to better redesign and restructure your website.

We would like to thank Dr. Kendall Shen for his help in providing background knowledge on the University of Richmond, which made collecting and preparing this report easier. If you have questions or comments about the report, we would be pleased to meet with you or with a member of your staff. I can be reached directly at (248) 753-1079, ext. 7.

Yours Sincerely,

Hannah L. Perkins

Hannah Perkins
Assistant Chief Consultant

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Executive Summary

In the past five years, there have been 41% and 19% decreases in donations and gifts respectively, to the University of Richmond. This decrease in two of the university's largest functions caused concern for the University of Richmond's administration.

After evaluating the primary functions and many of the institution's major officer, the Office of the President and Office of Institutional Research & Inititvates determined that the university's website was inadequate and outdated, failing to reach the four main constituencies: prospective students, alumni, current students, and faculty and staff.

Dunn & Hall's task was to find University websites within the Virginia educational system, that demonstrated best technological and digital practices on their universities' websites. Through the process of evaluating the University of Richmond's website, and by comparing their site to other higher education institutions' websites, the following criteria emerged as the primary evaluative areas:

- User-Friendliness: Excellent search engine, easy navigation tools, and reliable links for potential students, current students, and faculty and staff alike.
- Diversity & Public Image: Extensive academic and extra-curricular programs lists, and proper use of images that display the diversity of the university community.
- Content Quality: simple language, the execution of quality design format (including colors, shapes, fonts, and headers), and consistency across the platform.

The results of our research and based off of data collected from 200+ surveys sent to University of Richmond's constituencies, led us to recommend the following three sites as examples of both good and bad practices for the University of Richmond's website redesign to be initiated in September:

- Longwood University (Farmville, Va.)
- University of Mary Washington (Fredericksburg, Va.)
- American University (Washington, D.C.)

The goal of this report is to provide the University of Richmond with an overview of the best and worst digital practices for their website redesign. Dunn & Hall Technology Consulting, Ltd is confident that our analysis and recommendations will be beneficial as the University of Richmond prepared to redesign their website in the following months.

Introduction

"Website visitors make split-second decisions when accessing new websites" (Rostad). This quote is even more applicable to university websites, who have many goals, for example to:

- appeal to potential students
- generate desire for donors to donate
- provide resources for professors
- provide resources for current students
- recognize outstanding students and staff

If a university website is unorganized and hard to navigate for each of these very different users, many times the website visitors will give up. This can cost the university advertisement, enrollment numbers, and, often most importantly, money. After witnessing a steady decrease in enrollment percentages and donations from Alumni, University of Richmond concluded that their website inefficiencies were the cause.

Figure 1: University of Richmond

Dunn & Hall Technology Consultants was asked to analyze and recommend examples of the best practices for University of Richmond's new website (see Figure 1). Our analysis would recommend websites with the best practices for an effective university website that is able to accurately serve prospective students, alumni, and the current university community (including faculty, staff, and current students).

Dunn & Hall Technology Consultants, based in Washington D.C., has been in the higher education-informatics business for 22 years and has done research for a number of universities, including College of William and Mary and University of San Diego.

As the focus of our analysis, we chose the Longwood University, University of Mary Washington, and American University websites, as they are all higher education institutions in Virginia. Each website was analyzed and rated using the following criteria (see Figure 2).

- User-Friendliness: Excellent search engine, easy navigation tools, and reliable links for potential students, current students, and faculty and staff alike.
- Diversity & Public image: extensive academic and extra-curricular programs lists, and proper use of images that display the diversity of the university community.
- Content Quality: simple language, the execution of quality design format (including colors, shapes, fonts, and headers), and consistency across the platform.

User-Friendline	Diversity & Public	Content Quality

Figure 2: Criteria for analysis

In addition, a survey asking specific questions about the three websites was sent out to 100 prospective students, 100 current students, 100 alumni, and 100 faculty and staff members from University of Richmond to get feedback. The answers to the survey confirmed our results.

Analysis of Longwood University Website

http://www.longwood.edu

Longwood University is a public university based in Farmville, Va. Longwood is a comprehensive university with a strong liberal arts foundation, Longwood has a distinctive mission to develop citizen leaders who are prepared to make positive contributions to the common good of society. Longwood recently celebrated its 175th anniversary and is the third-oldest public university in Virginia, behind William & Mary and the University of Virginia. Today, Longwood has more than 5,000 undergraduate and graduate students and more than 34,000 alumni.[1]

User-Friendliness

Longwood's website is very clear and easy to use. There is very distinct bar's on the home page for the different users of a university website. The header bar (see Figure 3) is solely targeted for potential students interested in the university.

Figure 3: Header bar for Longwood University

This bar has reliable links for potential students interested in learning about different aspects of the school experience. For example, the link entitled "Lancer Life" leads to a page discussing various clubs, activities, and traditions at Longwood University.

Additionally, there is another bar devoted to potential students application process and for alumni and donors (see Figure 4).

Figure 4: Navigation bar for Longwood University

There is a reliable links to visit, apply, and donate. Finally, when a user clicks on "LANCER DASHBOARD" this navigation bar provides current students and staff reliable links for academic tools, academic services, and dining and policing services at the university.

The search engine at the top of the page is also easy to find and produces a list of useful links. This even has a setting where the website users can search for specific people and produce their department, email, and phone number at the click of a button.

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[1] Taken from Longwood University's Office of Human Resources' University Summary

Overall, the information is well-organized, logically united, and easy to access. Longwood University's website was the first-most user-friendly site of the three we analyzed (see Figure 5).
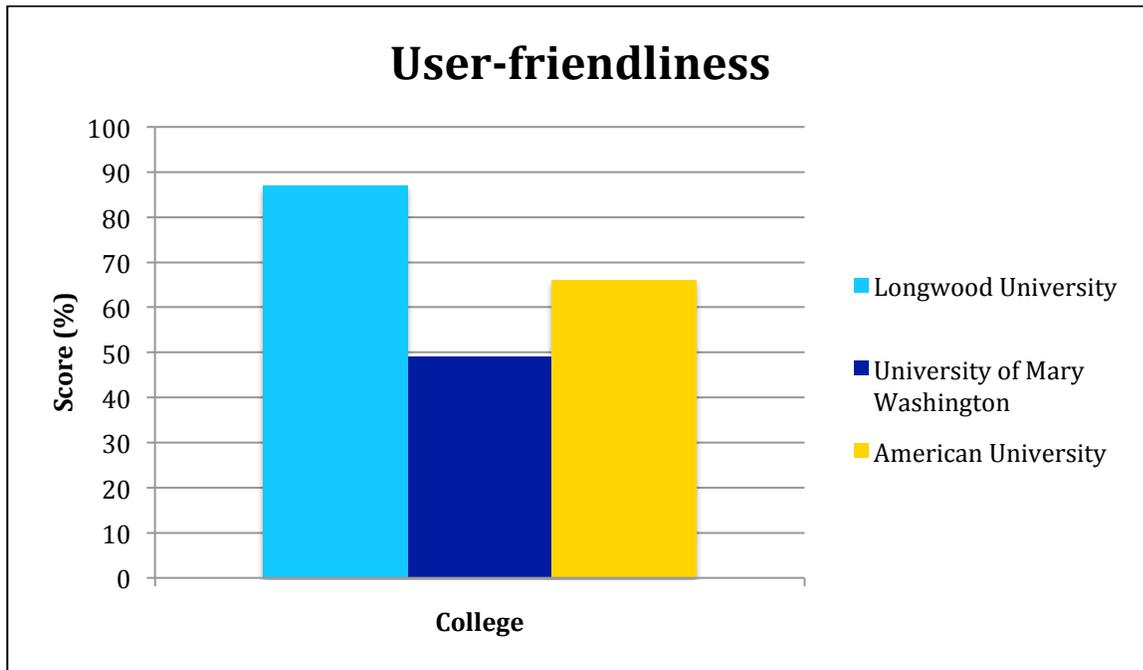
User-friendliness

Figure 5: Survey results for user-friendliness

Diversity & Public Image

In addition to Longwood's user-friendliness, their inclusion of diverse images and their extensive listings of both academic and extracurricular programs rival no other University's website. The features section on the homepage includes images of students of color, and provides a showcase of the month's most anticipated or worthy events (see Figure 5).
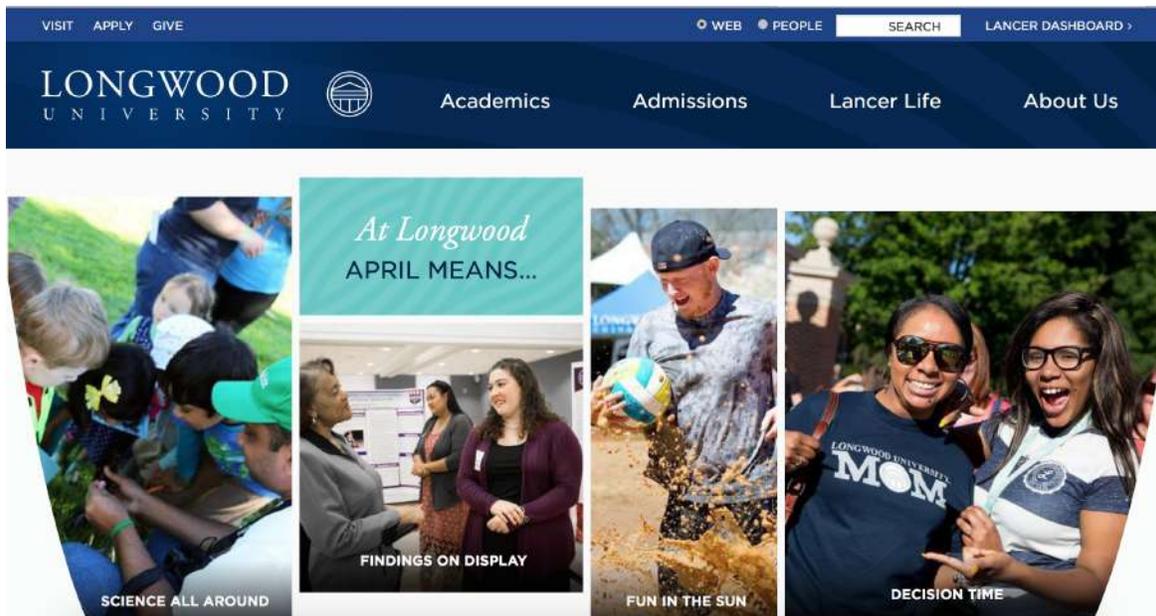
Figure 6: Features section for Longwood University

The same type and amount of diverse images can be found across multiple pages on the website, reinforcing Longwood's focus on showing the diversity of their community (see Figures 7-9).
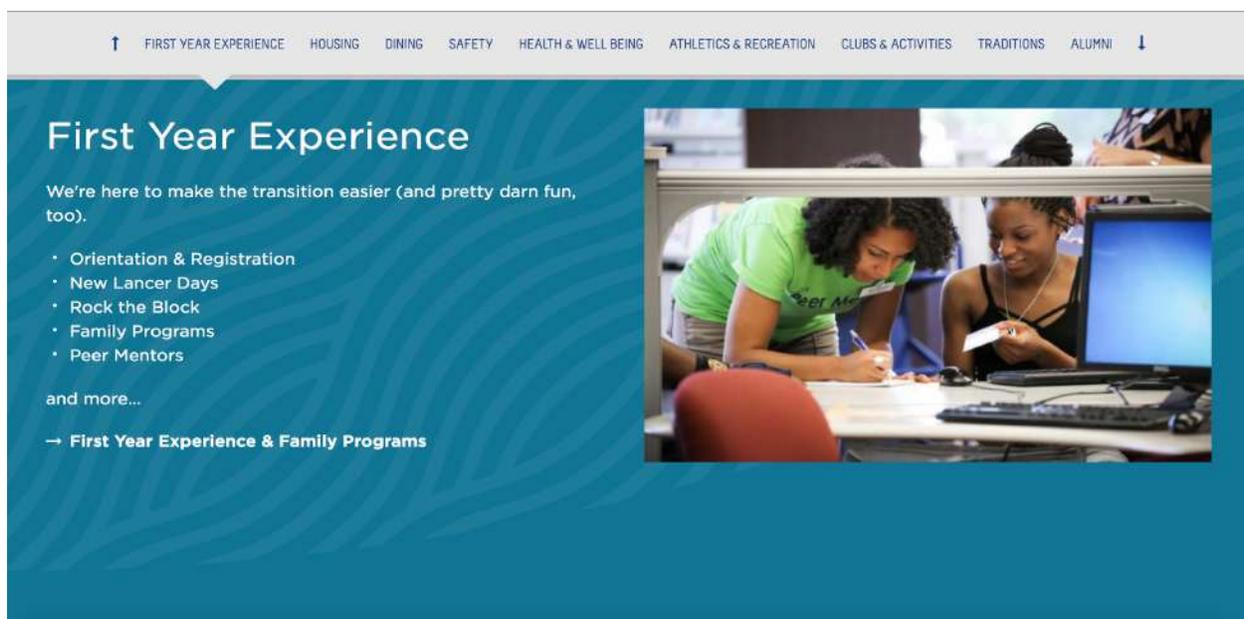
Figure 7: First year experience for Longwood University

Figure 8: Housing section for Longwood University
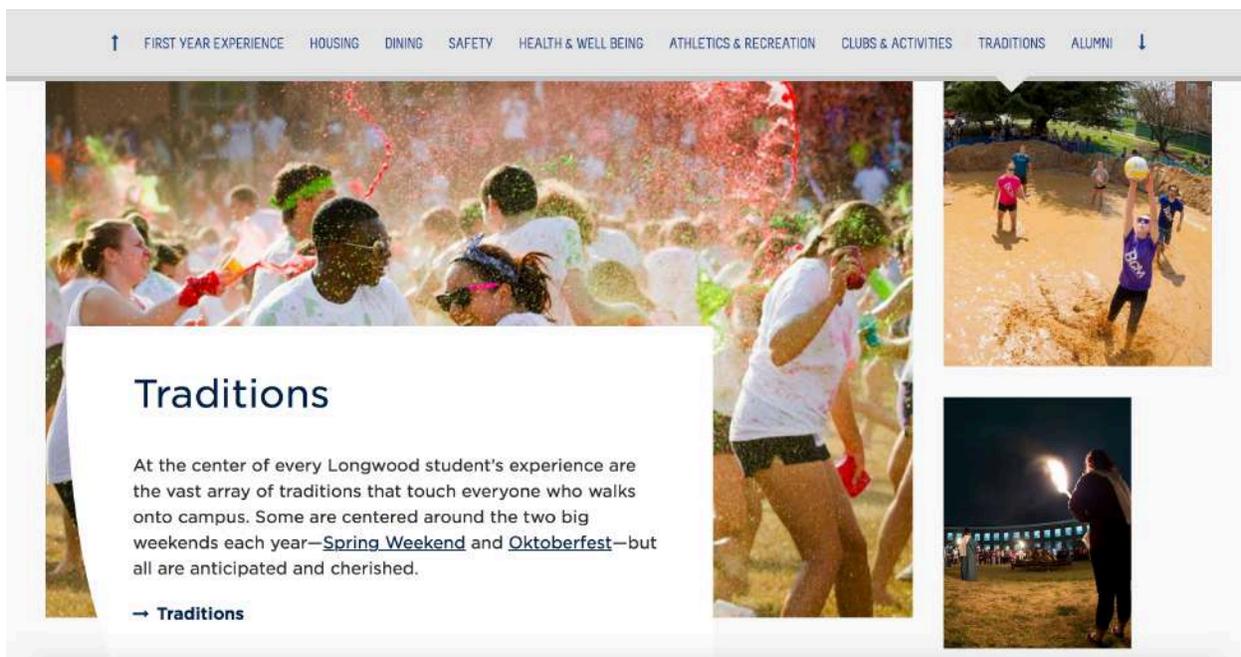
Figure 9: Traditions section for Longwood University

In addition to the images of diversity, the listings of both Academic and Extra-curricular programs are quite extensive. Under the "Academics" menu option, a complete listing of each major, minor, and concentration appears. On this page, prospective and current students can filter programs using multiple criteria. The "Academics" page also provides

snapshot information about student to professor ratios, internships, and field experience data (see Figure 10).

Figure 10: Academic programs for Longwood University

Furthermore, Longwood's emphasis on "citizen leadership," its coined phrase for creating a well-rounded student and therefore, a well-rounded citizen for tomorrow, places an emphasis on out-of-class involvement.

A link to Lancer Link, the campuses' student organization platform, can found on the "Clubs & Organizations" page of the website. Lancer Link provides prospective students, faculty & staff, and current students with a full listing of the 100+ organizations on campus, including social Greek organizations (see Figure 11).

Clubs & Organizations

Anime. Video games. Dancing. Hiking. Volunteering. Sports. A Capella.

Whatever your passion, from belly dancing to academic honors clubs, you'll find a community to share it with at Longwood.

Our students' interests are as diverse as their studies. With more than 175 clubs and organizations to choose from, there's definitely something for everyone. Get involved
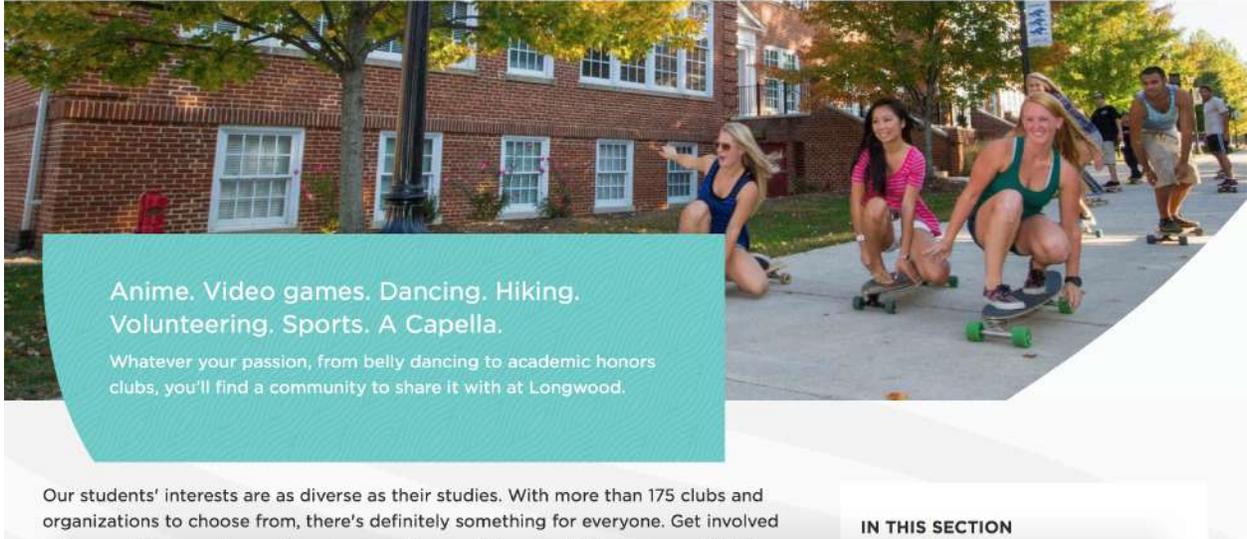
IN THIS SECTION

Figure 11: Clubs & organizations section for Longwood University

Overall, in the survey, Longwood received the highest positive marks for its inclusion of diversity and for its overall public image (see Figure 12).
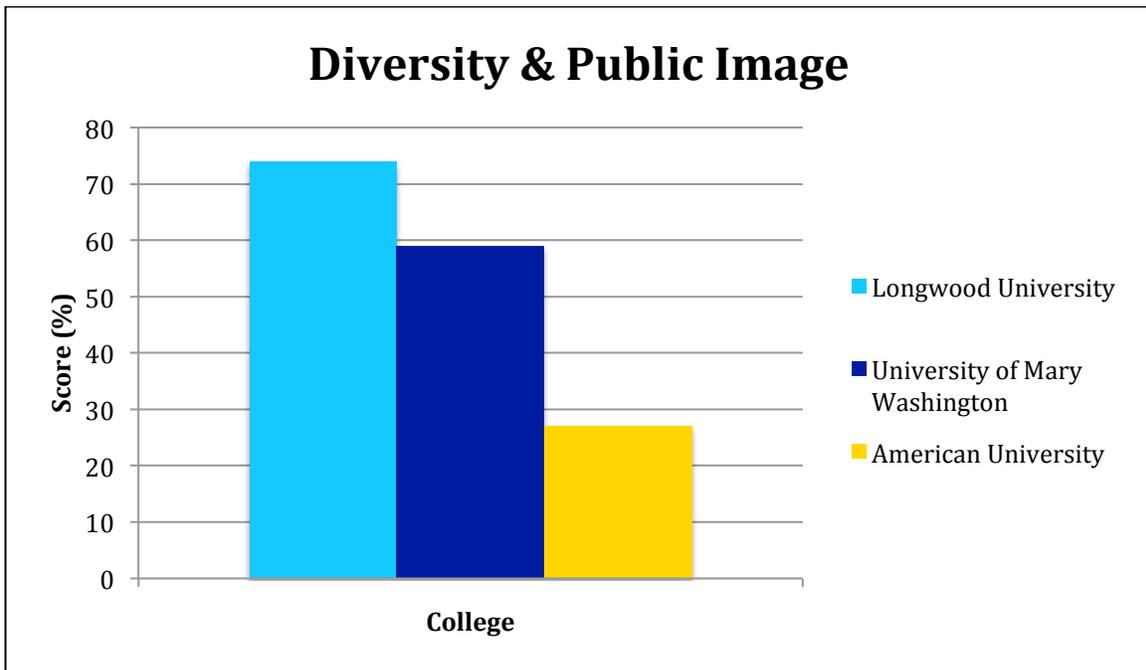

Figure 12: Survey response for diversity and public image

Content Quality

Aside from the user-friendliness and diverse public image, Longwood's content is superiorly written with an emphasis on user experience and the actual content, focusing on educating the consumer rather than impressing the consumer. In the alumni article below (see Figure 13) the content is readable, written at a 6th grade reading level for any consumer including older generation alumni, prospective students, and family or friends of Longwood.

Additionally, the content includes short sentences with minimal advanced language, there are major quotes or areas of focus that are made larger for the consumer, and there are easy-to-read and headlines that summarize the content to follow.

Included in the text are also links to share content on social media, including the Facebook and Twitter platforms. These links appeal to younger, technology-drive users and encourage the sharing of information.

Figure 13: Alumni article for Longwood University

The design format of Longwood's website is also clean and well-done. The use of color matches the University's branding guide, and both the primary and secondary colors pay homage to the University's past while also reinventing their image and lightening their previously dark, blue pallet. The inclusion of images throughout the website both in content and at the website's surface are seamlessly incorporated, with no large gaps between images and background (see Figure 14 below).

Figure 14: Color and image use for Longwood University

Lastly, Longwood's consistency across the platform is effective, creating a strategically executed digital brand for all of the website's users. The text (both headers and regular text), color, and fonts are the same across the entire website, and reinforce the simplicity and quality of the website's design and content.

Overall, in the survey, Longwood received the highest positive marks for its content quality, including simple language, quality design format, and consistency across the platform (see Figure 15).
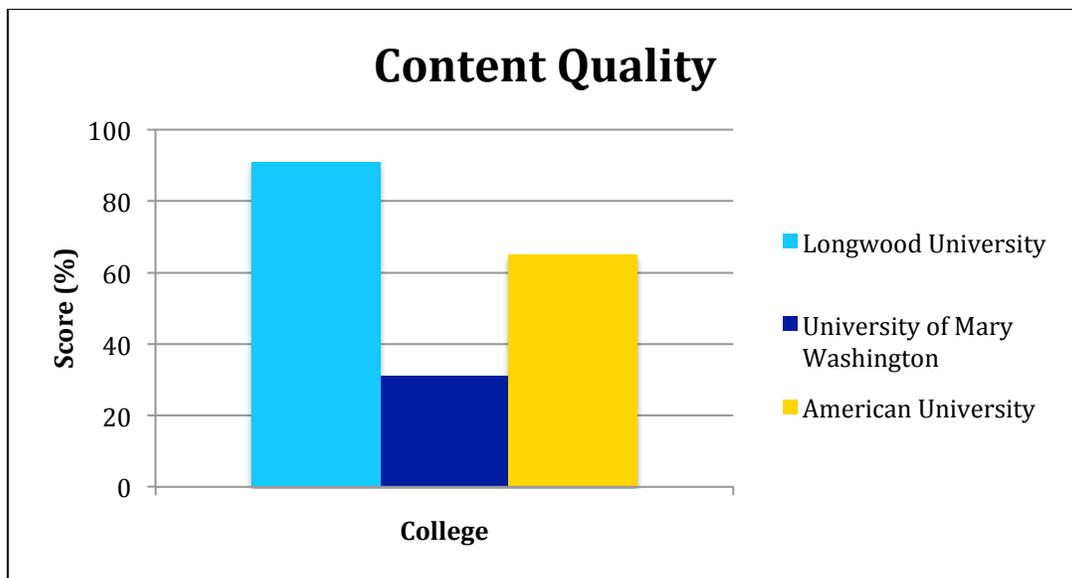

Figure 15: Survey response for content quality

Analysis of University of Mary Washington Website

http://www.umw.edu

The University of Mary Washington (UMW) is located in Fredericksburg, VA and is one of Virginia's outstanding public liberal arts universities, providing a superior education that inspires and enables our students to make positive changes in the world. UMW's size, dedicated faculty, and historical commitment to fine teaching create an institutional culture where both undergraduate and graduate students benefit from strong connections with their faculty and multiple opportunities for active learning.[2]

User-Friendliness

UMW's website provides many helpful features. Links between pages make it easy for users to navigate the website. However, the homepage is cluttered upon first glance (see Figure 16).
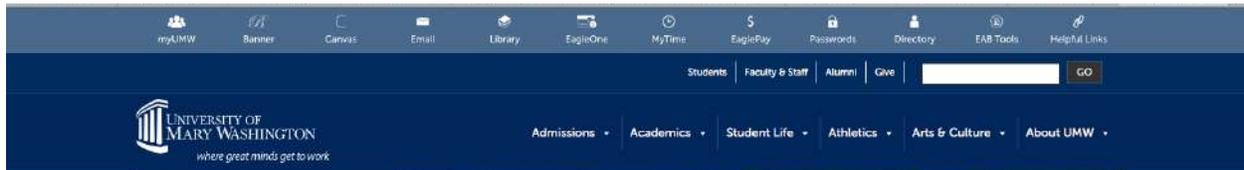

Figure 16: Homepage for University of Mary Washington (UMW)

These three bars provide superfluous amounts of links that are catered primarily towards current students. Potential students looking to apply have to scroll down half of the home page to access the application and visitation process. Potential student, Laura Woolf, stated in the survey comment section "I felt like an afterthought when navigating University of Mary Washington's website". Additionally, the font size dedicated to the "Alumni" and "Faculty & Staff" links is significantly smaller than the copious links for current students and the "Athletics" link. This places an emphasis, again, on current students inhibiting the ability of the entire university community to navigate the web page.

The search bar is reliable and high-quality. Users, similar to Longwood University's search bar, can search the website for keywords and faculty and staff. A unique addition, primarily catered for faculty and staff, is the inclusion of searching for specific students. When using this feature, faculty and staff can see a picture, the NetID, and email for individual students. Overall, UMW's ranked the lowest on User-Friendliness (see Figure 5) primarily due to the cluttered homepage and difficult in navigation.

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[2] Taken from University of Mary Washington's mission statement.

Diversity & Public Image

In addition to the superfluous amount of resources provided on the homepage of the University of Mary Washington's website, their diversity and public image lacks a coherency and solid foundation. On the scrolling gallery of the University's website, there is an obvious push to include images that only have students of color, which feels forced at first glance (see Figure 17 and 18).
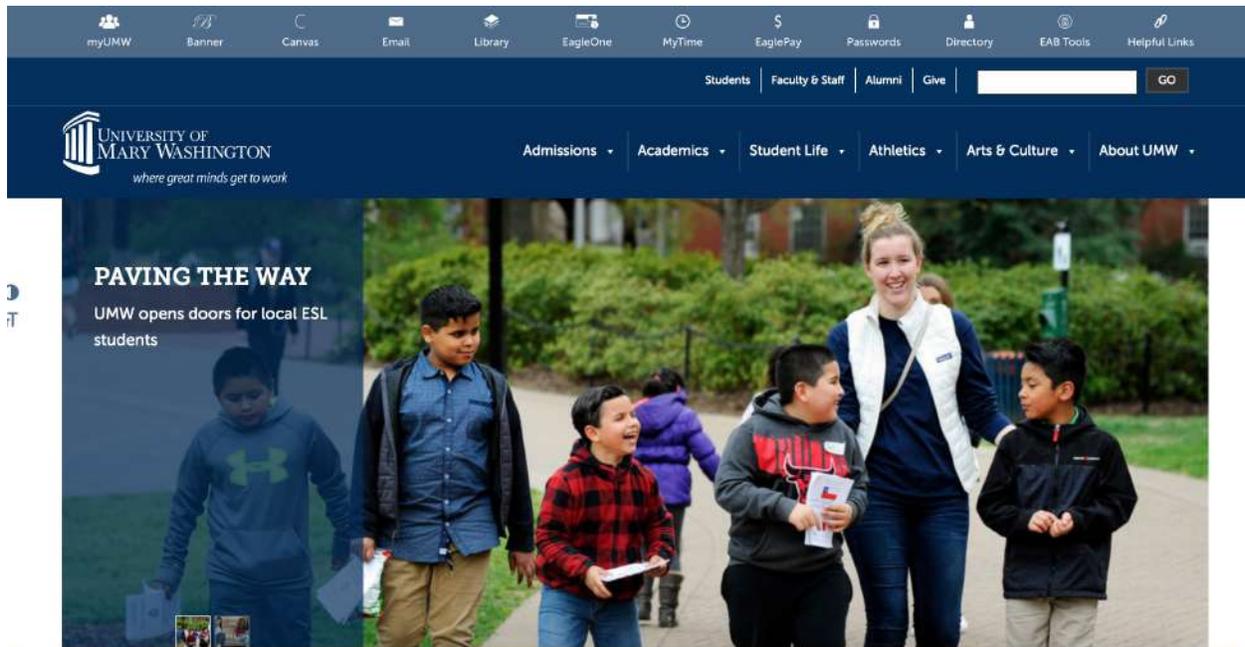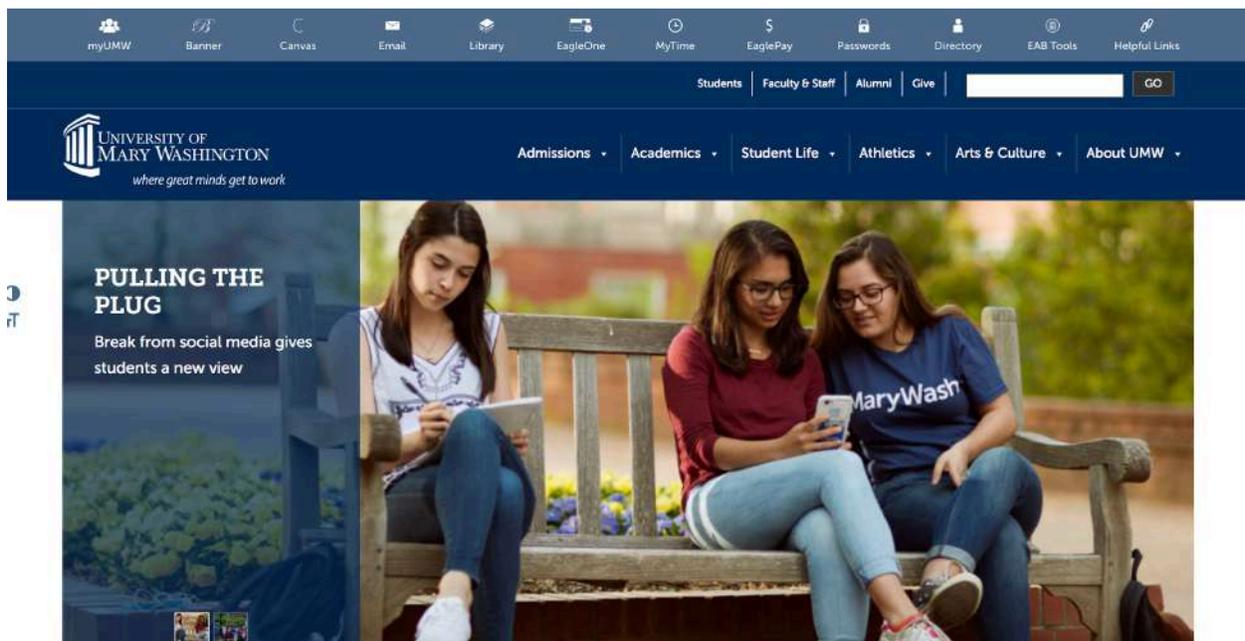

Figure 17: Diversity images on UMW homepage

Figure 18: Diversity images on UMW homepage

Aside from the two images featured on the University of Mary Washington's homepage, the Academic and Extra-curricular programs listings are both confusing and like the navigation bar, have superfluous amounts of unnecessary information. After many clicks through the "Academics" menu options, a complete listing of majors, minors, concentrations, and professional programs appear, but the listing includes a complex key that is both hard to understand and confusing the navigate (see Figure 19 below). Unlike Longwood, the University of Mary Washington's academic programs listing does not contain any quick facts about opportunities for students and does not provide academic data like professor to student ratios.
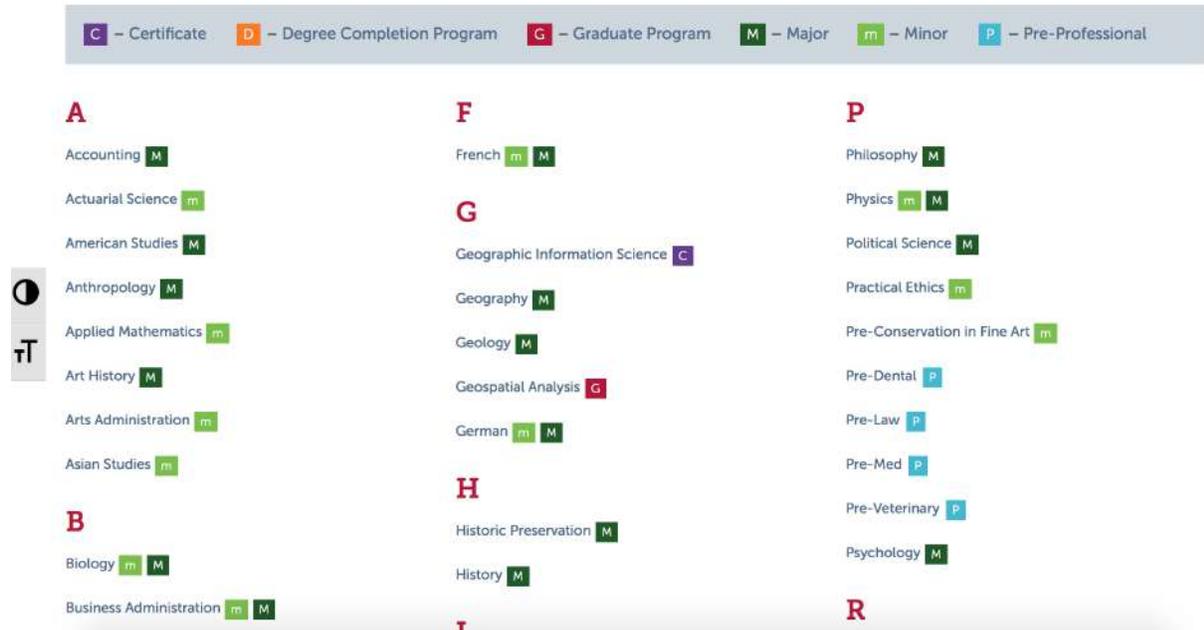
Figure 19: Academic programs listing for UMW
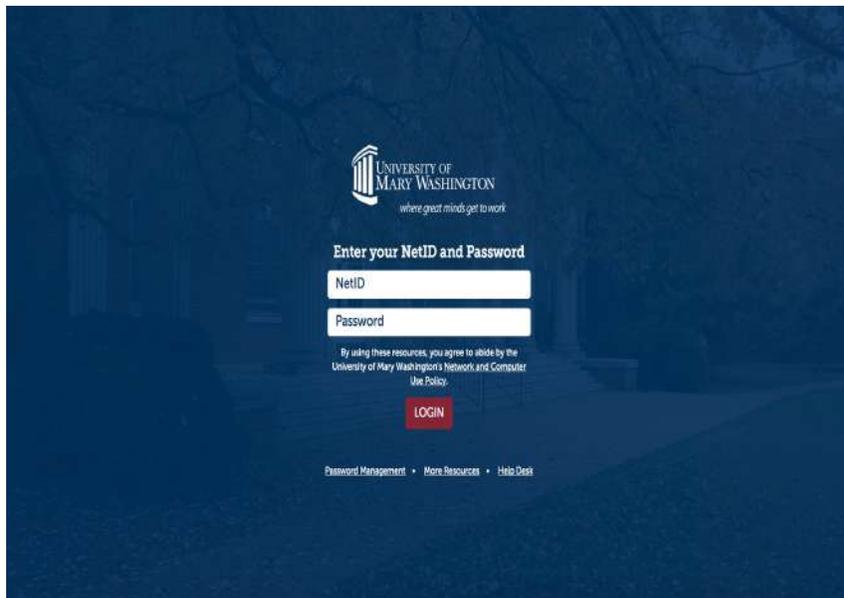
Lastly, the extra-curricular activities listing for the University of Mary Washington can only be accessed by members of the University community that have the proper login credentials, prohibiting alumni or prospective students from viewing the student involvement opportunities listing (see Figure 20).

Figure 20: Extra-curricular programs listing for UMW

Content Quality

UMW's content is complicated and formatted poorly. There are multiple examples throughout the website where the color scheme becomes distracting (see Figure 21).

Figure 21: Color scheme for UMW

The "Pre-Admission Advising" page is very crowded but serves as an accurate and adequate representation of pages across the platform. From a design standpoint, there is no major gaps between the text, any images, and the navigation sidebar. Additionally, the website lacks a consistent identity, as Figures 21 and 22 are from the same website but look completely different.

Figure 22: Conent page for UMW

The overload of links and bars on the page could distract the viewer from the verbal content. The bright yellow, red, orange and green bars on the left have no consistency with the rest of the website. Continually, there is heavy use of jargon, including acronyms, that have no explana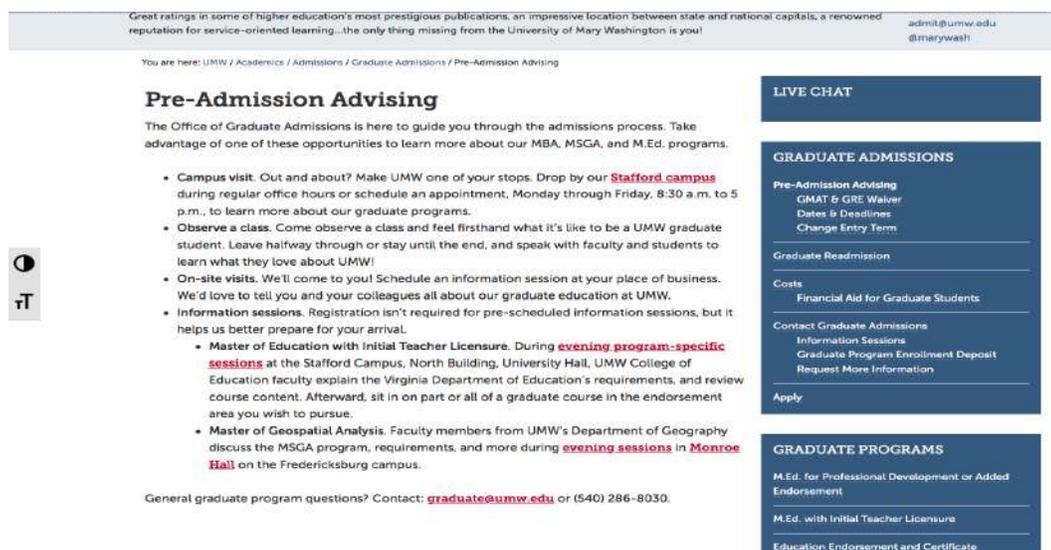tion and therefore, are not audience-friendly (see Figure 21 and 22). For example, in Figure 22 there are multiple links that discuss "GMAT & GRE Waiver" with no attempt to explain to outsiders what these acronyms and terms mean. UMW's possibly unintended goal is to impress rather than educate it's viewers.
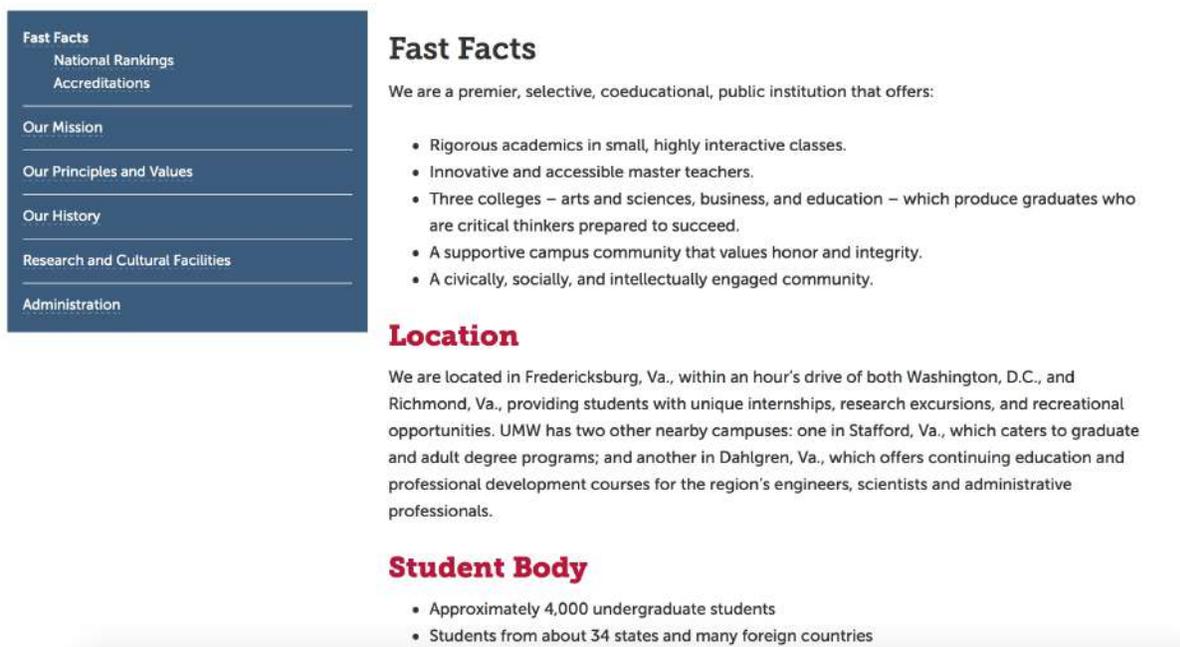
Figure 23: Color and image use for UMW

The use of color and images to persuade website visitors, whether prospective students or alumni, is lack-luster (see Figure 23). The colors are not creative or appealing to viewers. There are no images on this page, so again it is unappealing or interesting to watch. There is no incentive for viewers to read this page.

Overall, UMW's content quality was poor. There was clear examples of different programs designing their individual pages, and detracting from the overall unity of the website as a whole. The heavy reliance on technical jargon is an annoyance for viewers and could make perspective students confused about the program requirements. Therefore, in accordance with our analysis, the survey places UMW's content quality the worst out of the three websites (see Figure 15).

Analysis of American University Website

https://www.american.edu

American University, a private institution in Washington, D.C. has first-rate faculties and academic programs grounded in the arts and sciences is secured by its enduring commitment to uncompromising quality in the education of its students. But its distinctive feature, unique in higher education, is its capacity as a national and international university to turn ideas into action and action into service by emphasizing the arts and sciences, then connecting them to the issues of contemporary public affairs writ large, notably in the areas of government, communication, business, law, and international service[3]

User-Friendliness

American University's home page is clean and concise. The emphasis, however, is on potential students (see Figure 24).

Figure 24: American University homepage

The list of links for "Apply" "Request Info" and "Visit" are all catered towards the needs of solely potential students. There is even a bar that states "Deposit Deadline for Incoming Students // May 1". This mis-focus on potential students makes it more difficult for current students, faculty and staff, and alumni to navigate the website. When the user clicks on the "Menu" link a drop down bar appears (see Figure 25 below).

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[3] Taken from American University's mission statement
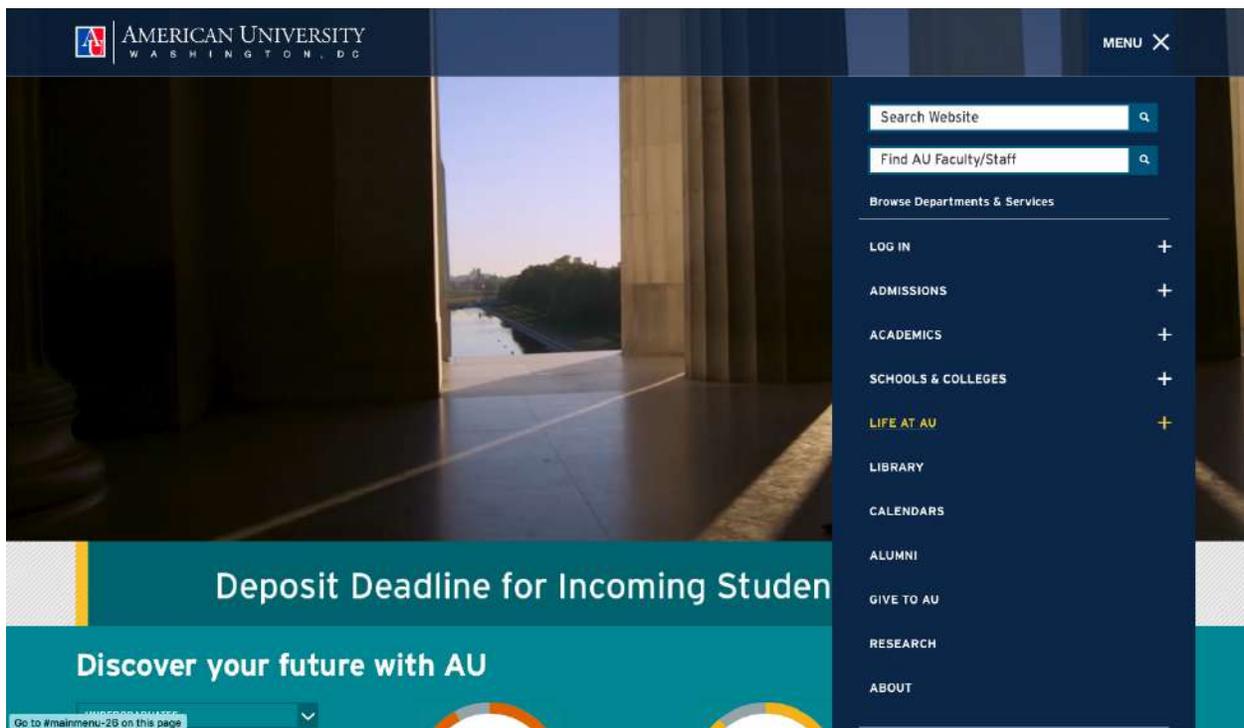
Figure 25: American University menu bar

The bar is clean and well-organized. The links from the search bar are reliable and informative. The search bar, however, is hidden away in the menu bar, causing negative feedback from our survey (see Figure 5). Overall, American University's website is clean and concise and includes reliable links, but places an emphasis on potential students causing difficulty of navigation for all other users.

Diversity & Public Image

The design of American University's website is very clean, but the website also lacks a culturally diverse identity though according the their mission statement, they find pride in redefining the college experience and their community through inclusion.

On the home page of their website, American University includes images of Malala Yousafzai, an Afghan activist, and further down on the homepage, a photo collage includes images of both men and women, students of color and white students, and members of the American University community that aren't just students. These images are both bright and colorful but also represent the multiple perspectives of the Amercian University community member (see Figures 26 and 27).

17

Figure 26: American Univesity diverse homepage
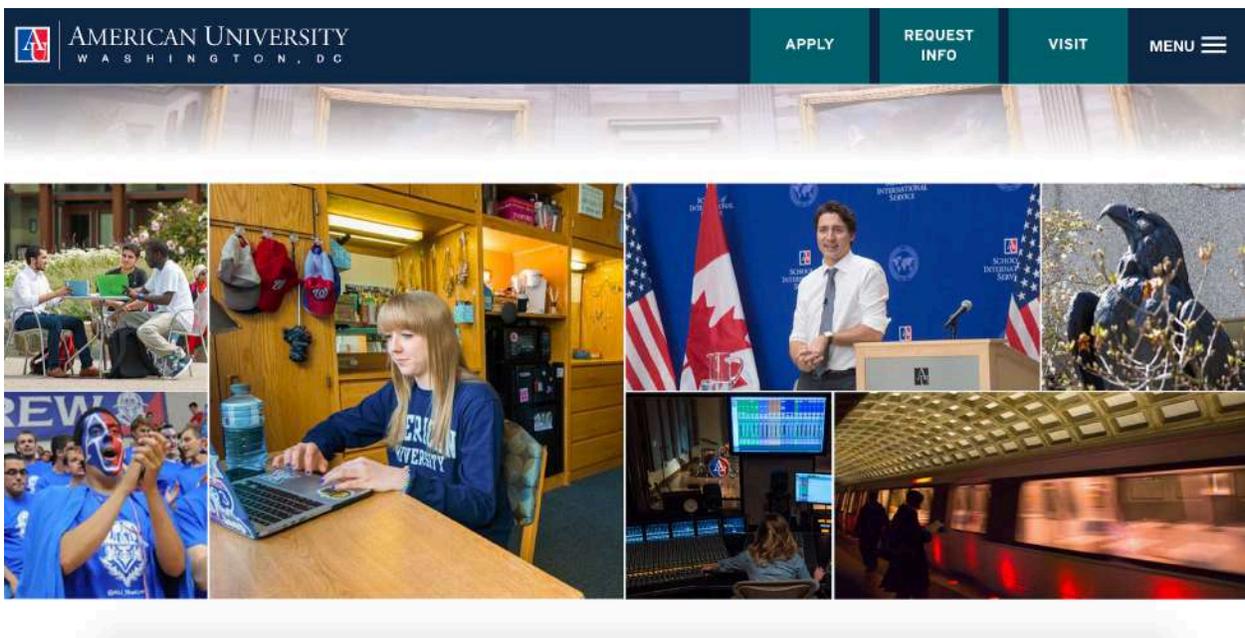
Figure 27: American University perspectives photo collage

In addition to the University's use of diverse, colorful, and perspective-providing images, American University's website also includes a mid-range quality academic programs listing (see Figure 28). The listing provides easy-to-read information that is both easily accessible and throughout, but does not provide the academic quick facts that Longwood university provided on their student to professor ratios, enrollment rates, and internship data numbers.
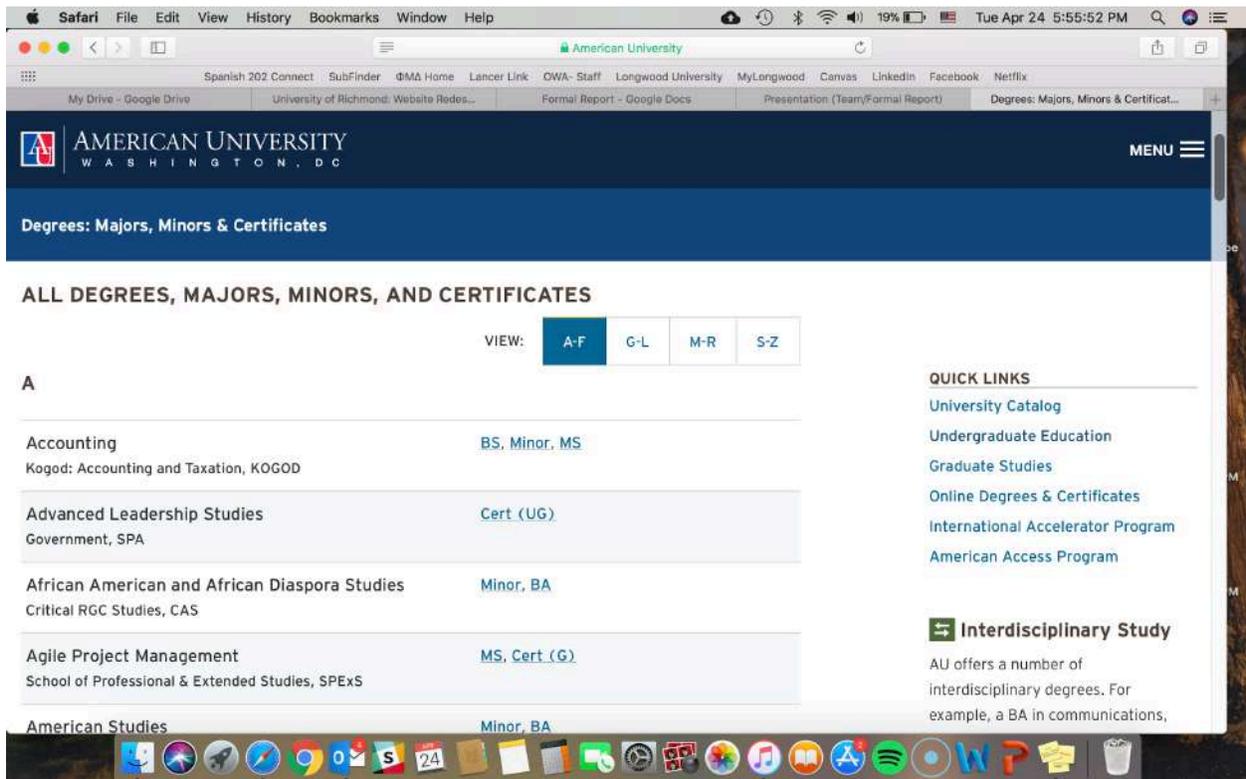
Figure 28: American University academic programs listing

Aside from American University's use of diverse images and their inclusion of a semi-comprehensive academic programs listing, American University doesn't seem to have a listing of their extra-curricular student organization programs. If a listing does exist, it is not easily accessible nor could it be found altogether.

Content Quality

American University's utilizes a unique feature: the partnering of text and images to provide uniform information that is both appealing and informative (see Figure 29).
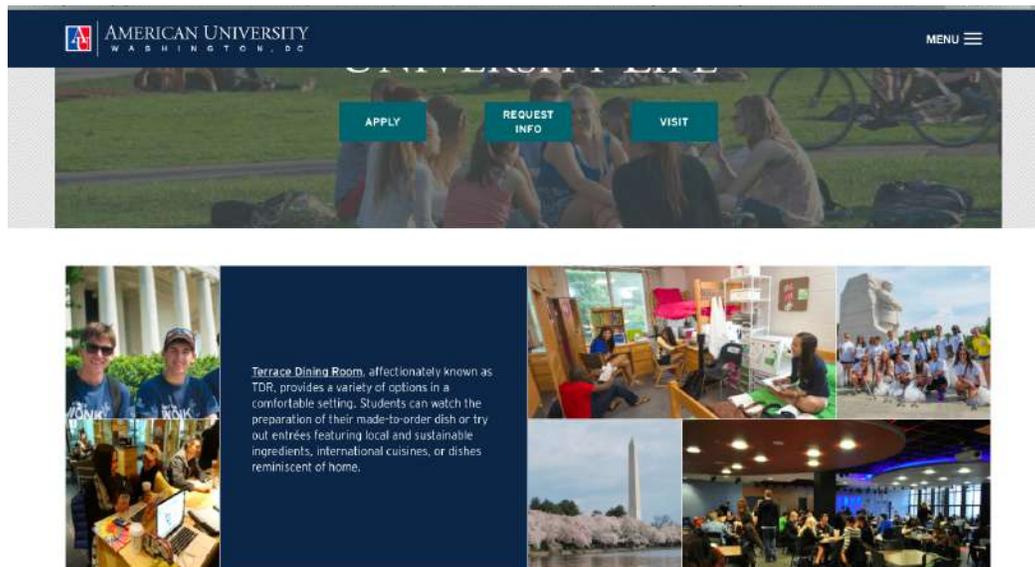
Figure 29: American University merger of text and images

When a user hovers over one of the images it flips and gives a textual description of the image. This is intriguing to the viewers, and adds a focus on both entertaining and informing viewers. It also provides pops of color that does not distract from the either the verbal content on the page, nor the color scheme of the overall website. The language used is also at a simple reading level, making it very easy to understand (see Figure 30).
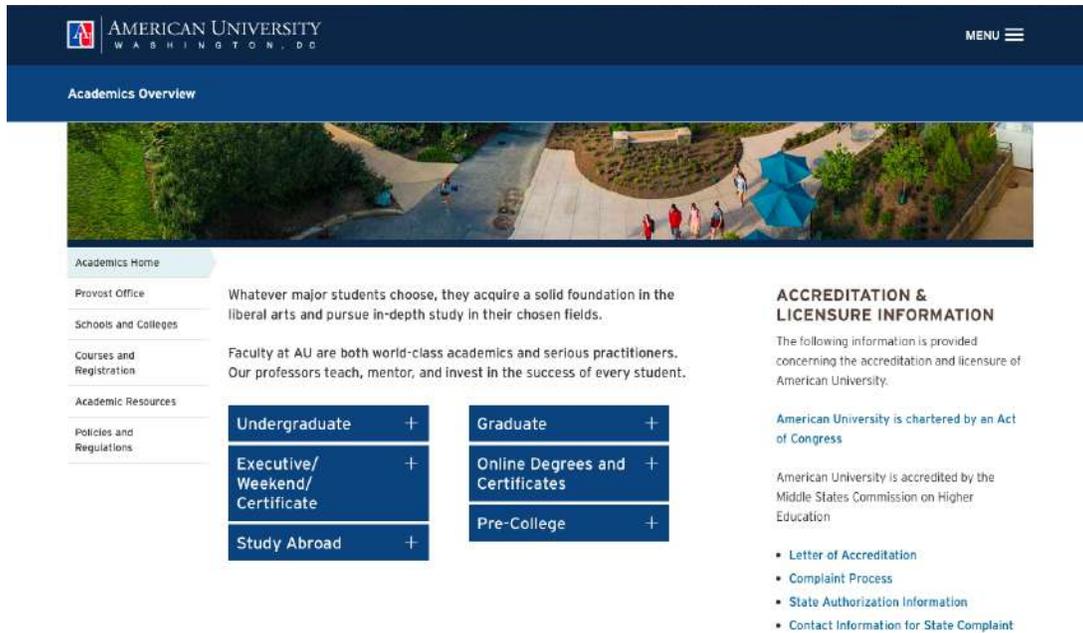
Figure 30: American University text and image formatting

The colors used in the college circles are interesting and follow the same color theme as the rest of the website (see Figure 31). These simple details provide consistency throughout the many pages of the University website and create a cohesive university image. The circles and colors also add to the professionalism of the institution and attract the viewer, encouraging them to continue reading the written content.

Overall, American University scored 2nd best of the three websites (see Figure 15). The surveyors responded positively to the interesting color choices and format for the website.

Figure 31: American University color use on college circles

Conclusions

University of Richmond has seen a drop in enrollment and donations by over 60 per cent in the past five years. University of Richmond President was at a loss for explanation as their website had areas for users to donate and apply. Dunn & Hall Technology Consulting, LTD concluded that this drop occurred primarily due to the weaknesses of the university website.

There are billions of higher education websites nationally and internationally, but finding examples of effective practices is difficult. Providing examples, however, will increase donations, enrollment, student retention, and overall satisfaction of current students and staff for University of Richmond.

Figure 32: Summary of survey results
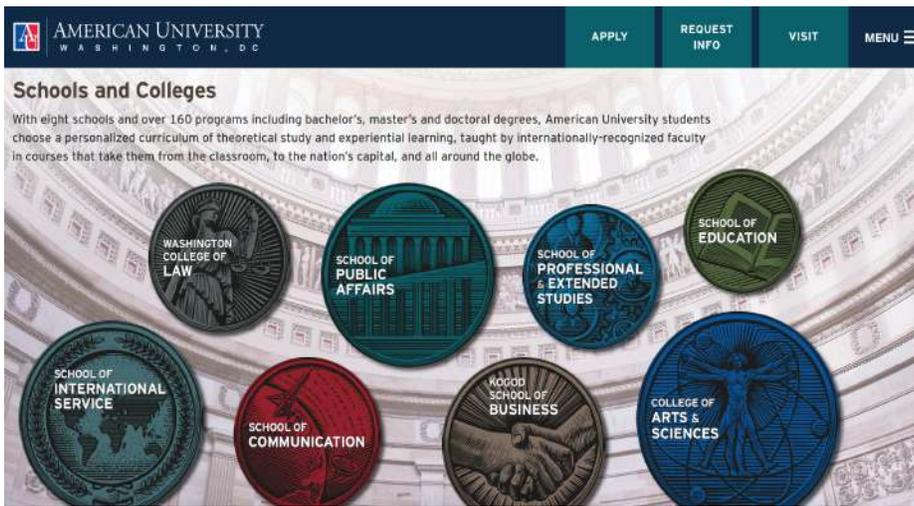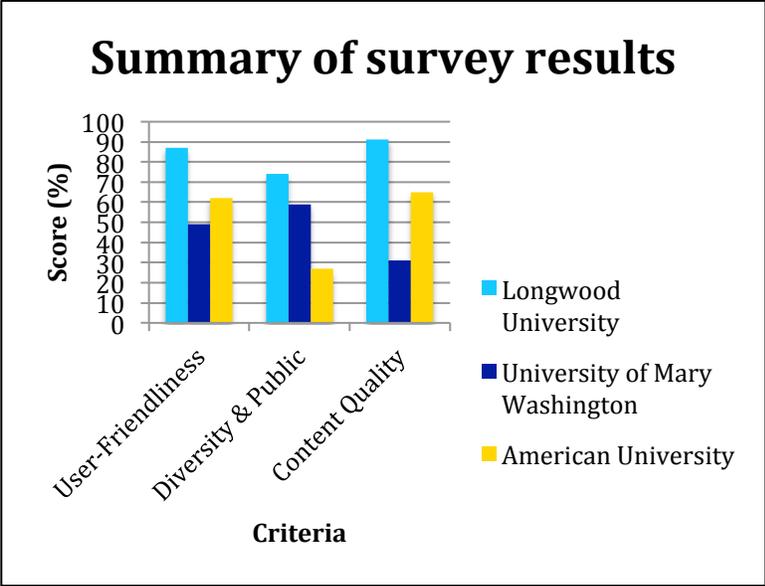
Our study concluded that the most helpful and effective examples of good practices for higher education websites are the following:

Longwood University and American University.

Our study also concluded that University of Mary Washington was an example of ineffective practices for higher education websites.

We analyzed these websites based on their user-friendliness, diversity and public image, and content. To aid our analysis, we sent a survey (see Appendix A) to 400 potential students, current students, faculty and staff, and alumni of University of Richmond pool and received 224 responses. Figure ? summarizes the results from the 224 respondents.

Our analysis ranked Longwood University as the best of the three websites on all three criteria. This conclusion was confirmed by survey results. American University and University of Mary Washington (UMW) were ranked second and third respectively by the survey respondents. Our results were consistent with our respondents, as we found UMW's website to be an example of ineffective practices for a higher education website. UMW struggled with usability, as the home page was very cluttered and hard to navigate. American University had little to no representation of diversity in their images, but had a higher quality of content and greater user-friendliness than UMW.

Recommendations

We recommend that University of Richmond include the following websites as example of effective practices for their website update:

- Longwood University
- American University

We recommend that University of Richmond avoid the ineffective practices found in University of Mary Washington's website.

Appendix A: Higher Education Website Survey

This survey has been authorized by the University of Richmond's Office of University Communications to determine the effectiveness of higher education websites with a focus on three areas of evaluation: user-friendliness, diversity and public image, and content quality. Please look at the three websites we have provided and circle the answer that most clearly reflects your opinion of the website. We value your opinions and input and appreciate your participation.

<u>User-Friendliness:</u>

1. **I found the search engine quickly and felt it was easy to use.**

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

2. **I found that the website was equally geared towards prospective students, current students, faculty and staff, and alumni.**

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

3. **I found that the navigation tools were reliable and easy to use.**

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

<u>Diversity & Pubic Image:</u>

4. **I found that the academic programs listing was easily-accessible and comprehensive for everyone.**

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

5. **I found that the website's diversity was comparable to their student body population and demographic makeup.**

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

6. **I found that the extracurricular programs and activities listing was easily-accessible and comprehensive for all users.**

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

Content Quality:

7. **I found the website content readable and easy to understand.**

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

8. **I found that the website was cohesive in its use of color and in its formatting, across the platform.**

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

9. **I found that the website was equally reliant on pictures and verbal content.**

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

Thank you for completing this survey concerning the helpfulness of websites of higher education. If you have any comments to make on this subject, please use the back to do so. If you have any questions, please call Hannah Perkins at (555) 434-4291 or Fax: (555) 434-7563.

Please mail the completed survey in the supplied pre-paid postage envelope before May 1, 2017, to the following address:

Dunn & Hall Technology Consulting, Ltd.
7410 Founders Way
Washington, D.C. 20001

Appendix B: Higher Education Website Survey Results

Of the 400 surveys sent out, 224 were returned. The following tables show the results as a percentage out of 100.

Table 1: User-friendless survey results

	Longwood University	University of Mary Washington	American University	Average
Percentage	87	49	62	66

Table 2: Diversity and Public Image survey results

	Longwood University	University of Mary Washington	American University	Average
Percentage	74	59	27	53

Table 3: Content Quality survey results

	Longwood University	University of Mary Washington	American University	Average
Percentage	91	31	65	62

Appendix C: Meeting Minutes (Dustyn Hall)

Dunn & Hall Technology Consulting

Weekly Progress Meeting- University of Richmond (Job #1002-01)

Greenwood Library

April 22, 2018 | 2:30- 5:30 PM

1. Call to order
    a. Present: Bridget Dunn, Dustyn Hall
    b. Recording Secretary: Dustyn Hall
2. Approval of Agenda
    a. Motion made by: Bridget
    b. Passed unanimously
3. Approval of Previous Minutes
    a. Motion made by: Bridget
    b. Passed unanimously
4. Team Reports
    a. Bridget's Report
        i. Half-way through formatting formal report
        ii. Splitting sections: Dustyn will take quality of content & diversity and public image. Bridget will complete the user-friendliness sections.
        iii. Moving forward on introduction, executive summary, survey questions, and data collection
    b. Dustyn's Report
        i. The presentation has been started
        ii. Data collection has been completed with over 200 responses (over 50% response rate)
        iii. Continuing to work on sections and clipping website images
5. Other Items
    a. Next Meeting
        i. April 24th at 4:00 PM in Greenwood Library
6. New Business
    a. None
7. Old Businnes
    a. None
8. Adjournment
    a. Bridget moved that the meeting be adjourned, and it was passed unanimously. Meeting ended at 5:25 PM.

Appendix D: Meeting Minutes (Bridget Dunn)

Dunn & Hall Technology Consulting

Weekly Progress Meeting- University of Richmond (Job #1002-01)

Greenwood Library

April 24, 2018 | 4:00- 10:00 PM

1. Call to order
   a. Present: Dustyn Hall, Bridget Dunn
   b. Recording Secretary: Bridget Dunn
2. Approval of Agenda
   a. Motion made by: Dustyn
   b. Passed unanimously
3. Approval of Previous Minutes
   a. Motion made by: Dustyn
   b. Passed unanimously
4. Team Reports
   a. Bridget's Report
      i. Formal report is almost complete except for the survey results data, and the tables and figures sections.
      ii. We need to complete the presentation in full.
      iii. Assign rolls for presentation and pick sections for each speaker.
   b. Dustyn's Report
      i. Completed sections in formal report.
      ii. Survey results have been compiled and are ready for charting.
      iii. Completing the table of contents, figures list, and tables list over the weekend.
5. Other Items
   a. Next Meeting
      i. Presentation Preperations on April 25th at 5:00 PM in Grainger Hall
6. New Business
   a. Completed slide show for tomorrow's presentation to the University of Richmond's Office of University Communications.
7. Old Businnes
   a. None
8. Adjournment
   a. Dustyn moved that the meeting be adjourned, and it was passed unanimously. Meeting ended at 9:58 PM.