



Colorado College

“The best geologist is the one that’s seen the most rocks”

-Dr. Eric Leonard

PHOTO: [WILL POWERS / THE ASSOCIATES PRESS](#)



Meet NewCity



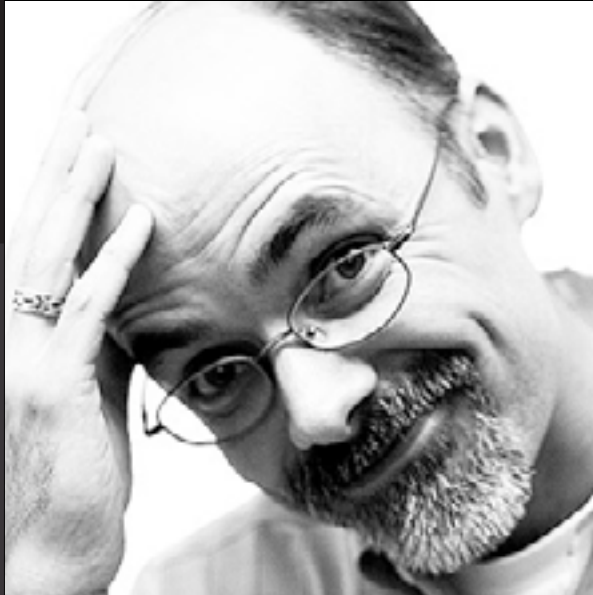
insidencity.com



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REBEKAH GODSHALL, PM



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DIRECTOR OF UX

JEFF HIPP, DES.



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PHIL PELANNE, DIR. OF TECH



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JOHN WILLIAMS, DEV.



KEVIN CUPP, DEV.



JASON GILLESPIE, DEV.



PAM MARTIN,
MARKET STRATEGY



JESSICA BEHAL, INTERNET
MARKETING SPECIALIST



Experience Design in Action

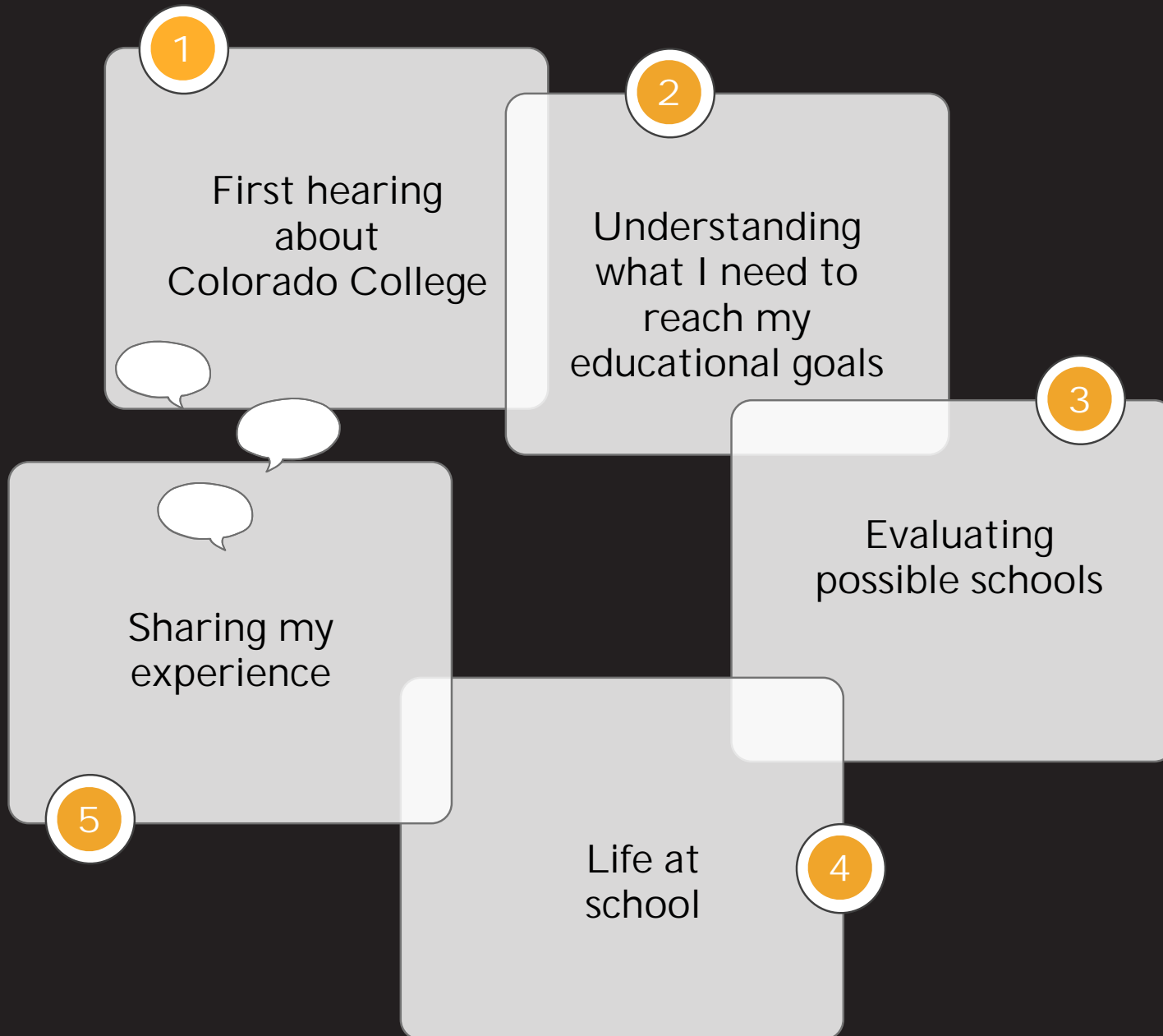


Customer Experience

THE ENGINE THAT DRIVES LONG-TERM
BRAND GROWTH



PHOTO: [facebook.com/coloradocollege](https://www.facebook.com/coloradocollege)




Research & Discovery

AUDIENCE INTERVIEWS, MENTAL MODELS, CAREWORDS SURVEYS & KJ SESSIONS

Audience Research

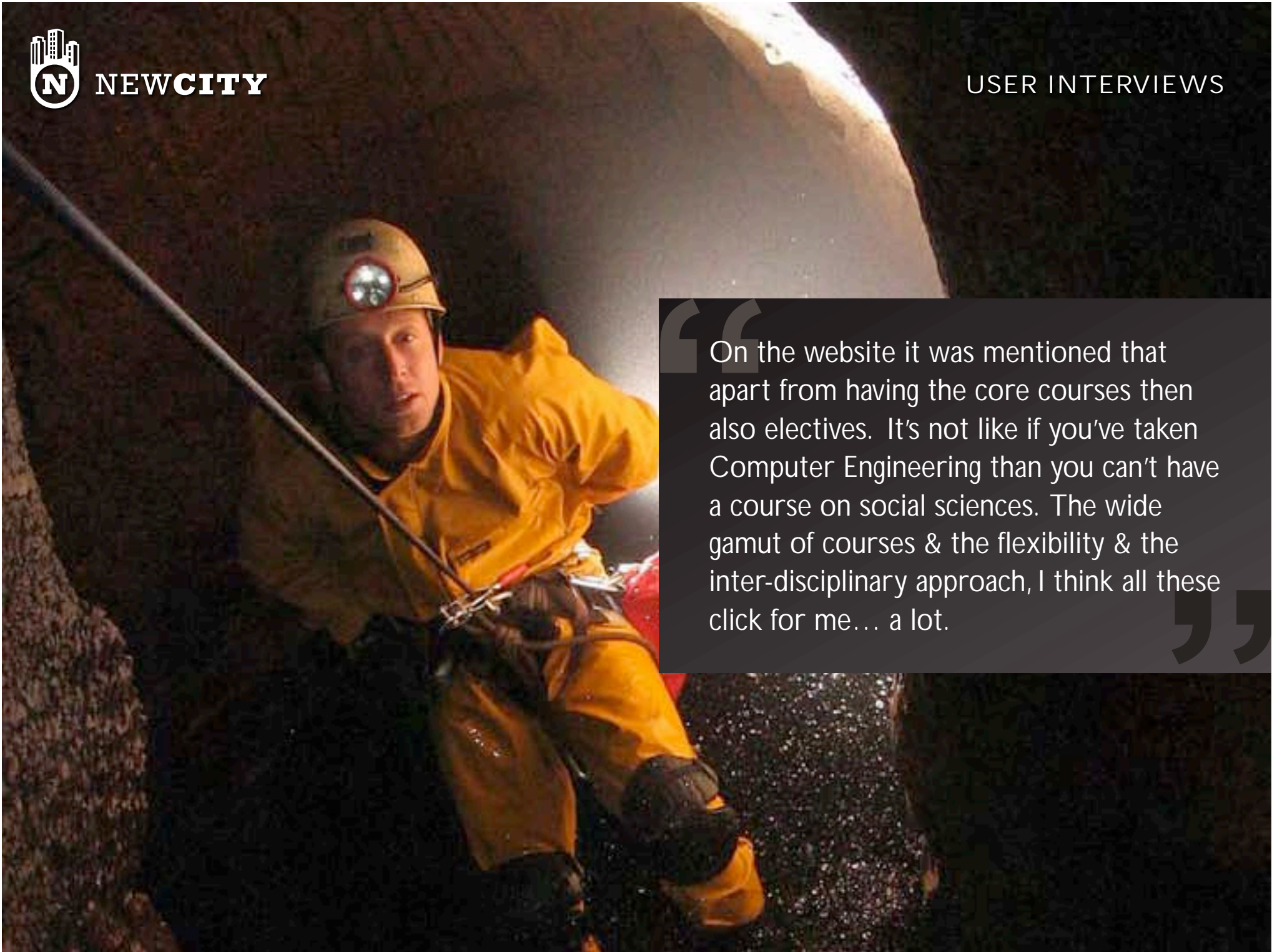
CONVERSION STARTS WITH UNDERSTANDING GOALS AND MOTIVATIONS



“ You see because I’m not in the UK I can’t take a walk around Imperial & appreciate the architecture or meet the professors or take the inside scoop from any of the students there. It’s a different case with me, I’m on a different continent. So, I can’t connect with people on face. And even interacting through the phone is kind of impractical. So internet is the only medium I can gather more information apart from, say, the British Council Library. So the website is the only source of information for me in that regard. ”

“ I’m proactively going out and looking for somebody in a certain discipline... actually searching for someone with some expertise at the moment doesn’t really work. ”





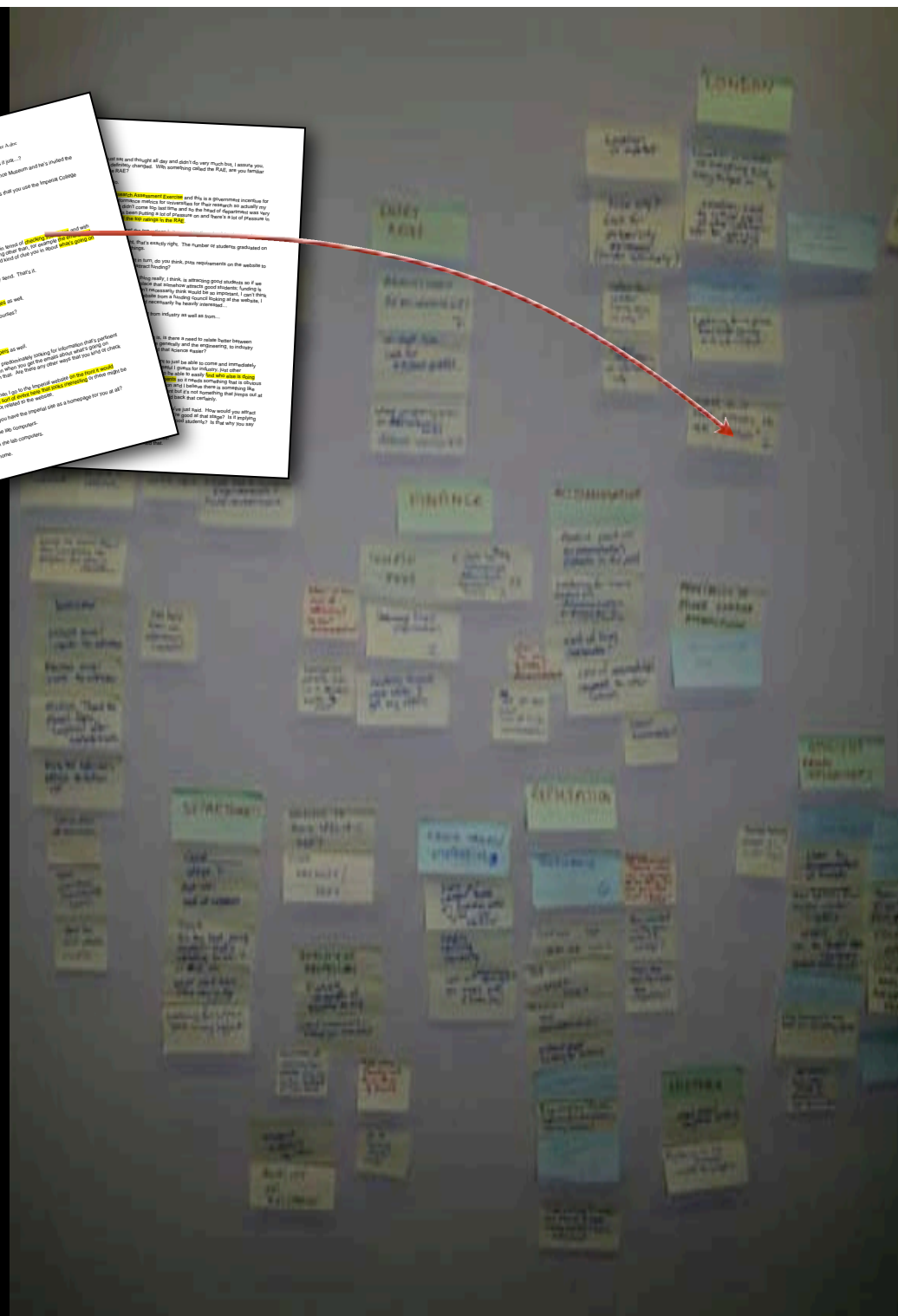
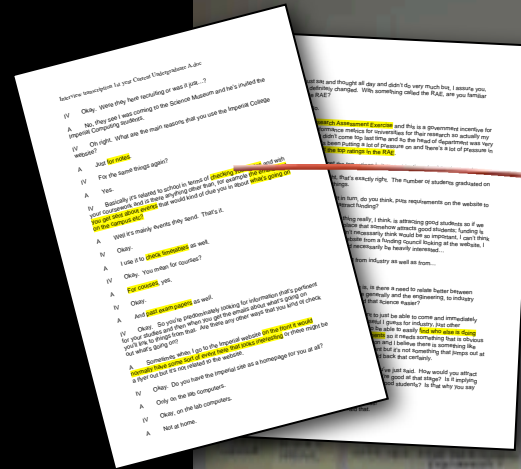
“ On the website it was mentioned that apart from having the core courses then also electives. It's not like if you've taken Computer Engineering than you can't have a course on social sciences. The wide gamut of courses & the flexibility & the inter-disciplinary approach, I think all these click for me... a lot. ”

Mental Models

- Methodology developed by Indi Young and Adaptive Path
 - ➔ <http://www.adaptivepath.com/>
- Used to see the whole story of someone's experience, from the user's perspective
- Helps identify best structure and key features of a product

READ MORE //

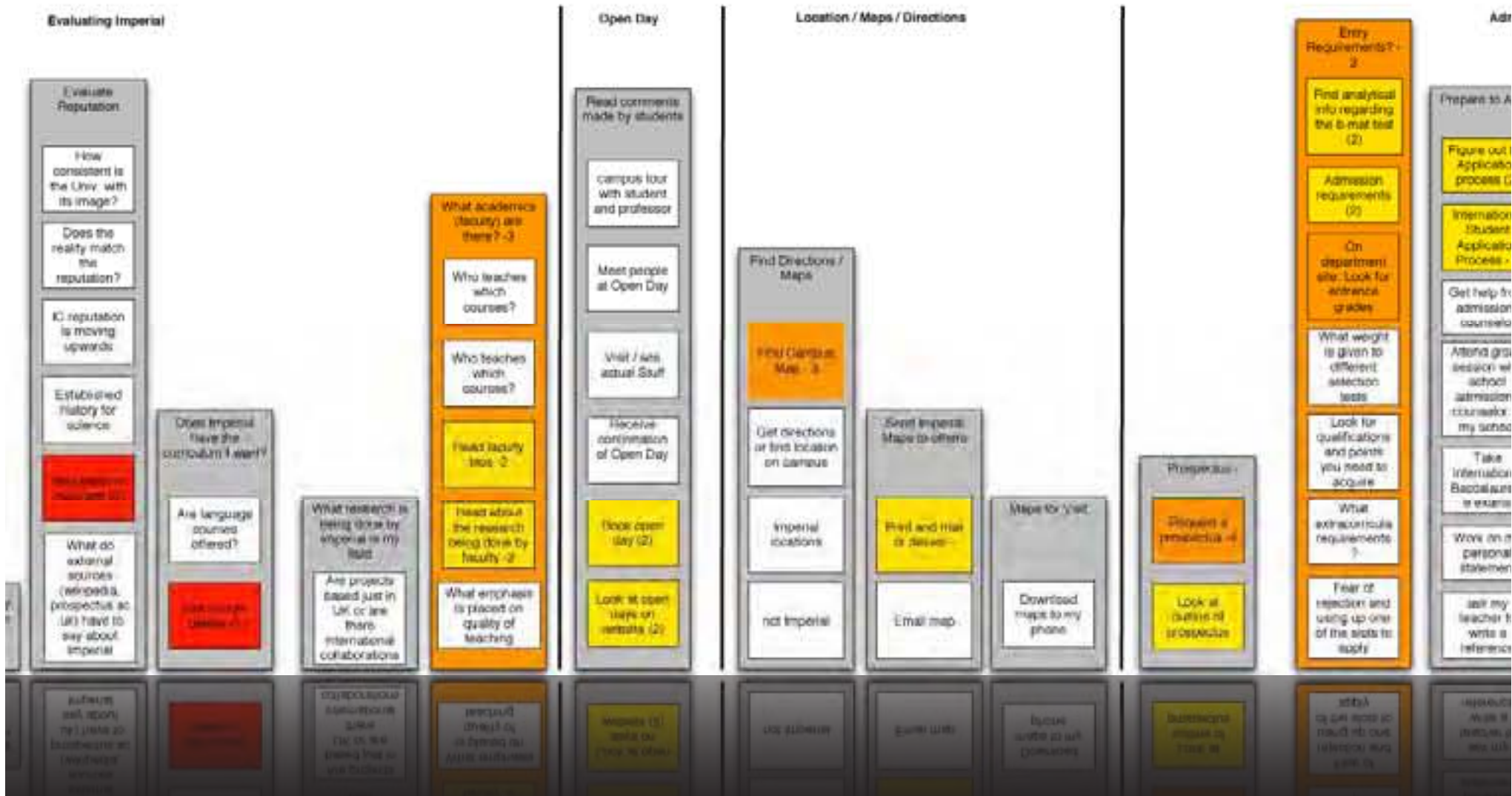
<http://www.rosenfeldmedia.com/books/mental-models/>

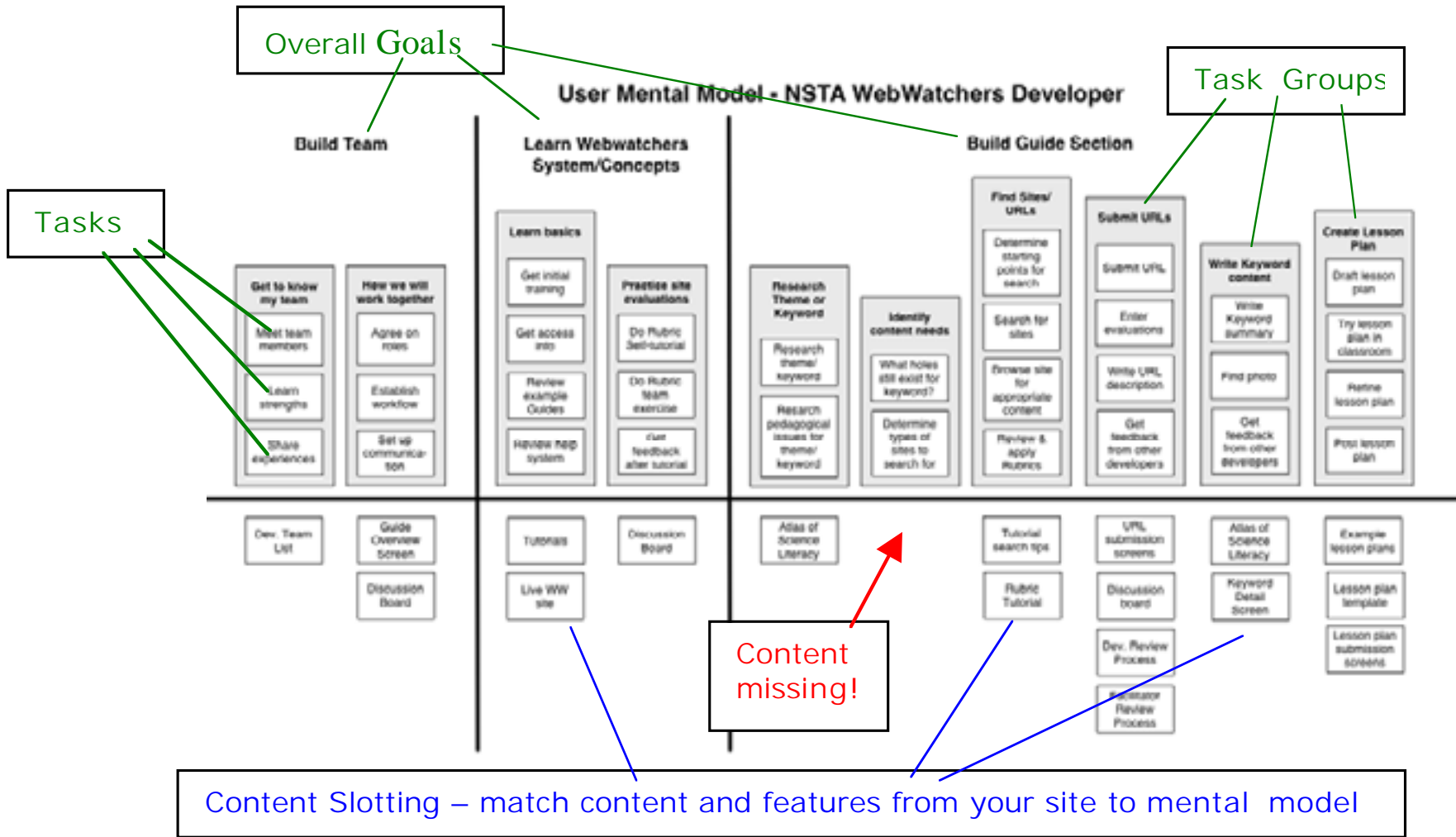


Mental Model Process

1. Interview users from each audience
2. Analyze interviews to extract tasks
3. Group related tasks into Task Groups
4. Group Task Groups into broad Goals
5. Derive top level architecture from Goals and Task Groups
6. Match existing content or product features to Mental Model
7. Identify high-value content or features that are lacking







KJ Method

1. Gather 4-6 people for ~1 hour
2. Start with focus question
3. Put opinions (or data) onto Sticky Notes
 - ▶ one answer per note
 - ▶ use a fat-tipped marker
4. Put Sticky Notes on the wall
5. Group similar items (without talking)
6. Discuss & Name the groups
7. Vote on priorities



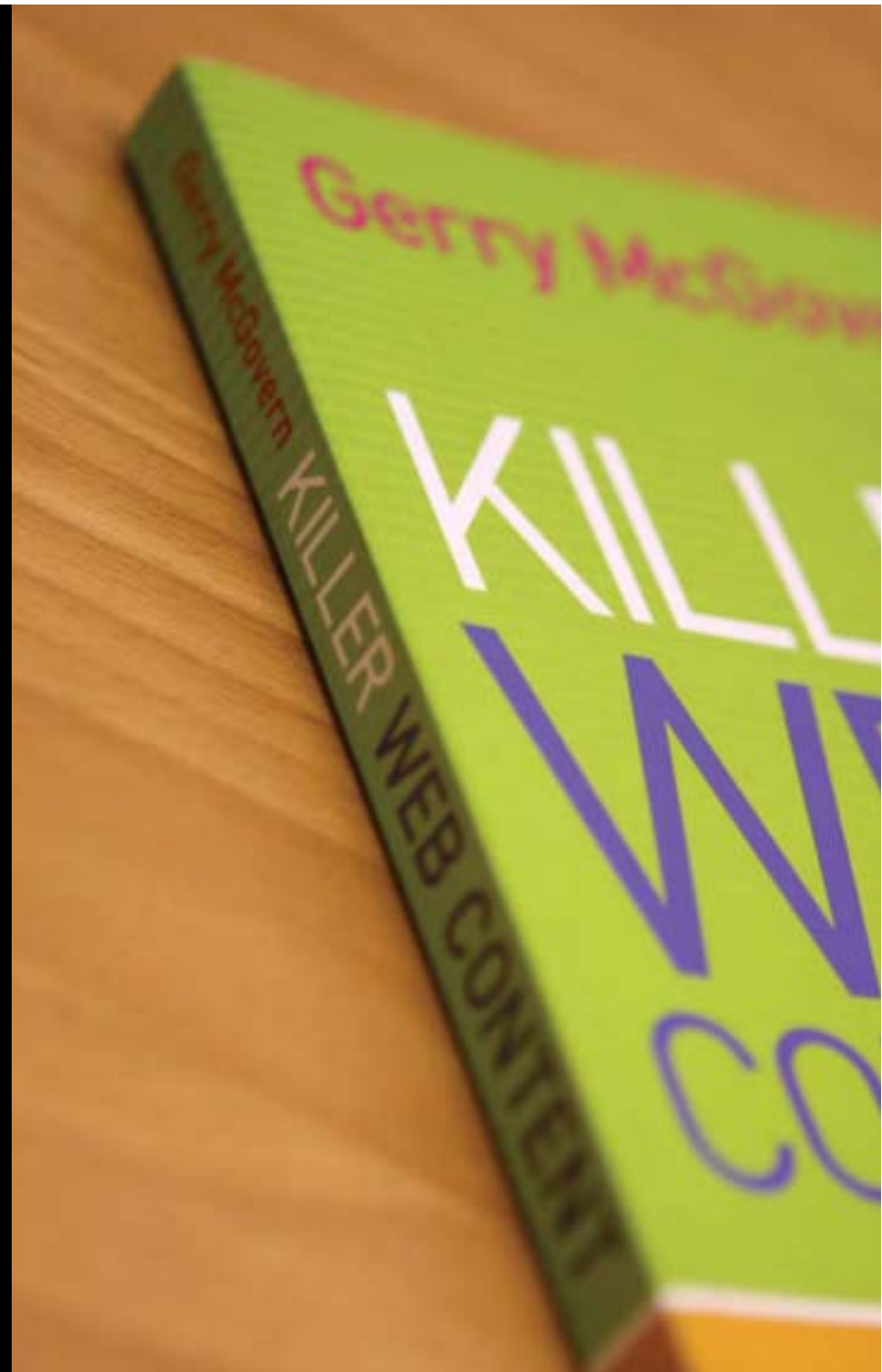
The end-result of each KJ session is:

1. Participants are starting to think about their site from the end-user's perspective.
2. You've created a prioritized list of user goals and tasks, some of which you had no idea about before. It's a short step from here to a site map.
3. It's obvious to everyone what content you do or don't have and where you need to spend your time.
4. The whole group agrees on the outcome. No single participant dominates the conversation.

Carewords Survey

- ➔ Uncover the words your readers
 - ➔ care about
 - ➔ search for
 - ➔ WILL CLICK ON
- ➔ Developed by Gerry McGovern

READ MORE // <http://www.gerrymcgovern.com>



- | | | | |
|--|---|---|---|
| <input type="checkbox"/> FP6 | <input type="checkbox"/> Funding agencies | <input type="checkbox"/> Approving invoices | <input type="checkbox"/> Faculty Strategic Research Managers |
| <input type="checkbox"/> InfoEd | <input type="checkbox"/> Procurement | <input type="checkbox"/> Who else has received one of these grants? | <input type="checkbox"/> Award acceptance |
| <input type="checkbox"/> InfoEd guidance | <input type="checkbox"/> Grant costing | <input type="checkbox"/> Research Services Teams | <input type="checkbox"/> Receive funding opportunities via email |
| <input type="checkbox"/> Peer review | <input type="checkbox"/> Contact details | <input type="checkbox"/> International funding | <input type="checkbox"/> Terms and conditions of grants |
| <input type="checkbox"/> Summary of project expenditures | <input type="checkbox"/> Research governance | <input type="checkbox"/> Successful funding applications | <input type="checkbox"/> Rates for Students |
| <input type="checkbox"/> Office Location | <input type="checkbox"/> FP7 Policies & Regulations | <input type="checkbox"/> Grants | <input type="checkbox"/> HR Costing |
| <input type="checkbox"/> Phone numbers for staff | <input type="checkbox"/> Forms | <input type="checkbox"/> Calculating direct costs | <input type="checkbox"/> Adjusting project budgets |
| <input type="checkbox"/> Sample proposals | <input type="checkbox"/> Ethics | <input type="checkbox"/> Timesheet system | <input type="checkbox"/> Rules about different sponsor |
| <input type="checkbox"/> FP7 | <input type="checkbox"/> Approval | <input type="checkbox"/> Agreements | <input type="checkbox"/> Managing a research project |
| <input type="checkbox"/> Sponsored research | <input type="checkbox"/> Research Contracts | <input type="checkbox"/> Faculty Research Services Teams | <input type="checkbox"/> Changing contract time schedules |
| <input type="checkbox"/> Adapting the FEC for different sponsors | <input type="checkbox"/> Calls of funding | <input type="checkbox"/> Funding partners | <input type="checkbox"/> Progress of a project |
| <input type="checkbox"/> Interdepartmental Submissions | <input type="checkbox"/> Research grants | <input type="checkbox"/> Equipment and facility charge out rates | <input type="checkbox"/> Negotiating terms |
| <input type="checkbox"/> making applications | <input type="checkbox"/> Audit requirements | <input type="checkbox"/> Managing budgets | <input type="checkbox"/> Research integrity |
| <input type="checkbox"/> Proposal review | <input type="checkbox"/> Authorisation | <input type="checkbox"/> Knowledge Transfer Partnerships | <input type="checkbox"/> Submitting grants |
| <input type="checkbox"/> Purchase orders | <input type="checkbox"/> College Research Strategy | <input type="checkbox"/> Junior Research Fellowship Programme | <input type="checkbox"/> Closing off a project |
| <input type="checkbox"/> Opportunities currently being applied for by Imperial academics | <input type="checkbox"/> Overdue payments | <input type="checkbox"/> Examples of successful proposals | <input type="checkbox"/> User guides |
| <input type="checkbox"/> InfoEd training | <input type="checkbox"/> Recruiting staff | <input type="checkbox"/> Governance | <input type="checkbox"/> Ongoing management of contracts |
| <input type="checkbox"/> Exchange rates and budgets | <input type="checkbox"/> Funding opportunities | <input type="checkbox"/> Research Fortnight (magazine) | <input type="checkbox"/> Problems encountered with different funding agencies |
| <input type="checkbox"/> Change amounts between budget categories | <input type="checkbox"/> Contracts | | <input type="checkbox"/> Foreign exchange |
| <input type="checkbox"/> Starting a new award | <input type="checkbox"/> Financial reports | | <input type="checkbox"/> FEC. |
| <input type="checkbox"/> Hiring Personnel for Research | <input type="checkbox"/> Who is your Faculty Research Services contact? | | |
| | <input type="checkbox"/> College information to include in proposals | | |

<u>Imperial College London Research Support - Carewords Analysis</u>	<u>Weight</u>
• <input type="checkbox"/> Full Economic Costing (FEC)	1566
• <input type="checkbox"/> Full Economic Costing (FEC)	279
• <input type="checkbox"/> Full Economic Costing (FEC)	230
• <input type="checkbox"/> FEC	49
• <input type="checkbox"/> Costing and pricing	191
• <input type="checkbox"/> Adapting the FEC for different sponsors	156
• <input type="checkbox"/> Grant costing	143
• <input type="checkbox"/> InfoEd	136
• <input type="checkbox"/> Calculating direct costs	118
• <input type="checkbox"/> Exchange rates and budgets	112
• <input type="checkbox"/> Exchange rates and budgets	64
• <input type="checkbox"/> Foreign exchange rates and budgets	48
• <input type="checkbox"/> Stipend rates, HR Costing	107
• <input type="checkbox"/> PhD Students - stipend rates	44
• <input type="checkbox"/> HR Costing	35
• <input type="checkbox"/> Salary Scales	28
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• <input type="checkbox"/> Facilities and charge out rates	85
• <input type="checkbox"/> InfoEd Guidance	60
• <input type="checkbox"/> Questions about InfoEd	53
• <input type="checkbox"/> Pricing	31
• <input type="checkbox"/> Preparing Funding Proposals (wording?)	1064
• <input type="checkbox"/> Funders' guidance and rules for application	190
• <input type="checkbox"/> Funders' guidance and rules for application	87
• <input type="checkbox"/> Rules about different sponsors	57
• <input type="checkbox"/> Problems encountered with different funding agencies	46
• <input type="checkbox"/> Checking an application before submission	143
• <input type="checkbox"/> Je-S (Research Councils UK - Joint Electronic Submission)	137

For: [Prospective Students](#) → [Students](#) → [Alumni](#) → [Staff](#) → [Business](#) → [Media](#) → [Go](#) [People](#)

Research Support

[Home](#) | [About Us](#) | [Funding Calls](#) | [Preparing a Proposal](#) | [Costing and Pricing](#) | [Contracts](#) | [Managing Grants](#) | [Contact Us](#)

Research Support is comprised of the Research Services Teams for each Faculty and the Research Office, which supports various systems like InfoEd and lots of other fiddly bits.

Picture of Brooke working with some poor sod

Step-by-step guide to funding

Quick Links

- [InfoEd login](#)
- [Oracle Grants login](#)
- [Forgot my password](#)
- [System support](#)
- [Glossary](#)
- [Policies](#)

Announcements

- This is an announcement
- Training coming up
- Big deadline
- Something someone asked Linda to put up

Applying for and managing funding

→ Funding calls	→ Preparing a proposal	→ Costing and pricing
→ Funding calls for <ul style="list-style-type: none"> • Business School • Engineering • Medicine • Natural Sciences → Funders List <ul style="list-style-type: none"> • UK • Europe (CEC) • Other overseas 	→ Funder guidelines and requirements <ul style="list-style-type: none"> → Costing and pricing → Approval and authorisation → Research governance → Successful proposal examples → Step-by-step guide to funding 	→ Full Economic Costing (FEC) <ul style="list-style-type: none"> → Adapting the FEC for different funders → InfoEd guidance and training → Staff costings and stipends → Charged out research facilities → Exchange rates
→ Contracts and agreements	→ Managing grants/awards	→ Contact us
→ Contract negotiation process <ul style="list-style-type: none"> → Types of contracts → Intellectual Property (IP) → Material Transfer Agreements (MTA) 	→ Roles and responsibilities <ul style="list-style-type: none"> → Managing budgets → Staff recruitment and appointment → Extensions and supplements → Timesheets → Audits 	→ Research Services teams <ul style="list-style-type: none"> • Faculty of Engineering and Business School • Faculty of Medicine • Faculty of Natural Sciences → Roles and responsibilities <ul style="list-style-type: none"> → Research Office contacts

Putting it all together, together

COLLABORATIVE WIREFRAMING, PROTOTYPE & USER TESTING





HOME

MAPS

SEARCH

DEPARTMENTS A-Z

PEOPLE

- o DEPT
- o ROLE
- o RESEARCH

ABOUT IMPERIAL

COURSES

RESEARCH

STUDENTS

PROSPECTIVE STUDENTS

LIFE @ IMPERIAL

NEWS & EVENTS

STAFF

SERVICES

Main message & Images



TAGLINE

PODCASTS

Upcoming Events

- [Event Name]
- [Event Name]

ALUMNI

BUSINESS

MEDIA

STUDY @ IMPERIAL

- Info for Prospective Students
- Undergraduate Prospects
- Postgraduate Prospects
- International Students
- Open Days

WORK @ Imperial

-
-
-

Support Imperial

-
-
-

ABOUT THE SITE SET Server Desk

Address, Phone, Footer info

Imperial College London

[Research](#) | [Courses](#) | [Faculties & Departments](#) | [Life at Imperial](#) | [Library](#) | [News & Events](#) | [Services](#) | [About Imperial](#)


For: [Prospective Students](#) | [Students](#) | [Alumni](#) | [Staff](#) | [Business](#) | [Media](#) | [Maps](#) | [Help](#) | [Directory](#)


Main Message & Images

Granthams to Fund Institute for Climate Change at Imperial College London

1 2 3 4 [More](#)


Upcoming Events


 **Using Routinely Collected Data to Evaluate Cancer Care Provision**
25 Mar 2007 Time 11.00

 **Leonardo Society Exhibition**
21 Mar 2007 to 26 Mar 2007

[More](#)

Podcasts

 **The Institute of Mathematical Sciences Lecture**
Lord May of Oxford
8 Feb 2007
[Read](#) [Listen](#) [Watch](#)

 **Monthly Magazine - March**
Exploring "ethical drugs" for Hepatitis C and what rocks on Mars could tell us about life on earth.
[Read](#) [Listen](#)

[More](#)

Study at Imperial

- [Info for Prospective Students](#)
- [Undergraduate Prospectus](#)
- [Postgraduate Prospectus](#)
- [International Students](#)
- [Open days](#)

Work at Imperial

- [Academic](#)
- [Research](#)
- [Administrative](#)
- [Technical](#)
- [Manual and Ancillary](#)
- [PhD Studentships](#)

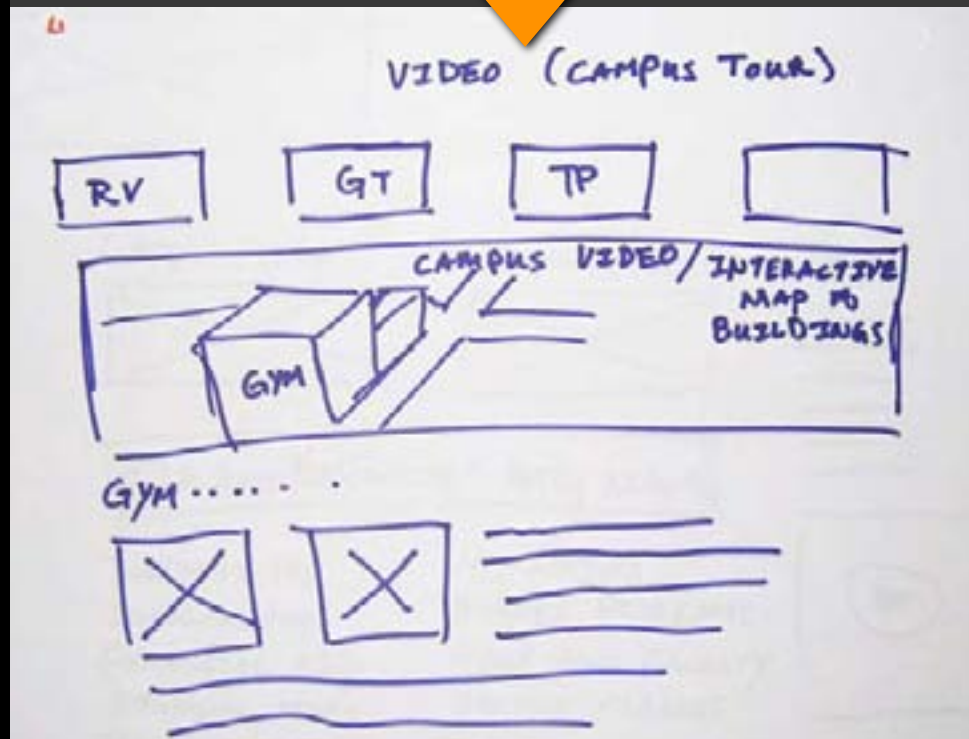
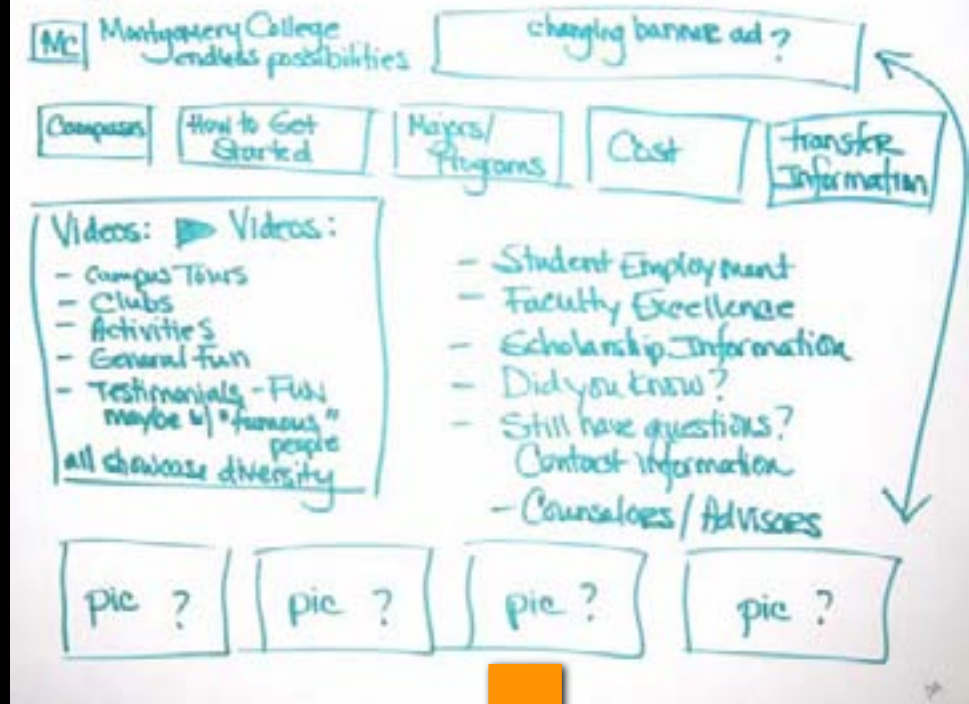
Life at Imperial

- [Photos](#)
- [Accommodations](#)
- [Student Union](#)
- [Clubs & Societies](#)
- [Getting Around](#)

[Login](#) | [My Imperial](#) | [Edit](#) | [Admin](#) | [Access](#) | [Subscribe](#) | [CMS Help](#) | [Clear Cache](#) | [Welcome Pamela](#)

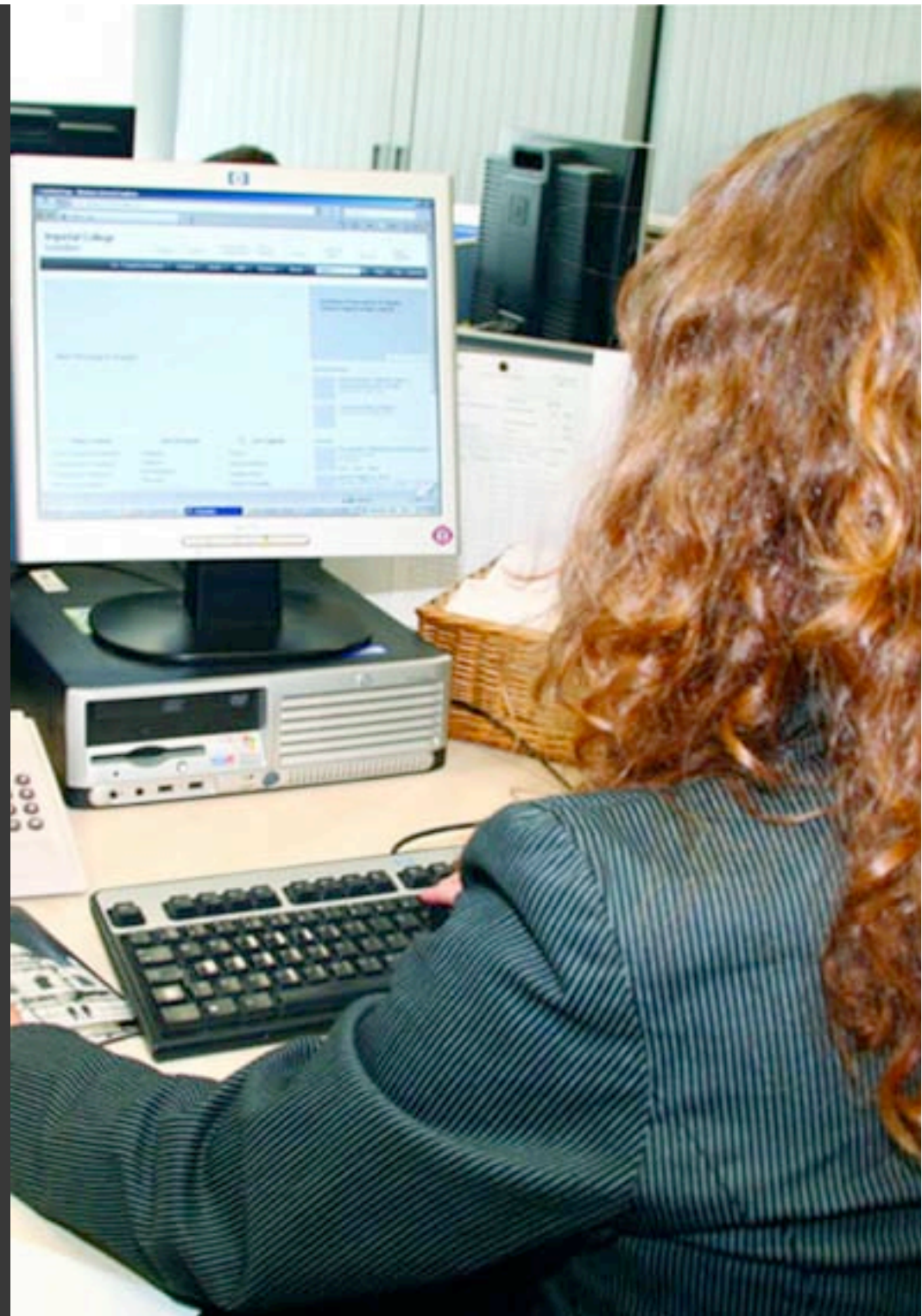
Design Consequences

1. Take 7 minutes to sketch out a screen.
2. After 7 minutes, pass your screen to the person on your left.
3. Now pick something on that screen and sketch the screen you see after you click.



User Testing

- Develop scenarios based on the mental models, like:
 - ➔ You need to see a professor in the Geology department but you've forgotten which building it's in. Find that out.
 - ➔ You want to see when block terms start and end and what kind of breaks you get.
- Test with representative users from across your audiences
- Incorporate changes



What our clients say about the experience

“ I think one of the most valuable things that we did in those early stages of the project was actually getting out and talking face to face with members of key audiences, and learning from their perspective how they use the Virginia Tech website and university websites in general, and specifically what they were looking for.”

- Mike Dame, Virginia Tech

“ I now understand why they call it discovery: When you ask the right questions, and do it the right way, you learn something new —about yourself, about your colleagues, about your audience, and about your organization's philosophy and mission.”

- Alan Mairson, The Dershowitz Group

Designing the Experience







the new, **NEW CITY** thing

REAL

MOODBOARDS AT TUFTS ALUMNI



Northwestern Health Sciences University

Case Study

August 6, 2010

- [○ Search](#)
- [○ Site Map](#)
- [○ Help](#)

 [GroupWise E-Mail](#)





NWHSU
NORTHWESTERN
HEALTH SCIENCES
UNIVERSITY



Discover the Natural Way
to a New Career

>> A Consumer Guide to Natural Health Care

- Academic Programs
- Admissions
- Financial Aid
- Registrar
- Alumni
- Continuing Education
- About Northwestern
- Campus Community
- Diversity
- Library
- Research
- Human Resources
- Student Affairs
- Bookstore
- Clinical Services

Northwestern
College of Chiropractic



Minnesota
College of Acupuncture
and Oriental Medicine



Undergraduate Studies



Massage Therapy
Program













**Admissions
Info Packet**
Request your own



[Northwestern
Today](#)



[Calendar](#)



**ADMISSIONS
UPCOMING
EVENTS**

Copyright © Northwestern Health Sciences University, 2501 W. 84th St.,
Bloomington, MN 55431, (952) 888-4777
Send your [questions/comments](#) about the website to Northwestern Health Sciences
University [Web Coordinator](#).







Audience Research Summary Report

CONTENTS

- ▶ Executive Summary
- ▶ Baseline Testing
- ▶ Carewords Survey
- ▶ KJ Sessions
- ▶ Mental Models

EXECUTIVE SUMMARY

We conducted several types of research to gain a better understanding of what each of Northwestern's key audiences are looking for on your website or are motivated by in selecting a school, engaging with, or supporting the school in some way. Our research methods are primarily qualitative and do not provide statistically significant measurements of audience preference. Rather, we are focused on gaining insights that will help us make better decisions about brand messages, design, content and site features.

Our research methods included:

- **Mental Models** - interview several people from each audience (anywhere between 6-16) about their recent behavior related to the experience you offer. Get your whole team together to read the transcripts and capture tasks on sticky notes. Put them on the wall, organize them into groups and make a chart showing the whole customer experience. It's a great way to see how your particular product or service fits into the broader story, and spot the opportunities for innovation.
- **Carewords Surveys** - collect about 100 words and phrases related to your application or website. Have 75-100 people pick their top 10 and rank them, giving 10 points to their top choice, 9 to their second and so on. Add up the scores and you have the top audience goals and best words to use to help people find what they need.
- **KJ Sessions** - gather 6-7 people representing your audience and have them fill sticky notes with answers to the question "What would someone come to this website to find or do?" Group the answers and you have a good start on your site map. Conduct multiple sessions for multiple audiences.
- **Discussion Groups** - Northwestern hosted several discussion groups with internal audiences in the spring prior to our involvement in the project.

Overall findings, implications for Northwestern brand

- Personal nature of the profession is important.
- Have a great story to tell, quality of program, strength of graduates, pass rates, etc. - just need to tell it clearly and well.
- Build on strong relationships - make it easier to connect people who are passionate about Northwestern with people who are looking for Northwestern.



degree, not certificate
NEW CITY

university setting
Reputation, University
accreditation quality

respect in the industry

They listen and look for feedback

Teachers who practice and model what you become

Better facilities than...

Quality of teachers

"You're going to be our colleague"

Faculty

Always trying to make it better

Well-rounded teaching staff

Chinese professors

Campus & Facility

Real campus feel

Beauty of campus

Better environment for learning

partnership with hospitals

3 programs on campus

integrated philosophy

science based

Evidence-based

research based

evidence based

Integrated Open

not pure chiro

open

Pillsbury House

progressive mission

learn different modalities

like the area/community better

close to twin cities

close to family

Location

close to home

Board scores

I'll be a better healer

Low default rates

WAY MORE Clinical experience

People and city are friendlier than...

NW was happy and positive

opportunities

Hands-on training

I feel like I fit in

Cameraderie

Friendly people

Successful alumni

Get the feeling we're all in this together

Everyone helps each other



NEW CITY

LEADER in natural health care

degree, not certificate

university setting

Reputation, University

High-quality education

accreditation

it'll be hard, but worth it

quality

Innovative learning experience

respect in the industry

They listen and look for feedback

Better facilities than...

Teachers who practice and model what you become

Quality of teachers

"You're going to be our colleague"

Faculty

Well-rounded teaching staff

Experiences of our faculty

Campus & Facility

Real campus **state of the art facility**

Better environment for learning

Beauty of campus

Chinese professors

partnership with hospitals

Evidence-informed

science based

3 programs on campus

Integrated approach to health care

integrated philosophy

Integrated Open

Evidence-based

not pure chiro

Best integrated care model

Pillsbury House

Strong clinical-based Research program interfacing into curriculum

research based

evidence based

progressive mission

learn different modalities

like the area/community better

Life-changing experience

close to twin cities

close to family

Location

close to home

Board scores

Clinical experience

Blending the art & science of care

I'll be a better healer

Low default rates

People and city are friendlier than...

Successes of our students

Patient-centered

NW was happy and positive

opportunities

Hands-on training

I feel like I fit in

Cameraderie

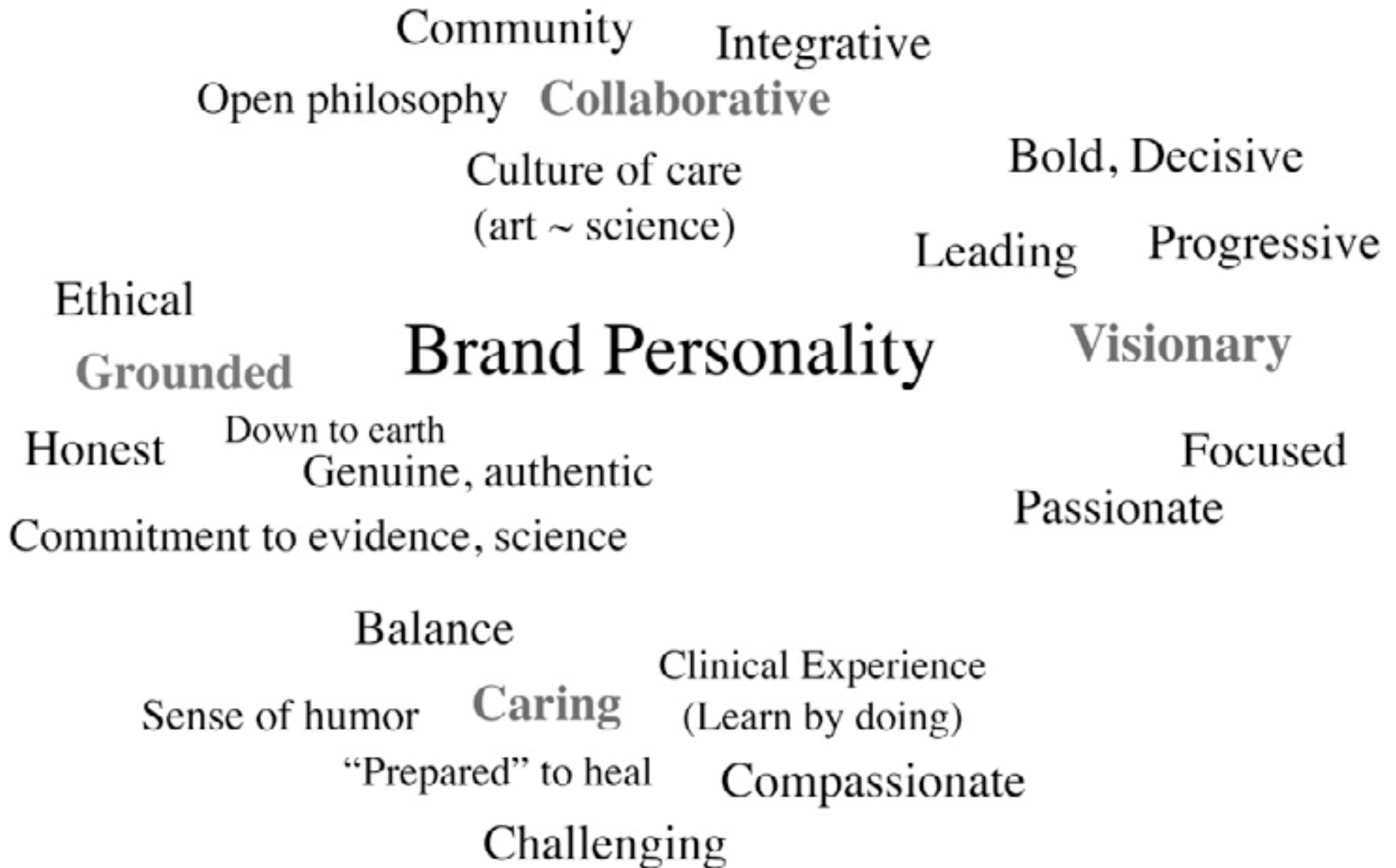
Friendly people

we're recruiting alumni

Successful alumni

you have come here to join us as colleagues

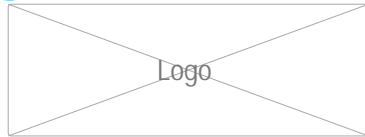
Everyone helps each other



Northwestern Health Sciences University

Home Wireframe

0 Primary Navigation (Global)



- Students
- Faculty & Staff
- Alumni
- Clinic Patients & Clients

QUICKLINKS

- Bookstore
- Directory
- eNorthwestern
- E-mail
- Library
- Moodle
- Offices & Services

Search

- Get to Know Northwestern
- Academics
- Admissions
- Continuing Education
- Research
- News & Events
- Giving

1 Primary

Emergency Message Here

Touch. Impact. Lead.

2 Secondary (audience goal area)

Academic Programs

- ▶ Northwestern College of Chiropractic
- ▶ Minnesota College of Acupuncture and Oriental Medicine
- ▶ School of Massage Therapy

Prospective Students

- ▶ Create Your Info Packet
- ▶ Info for Prospective Students
- ▶ Schedule a Visit

Online Tour

3 Supporting (Tools and Features)

Upcoming Events Calendar

- Nov 3 The Rock**
- Nov 6 Diversity Club screening of "Cold Mountain"**
- Nov 8 Schedule a Tour/Visit with an Admissions Representative**

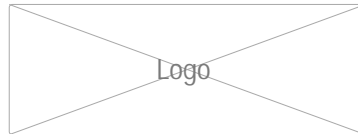
More events >

Home
nwhsu-wires-home-v5_FINAL.graffle | Modified: Thu Jan 21 2010

Northwestern Health Sciences University

Admissions Wireframe

Primary Navigation (Global)



- Students
- Faculty & Staff
- Alumni
- Clinic Patients & Clients

QUICKLINKS

- Bookstore
- Directory
- eNorthwestern
- E-mail
- Library
- Moodle
- Offices & Services

Search

- Get to Know Northwestern
- Academics
- Admissions
- Continuing Education
- Research
- News & Events
- Giving

Section Navigation

Primary

Admissions

- ▼ Applying
 - How to Apply
 - When to Apply
 - International Students
 - Transfer Students
 - Requirements

>> Apply Now

- ▼ Visit
 - Schedule a Visit
 - Accommodations
 - Admissions Staff Travel Schedule
 - Events
 - Maps & Directions
 - Online Tour
 - Shadow a Student
 - Student Ambassador Club
 - Tuition Grant/Travel Reimbursement

- ▼ Tuition & Fees
 - Northwestern College of Chiropractic
 - Minnesota College of Acupuncture and Oriental

Admissions Overview

1. Request Info - Create your info packet
2. Schedule a Visit
3. Apply

Step 1 - Application

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce tristique. Cras ipsum urna, semper vitae, aliquet eget, rutrum sed, pede.

Step 2 - Transcripts

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce tristique. Cras ipsum urna, semper vitae, aliquet eget, rutrum sed, pede.

Step 3 - Additional Documentation & References

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce tristique. Cras ipsum urna, semper vitae, aliquet eget, rutrum sed, pede.

[Apply Now >](#)

Admission Requirements

- Northwestern College of Chiropractic
- Minnesota College of Acupuncture and Oriental Medicine
- School of Massage Therapy
- Undergraduate Studies

This list will grow to as many to 6-8 next year

Design Note: Admissions is a big fan of the layout of the 3 boxes: Request info, Visit, apply <http://www.utoledo.edu/admission/undergraduate/index.html>

Cost & Financial Aid

Program Cost

- Northwestern College of Chiropractic
- Minnesota College of Acupuncture and Oriental Medicine
- Massage Therapy

This list will grow to as many to 6-8 next year

Paying for School

- How do I apply for financial aid?

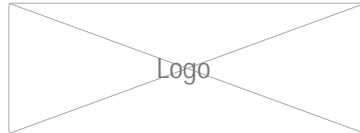
Types of Aid:

- Grants
- Scholarships

Northwestern Health Sciences University

Get to Know Northwestern Wireframe

Primary Navigation (Global)



- Students
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QUICKLINKS

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- Giving

Section Navigation

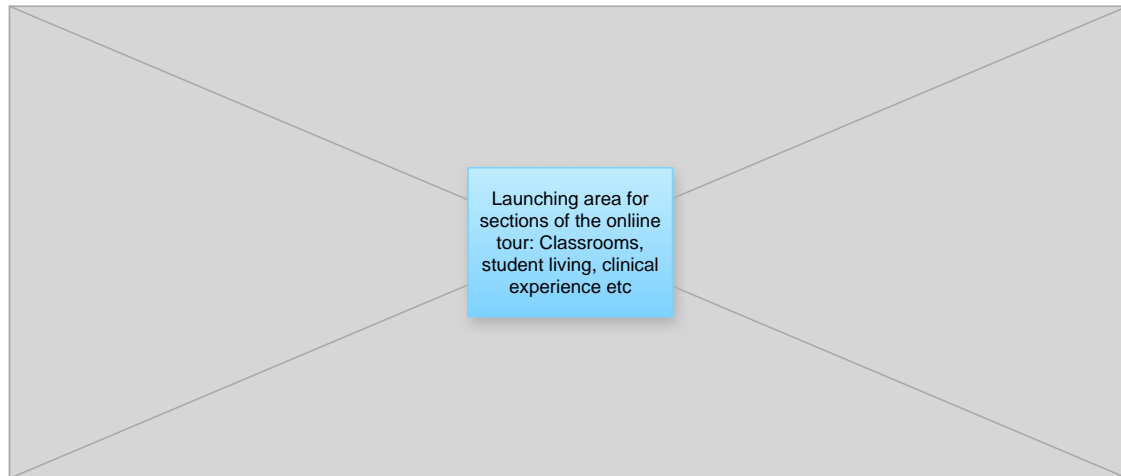
Get to Know Northwestern

- ▼ Get to Know Northwestern
 - Quick Facts
 - Accreditation
 - Mission & Vision
 - History
 - Message from President
 - Board of Trustees
 - University Partners

- ▼ Considering Northwestern?
 - Academic Advantages
 - Academic Programs
 - Cost
 - Our Commitment to Diversity
 - Student Life
 - Financial Aid
 - Request Info
 - How to Apply

- ▼ Visiting
 - Online Tour
 - Schedule a Visit
 - Maps & Directions
 - Accommodations

Primary



Launching area for sections of the online tour: Classrooms, student living, clinical experience etc

Academic Advantages

- Accelerated Programs
- Accreditation
- Clinical Experience
- Faculty Healthcare Providers
- Integrative Approach
- You'll Graduate Confident and Ready

Tour Northwestern

- Tuition Grant/Travel Reimbursement
- Schedule a Tour
- Sit in on a Class
- Maps & Directions

Secondary

Life in the Twin Cities

The Bloomington campus is only 7 miles from the heart of the twin cities. Fusce tristique. Cras ipsum urna, semper vitae, aliquet eget, rutrum sed, ped. >

Did you know?

1 in 10 students lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce tristique. [Read more facts >](#)

Get to Know Northwestern

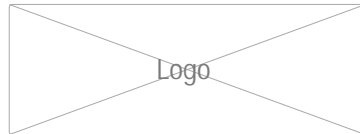
nwhsu-wires-get to know nw-v5_FINAL.graffle | Modified: Wed Jan 27 2010

Deal Message from Northwestern

Northwestern Health Sciences University

Students Wireframe

Primary Navigation (Global)



- Students
- Faculty & Staff
- Alumni
- Clinic Patients & Clients

Get to Know Northwestern

Academics

Admissions

Continuing Education

Research

News & Events

Giving

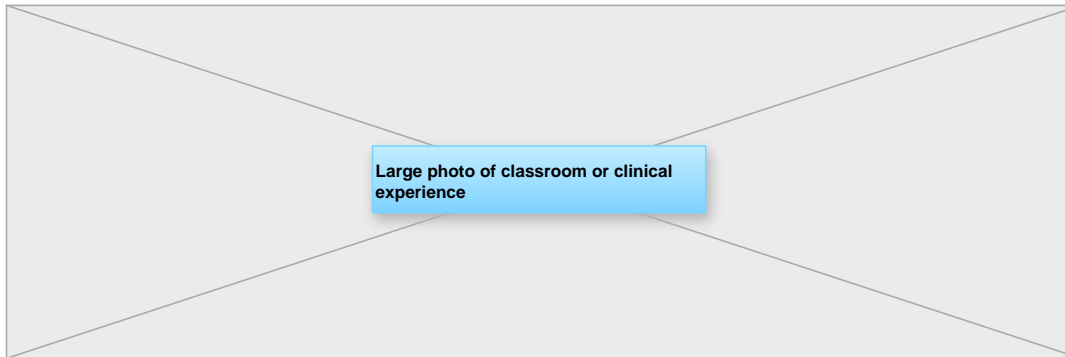
- QUICKLINKS
- Bookstore
 - Directory
 - eNorthwestern
 - E-mail
 - Library
 - Moodle
 - Offices & Services

Search

Primary

Students

Secondary



Large photo of classroom or clinical experience

Campus Directory

Enter person's name or department

Update my Information

[Academic Calendar >](#)

[Student Activity Calendar >](#)

Announcements

Last day to drop classes Tuesday, Nov 24th
Announcement two

2009 Graduation!

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce tristique. Cras ipsum urna, semper vitae, aliquet eget, rutrum sed, pede. > . [More >](#)

Event Spotlight

Real Voices from Northwestern

John Doe
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce

Prospective Students

- >> Apply
- Academic Advantages
- Cost
- Enrollment Verification
- Financial Aid
- Online Tour
- Real Voices from NW
- Schedule a Campus Tour

Prospective students should have less priority graphically than Current Student content

Getting Settled

- Campus Map
- Housing
- Safety
- Student ID Card
- Transportation and Parking

Tuition & Aid

- How to Pay Tuition
- Financial Aid
- Grants & Scholarships
- Student Statement (your tuition, fees, and aid)

Student Life

- Clubs, Organizations & Dining
- Housing
- Student Government
- Student Handbook
- Student Spaces
- Real Voices from Northwestern

Health and Fitness

- Clinics & Health Services
- Personal Counseling
- Fitness Center
- Gym
- Pool

Tutoring & Academic Support

- Academic Counseling
- Disability Services
- Study Skills
- Tutoring Services

Careers

- Associateships
- Career Services
- Career Tools
- Find Careers by Profession
- Find Careers by State
- Internships
- Practices for Sale
- Student Employment

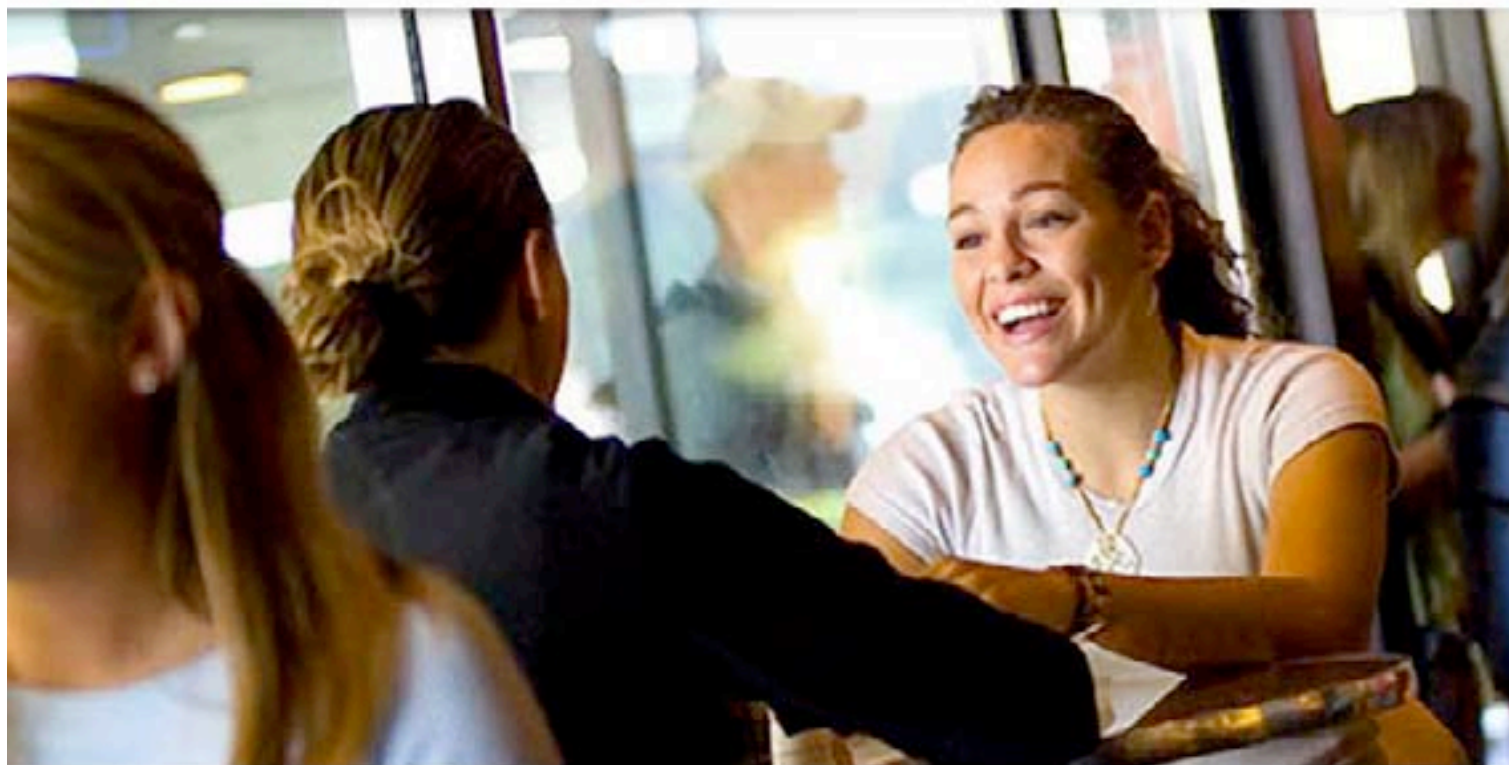
Career Toolbox

- Link 1
- Link 2
- Link 3
- Link 4
- Link 5
- Link 6

Details of toolbox pending

Post Graduation

- Alumni Associations
- Alumni Success Stories



Get to know Northwestern

Academic Programs

- College of Chiropractic
- College of Chinese Medicine
- School of Massage Therapy
- Undergraduate Studies

Prospective Students

Getting Started:

- Create Your Info Packet
- Info for Prospective Students
- Schedule a Visit
- Apply Now

Online Tour

Tour campus and the Twin Cities area without leaving your home.



Continuing Education



- Seminars & Workshops
- Licensing & Certification Requirements
- Online Learning

Clinics



- 5 Clinics Open to the Public in the Twin Cities
- University Health Services
- Make an Appointment

Upcoming Events

Calendar

- NOV 22** The Rock
- NOV 24** Diversity Club screening of "Cold Mountain"
- DEC 01** Schedule a Tour/Visit with an Admissions Representative

Recent News

All News

- On-Campus Blood Drive Makes Giving Easy
- Bloomington Halloween Party at Northwestern was a Hit for All Ages
- The College of Chinese Medicine Takes the



Visiting Northwestern

- Maps & Directions
- Online Tour





Academics:

- College of Chiropractic Medicine
- College of Acupuncture & Oriental Medicine
- School of Massage Therapy
- Undergraduate Studies

Clinics

- 5 Clinics to Open to the Public in the Twin Cities Area
- University Health Services
- Make an Appointment

Clinical Partnerships >

Continuing Education

- Seminars & Workshops
- Licensing & Certification Requirements
- Online Learning

Prospective Students

- Create Your Info Packet
- Info for Prospective Students
- Schedule a Visit

Apply Now! >

Calendar of Events

All > 

- Nov 3** The Rock
- Nov 4** Diversity Club Screening of "Cold Mountain"
- Nov 8** Schedule a Tour/Visit with an Admissions Representative
- Nov 8** Another event

More Events >

Recent News

All > 

- On-campus food drive makes giving easy.
- Bloomington Halloween Party at Northwestern was a hit for all ages
- The Minnesota College of Acupuncture and Oriental Medicine takes the final steps in the re-accreditation

Online Tour

Tour Campus and the area without leaving your home!



Contact Us

2301 W. 84th St.
Bloomington, MN 55431
Phone: (952) 880-4777
E-mail: info@nwhealth.com



> View Directory

> Maps & Directions

Careers

- Career Events
- Find an Association
- Jobs at Northwestern
- Learn about professions

Follow Us

-  Facebook
-  RSS
-  YouTube
-  Flickr
-  Twitter



[TAKE AN ONLINE TOUR](#)

PROSPECTIVE STUDENTS:

- [Create Your Information Packet](#)
- [Info for Prospective Students](#)
- [Schedule a Visit](#)
- [APPLY NOW](#)

EVENTS CALENDAR:



- 02/16/10 | Tuesday | 11:00am
[The Rock Monthly Meeting](#)
- 02/24/10 | Wednesday | 4:30pm
[Schedule a Tour or Visit with one of our Admissions Representatives](#)
- [View All Events](#)

ACADEMIC PROGRAMS:



College of Chiropractic Medicine



College of Acupuncture & Oriental Medicine



School of Massage Therapy



Undergraduate Studies

CONTINUING EDUCATION:

- [Seminars & Workshops](#)
- [Licensing & Certification Requirements](#)
- [Online Learning](#)
- [Program Coordinators](#)
- [Request Information](#)

CLINICS:

- [5 Clinics Open to the Public in Metro Twin Cities](#)
- [University Health Services](#)
- [Make an Appointment](#)
- [Clinical Partnerships](#)



RECENT NEWS:

- [On-Campus Blood Drive Makes Giving Easy & Convenient](#)
- [College of Acupuncture Takes the Final Steps in the Re-Accreditation](#)
- [Bloomington Winter Fling Festival](#)
- [View All News](#)



Academics:

- College of Chiropractic Medicine
- College of Acupuncture & Oriental Medicine
- School of Massage Therapy
- Undergraduate Studies

Clinics

- 5 Clinics to Open to the Public in the Twin Cities Area
- University Health Services
- Make an Appointment

Clinical Partnerships >

Continuing Education

- Seminars & Workshops
- Licensing & Certification Requirements
- Online Learning

Prospective Students

- Create Your Info Packet
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Apply Now! >

Calendar of Events

All >

- Nov 3 The Rock
- Nov 8 Diversity Club Screening of "Cold Mountain"
- Nov 8 Schedule a Tour/Visit with an Admissions Representative
- Nov 8 Another event

More Events >

Recent News

All >

- On-campus food drive makes giving easy.
- Bloomington Halloween en Party at Northwestern was a hit for all ages
- The Minnesota College of Acupuncture and Oriental Medicine takes the final steps in the re-accreditation

More News >

Online Tour

Tour Campus and the area without leaving your home!



2501 W. 84th St.
Bloomington, MN 55431
p: (952) 888-4777
Info@nwhealth.com

Visiting

- Maps & Directions
- Directory
- Visiting
- Online Tour

Careers

- Career Events
- Find an Associateship
- Jobs at Northwestern
- Learn about professions

Follow Us:    

Site Map | Help | Website Feedback | Legal | Moodle
Copyright 2009 Northwestern Health Sciences University

Admissions

- Applying
 - How to Apply
 - When to Apply
 - International Students
 - Transfer Students
 - Requirements
- Visit
- Tuition & Fees
- Financial Aid

Admissions Overview

Step 1 Request Info - Create your own Info Packet
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce tristique.

Step 2 Schedule a Visit
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus tincidunt, mi sed consectetur.

Step 3 Apply
 Aliquam leo justo, males et blandit pellentesque, laoreet at augue. Lorem ipsum dolor sit amet.

Admission Requirements

- College of Chiropractic
- College of Acupuncture & Oriental Medicine
- School of Massage Therapy
- Undergraduate Studies

Apply Now!

Important Dates & Deadlines

- Apr 3 - Everything for Summer Classes begins
- Apr 5 - Upcoming Deadline
- May 14 - Admissions Event

[Admissions Calendar ->](#)

Announcements

- Now accepting applications for Fall 2010
- Visiting lecturer on campus in March

Have a Question? Our staff can help!

[Contact Admissions ->](#)
[Contact Financial Aid ->](#)

Cost & Financial Aid [Pay Fees and Tuition ->](#)



Program Cost

- College of Chiropractic
- College of Acupuncture & Oriental Medicine
- School of Massage Therapy
- Undergraduate Studies

Paying for School

Types of Aid:

- Grants
- Scholarships
- Student Loans
- Student Employment

[How do I apply for Financial Aid?](#)

Visit Northwestern

- Accommodations
- Online Tour
- Sit in on a Class

- Student Ambassador Club
- Schedule a Visit
- Maps & Directions

Or we'll visit you, see our [Travel Schedule ->](#)

Discovery Seminar

We'd like to help you make the campus visit happen. That's why we're offering \$200-\$1,000 to prospective students for attending the Discovery Seminar!

[Tuition Grant/Travel Reimbursement ->](#)

Get to Know Northwestern

- Overview
 - Quick Facts
 - Accreditation
 - Mission & Vision
 - History
 - Message from the President
 - Board of Trustees
 - University Partners
- Considering Northwestern?
- Visiting



Academic Advantages

- Accelerated Programs
- Accreditation
- Clinical Experience
- Faculty Healthcare Providers
- Integrative Approach
- You'll graduate confident & ready

Real Voices from Northwestern



“ Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam vulputate enim quis nibh tempus ut blandit nunc posuere. Maecenas ultricies risus nibh, in interdum... [More](#) →

Tour Northwestern


Online Tour

Tuition Grant / Travel Reimbursement
Schedule a Tour
Sit in on a Class
Maps & Directions

Life in the Twin Cities

The Bloomington campus is only 7 miles from the heart of the twin cities. Fusce tristique. Cras ipsum urna, semper vitae, aliquet teget, rutrum sedped. Fusce tristique.

[More info on MN](#) →



Did you Know?

1 in 10 students Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed non massa arcu. Aenean he nosterit tempor nisi, eget conse quat rhus sollicitudin vel.

[Read more facts](#) →



Our President




Dr. Zeigler Lorem ipsum dolor amet, consectetur adipiscing elit. Nulla porta, Lorem non entum lacinia, massa mauris lacinia metus at ultricies.

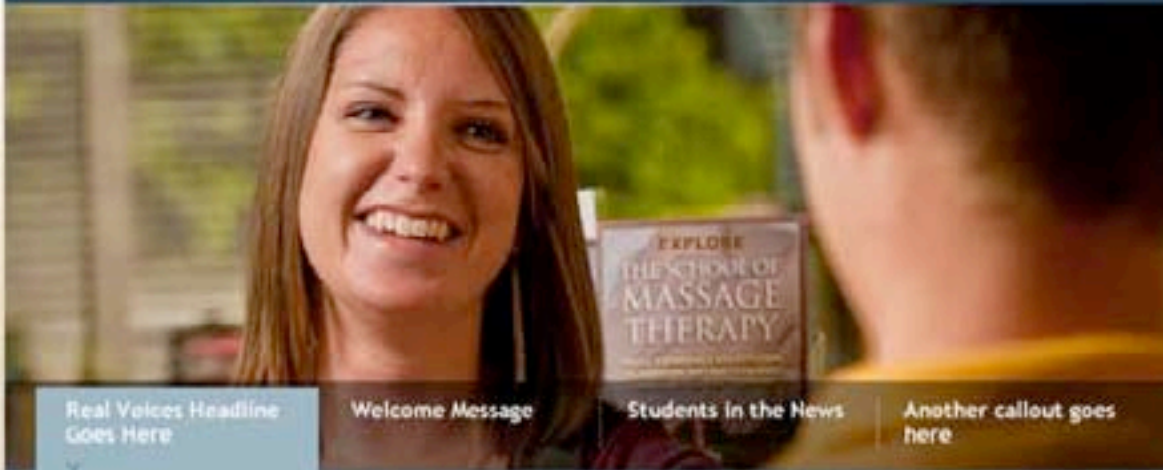
[More about Dr. Zeigler](#) →

Northwestern History

Aliquam fringilla varius elit, ac aliquet erat fringilla vel. Pellentesque quis velit felis. Aenean aliquam enim quis erat laoreet quis ornare diam auctor. Suspendisse cursus nisi.



Students



Real Voices Headline Goes Here


Welcome Message


Students in the News

Another callout goes here

“ Di laurel epsum es te luned a forte pesci. Le dia avalte a boem se totem boroque alli hanu ada toyes wesidaro el presa.

Read about student experiences in their own words. →

 Academic Calendar →

 Student Activity Calendar →

Campus Directory

→

Update my Information

Announcements

- Last day to drop classes Tuesday, March 24th
- Visiting lecturer on campus in March and April
- First day of class enrollment will be Tuesday, April 27th
- 2010 Graduation! More info on event.

All Announcements →

New to Northwestern

Getting Settled

Campus Map
Housing
Safety
Student ID Card
Transportation and Parking

Prospective Students

Apply
Academic Advantages
Cost
Enrollment Verification
Financial Aid
Online Tour
Real Voices from NW
Schedule a Campus Tour
Take our Online Tour

Services & Support

Tutoring & Academic Support

Academic Counseling
Disability Services
Study Skills
Tutoring Services

Personal Information

Change Name or Address
Request Transcripts

Tuition & Aid

How to Pay Tuition
Financial Aid
Grants & Scholarships
Student Statement
Tuition & Fees
FAQ

Student Life



2010 Graduation!

Event Spotlight lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam velit nisl. →

Student Links

Clubs and Organizations
Cafeteria
Housing
Student Government
Student Handbook
Student Sparks
Real Voices from Northwestern

Health & Fitness

Clinics & Health Services
Personal Counseling
Fitness Center
Gym
Pool

International Reporting Project

Case Study



International Reporting Project

The Johns Hopkins University
School of Advanced International Studies



About Us

- [About the Program](#)
- [Staff Profiles](#)
- [Advisory Board](#)
- [Contact Us](#)
- [Join our mailing list](#)
- [Make a Donation](#)

IRP-Washington Post collaborative series on northern Ugandan war victims airs: "Seeds of Peace" on washingtonpost.com

A two-part video series on Ugandans displaced by the 20-year conflict in northern Uganda is running in *The Washington Post* July 28-29, the result of a collaboration between *The Post* and the International Reporting Project (IRP) during the IRP's recent "Gatekeeper Editor" trip to Uganda.



Ben de la Cruz films a peer counselor for HIV/AIDS in Uganda's Rakai District

The video series, "Seeds of Peace," was produced by Ben de la Cruz, a reporter/producer for Washingtonpost.com, who accompanied the IRP's Gatekeeper Editors group to Uganda in May, 2008. The stories, funded in part by the IRP, examine the plight of the more than two million people who have been displaced during the Ugandan government's war with the Lord Resistance Army. The compelling stories tell of deaths from malnutrition, AIDS, malaria and diarrhea among those living in the Internal Displaced Persons camps in northern Uganda.

To watch de la Cruz's report, click [more »](#)

11 Senior News Editors and Producers Selected for IRP's Gatekeeper Trip to Turkey

The International Reporting Project (IRP) has chosen 11 senior editors and producers from across the United States to participate in a 10-day trip to Turkey this September as part of the IRP's annual "Gatekeeper Editors"

IRP Fellows' Videos



Video: [Arabian Country](#) by Shayla Harris
Spring 2003 IRP Fellow
([Click here](#) required)



Video: [2007-08 Gatekeepers visit Korea](#)
([Click here](#) required)



IRP Now on [YouTube](#)

IRP Fellowships in International Journalism

- [Fellows' stories](#)
- [The Fellowships](#)
- [Current Fellows](#)
- [Past Fellows](#)
- [Seminar Highlights](#)
- [How to Apply](#)
- [FAQ](#)

Gatekeeper Editors Trip

- [About the Trip](#)
- [Current Trip](#)
- [Past Trips](#)
- [How to Apply](#)
- [FAQ](#)

Blogs by Fellows and Gatekeeper Editors

[WWJD: Heidi's Nuala McQuinn from London](#)

[The Washington's Mae Moshko from Korea](#)

[The Current Month:](#)

Covering Homeland Security - a McCormick Tribune Special

Primary Page Content

Featured Story Headline

- First Last Name Byline



June 3, 2009: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse ut purus. Suspendisse tristique. Cras et sem at odio porttitor mattis. Donec dignissim ornare tortor. >

More from

Fellow Name

- Affiliation
- Titles of related items
- Including other stories
- Maybe a blog post
- That is tagged similar


Kenya

- Titles of related items
- Including other stories
- Maybe a blog post


Multimedia

-  Photos (34)
-  Video (2)
-  Slideshow (3)

Supporting Page Content

Meet the Fellows


Past Fellows

[More fellows >](#)
[About the fellowship program](#) | [Apply](#)

Gatekeeper Editors



Turkey 2008

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse ut purus. Suspendisse tristique. >

Next Trip

Spring 2009



Kenya

[More Info](#) | [Apply](#)
[About the Gatekeeper Editors program](#) | [Apply](#)

IRP Blog

Headline of Story Goes Here Could be Long

First Last Name Byline

June 3, 2009: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse ut purus.

Headline of Story Goes Here

First Last Name Byline

June 3, 2009: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse ut purus. Suspendisse tristique.


 [Audio slideshow](#)

Headline of Story Goes Here

First Last Name Byline

June 3, 2009: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse ut purus.

 [Video](#)

On the Blogs

[Blog Directory](#) > [RSS](#) 

June 18, 2009

Title of Blog Post Goes Here

- First Last Name



Video

[Video Directory](#) > [Multimedia](#) >


Primary Navigation

International Reporting Project

Stories

Fellows & Editors

About the IRP

Support the IRP



Search



Primary Page Content

Stories from 2009



- Pinpoint Stories**
- Arts & Culture
 - Conflict
 - Economy & Business
 - Environment
 - Health
 - Social Issues

2009 2008 2007 2006 2005 2004 2003 2002 2001 2000 1999

Supporting Page Content

Stories

Section Navigation appears throughout the stories section

Currently Reporting from

- **Democratic Republic of Congo**, Delphine Schrank
- **Haiti**, Roxandra Guidi
- **Japan**, Amelia Newcomb
- **Mexico**, Macarena Hernandez
- **Russia**, Stephanie Giry
- **South Africa**, David Rochkind
- **Sweden (EU)**, Alist Roth

Previous Years

About the fellowship program

Gatekeeper Trips

Kenya June 2009

Past Trips

- Turkey 2008
- Uganda 2007
- Korea 2006
- Nigeria 2005
- More >

About the Trips

Regions

- Africa
- Americas
- Asia Pacific
- Europe
- Middle East
- South Asia

Topics

- All
- Arts & Culture
- Conflict
- Economy & Business
- Environment
- Health
- Social Issues

Stories

Headline Goes Here

Byline

Date: Brief Summary Lorem ipsum dolor sit amet consectetur nonummy loremzino.



Headline Goes Here

Byline

Date: Brief Summary Lorem ipsum dolor sit amet consectetur nonummy loremzino.

Icon indicates award-winning story

Headline Goes Here

Byline

Date: Brief Summary Lorem ipsum dolor sit amet consectetur nonummy loremzino.



Headline Goes Here

Byline

Date: Brief Summary Lorem ipsum dolor sit amet consectetur nonummy loremzino.

Fellows

Fellow Directory >



2008 Macarena Hernandez
Brief blurb about the topics of the stories covered



2007 Stephen Kiehl
Brief blurb about the topics of the stories covered



2004 Molly Hennessy-Fiske
Brief blurb about the topics of the stories covered



1999 Carrie Kahn
Brief blurb about the topics of the stories covered

More about this country

Brief overview of top underreported issues

Primary Navigation

International Reporting Project

Stories

Fellows & Editors

About the IRP

Support the IRP



Search



Primary Page Content

IRP Fellows

[About the Fellowships >](#)

2009


 First Last Name
 Affiliation
 Country

Brief blurb about the issues this fellow covered


 First Last Name
 Affiliation
 Country

Brief blurb about the issues this fellow covered


 First Last Name
 Affiliation
 Country

Brief blurb about the issues this fellow covered


 First Last Name
 Affiliation
 Country

Brief blurb about the issues this fellow covered


 First Last Name
 Affiliation
 Country

Brief blurb about the issues this fellow covered


 First Last Name
 Affiliation
 Country

Brief blurb about the issues this fellow covered


 First Last Name
 Affiliation
 Country

2009

2008

2007

2006

2005

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1988

1987

1986

1985

1984

 Show Fellows by Year Region

When region is clicked, the years list above changes to a region list. The user selects a region from that list to update the fellows display which shows all the fellows in that region (view the regions from the stories area)

Supporting Page Content

Fellows & Editors

[Section Navigation](#)

IRP Fellows

All Fellows

- A to Z list

About the Fellowships

- Overview
- Apply

Gatekeeper Editors

Current Trip June 2009

Past Trips

- Turkey 2008
- Uganda 2008
- Korea 2007
- More >

About the Gatekeeper Trips

- Overview
- Apply

Links for Journalists

 Your donation helps support insert specific example here.... [Donate to the IRP >](#)

Gatekeepers

[About the Trips >](#)


Are you a journalist?

Apply for a fellowship or gatekeeper trip



Why is Foreign Aid Failing Haiti?

[VIEW AUDIO PHOTO GALLERY](#)

Related Stories

- [UN attempts tough police reform in Haiti](#)
- [Haiti: How do You Aid a Failed State?](#)
- [What does Venezuela Want From Haiti?](#)

Related Multimedia

- [Audio \(2\)](#)
- [Slideshow \(1\)](#)

More from

Ruxandra Gudi

Freelance Journalist
Austin, TX

Prior to her IRP Fellowship, Gudi reported from Bolivia, Brazil, Peru, Panama, Venezuela and Mexico.



MEET THE FELLOWS



[View all IRP Fellows](#)
[About the fellowship program](#)
[Apply](#)

GATEKEEPER EDITORS



Turkey 2008

Sed nec mazas in torpis pretium vehicula. Vestibulum venenatis. Gravida velit, quis fermentum fella.



Next trip **NIGERIA**

[More info](#) [Apply](#)

[About the Gatekeeper Program](#)
[Apply](#)

Got a Great Story to Report from Overseas? Apply now for 2009 IRP Fellowship

In 2009 the International Reporting Project will offer up to eight IRP Fellowships to U.S. journalists to carry out an individual reporting project from any country in the world outside of the United States.

The Tuberculosis Epidemic in the South African Gold Mines

by David Roehkind

Audio slideshow that examines the tuberculosis epidemic in the South African mining industry.

[Slideshow](#)



Turkey: Islamic or Secular State?

by Shayla Harris

Rural villages in South Eastern Turkey are among the poorest in the country. The lack of development and affordable clinics has created a dire health situation for many in these regions.

[Video](#)



BLOGS IN THE FIELD

[Blog Directory](#) [RSS](#)



June 16, 2009 | Mexico
Lorem Ipsum Dolor Sit Amet Consectetur Adipiscing Elit
by Macarena Hernandez



June 17, 2009 | Sweden
Phasellus ac Tellus Gravida Ante Facillisis Condimentum

VIDEOS

[Video Directory](#) [Multimedia](#) [on YouTube](#)

Now Playing

Health Conditions in South Eastern Turkey



IRP BLOG



June 18, 2009

Lorem Ipsum Dolor Sit Amet Consectetur Adipiscing Elit

by John Doe

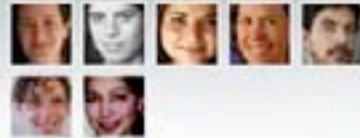
We also recommend...

[Lorem ipsum dolor sit amet consectetur nonummy loremzino](#)

[Interdum volpous videt, est ubi peccat](#)

MEET THE 2008 FELLOWS

[View all IRP Fellows >](#)



[About the Fellowship Program >](#) [Apply >](#)

GATEKEEPER EDITORS

Turkey 2008

Sed nec maum in turpis
pretium vehicula.
Vestibulum venenatis.
Gravida velit, quis
Inermium felis.



Next trip **NIGERIA**

[More info >](#) [Apply >](#)

[About the Gatekeeper program >](#) [Apply >](#)



[VIEW THE AUDIO SLIDESHOW](#)

Why is Foreign Aid Failing Haiti?

Ruxandra Guidi is a freelance radio and print news correspondent. During her five-week IRP Fellowship Guidi traveled to Haiti to examine the effects of foreign aid on human rights, violence and poverty. This gallery, with photos by Roberto "Bear" Guerra and music by Luis Guerra, depicts the harsh living conditions in Haiti, a country gravitating from one humanitarian crisis to another.

More from:

DEMOCRATIC REPUBLIC OF CONGO

[Learn about the region >](#)

PHOTOS (34) AUDIO (4) VIDEO (3) PRINT (11)



[Haiti: How do You Aid a Failing State?](#)



[Help For Haiti](#)

[Global Hit: Haiti's "Walking Jukebox"](#)

Audio

[UN Attempts Tough Police Reform in Haiti](#)

Audio

[Haiti Trash Problem Becomes International Issue](#)

Audio

About the Fellow:



Ruxandra GUIDI
Freelance Journalist
Austin, TX

VIDEOS [Video Directory](#) [Multimedia](#) [on YouTube](#)

Now Playing:

Health Conditions in South Eastern Turkey



India: The Sex Workers
1 month ago
4,388 views



War in the Honduran Forests
8 months ago
1,272 views



A New Look at the World
2 months ago
86 views

DISPATCHES [Dispatch Directory](#) [RSS](#)



June 18, 2009 | IRP | by John Doe

Lorem Ipsum Dolor Sit Amet Consectetur Adipiscing Elit

FROM THE FIELD



June 18, 2009 | Mexico | by Macarena Hernandez

Lorem Ipsum Dolor Sit Amet Consectetur Adipiscing



June 17, 2009 | Sweden | by Alisa Roth

Phasellus ac Tellus Gravida Ante Condimentum



June 17, 2009 | Democratic Republic of Congo | by Delphine Schrank

Proin Tristique Felis nec Lacus



More from:



Eliza Barclay

Frederick Print,
Mexico City

- Curabitur adipiscing tortor. vivam ligula.
- Integer dignissim nunc id mi.
- Mauris mollis eu nec quam.



Kenya,
South Africa

- Sed consequat cursus libero.
- Donec laoreet duiam arcu.

Multimedia

Award winning stories

CLIMATE CHANGE
FUELING MALARIA IN KENYA



LONG HEADLINE STORY, COULD WRAP TO MULTIPLE LINES.

Di laurei epsum es te lured a forte pesci. Di laurei epsum es te lured a forte pesci.

SHORTER HEADLINE STORY.

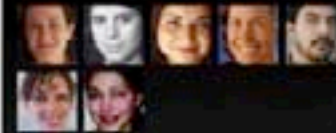
Epsum es te lured a forte pesci. Le dia avelle a lorem pollari sader por et mor ita.

HEADLINE TO GO HERE.

Di laurei epsum es te lured a forte pesci. Di laurei epsum es te lured a forte pesci. Le dia avelle a lorem pollari.

This can be rotating headlines from award winning stories

Meet the Fellows (2008)



Past Fellows



View All

About the fellowship program | Apply

Gatekeeper Editors



Sed nec mauns in turpis pretium vehicula. Vestibulum venenatis. Gravida velit, qua nimmittum fella.



Next Up:

Nigeria

More info | Apply

About the Gatekeeper program | Apply

Video



Video Title Here

Subline would go here describing video. may need to wrap on occasion.

Next Video



On the Blogs

Blog Directory | RSS Feed



April 18, 2009

Title of Blog Post goes here by Delphine Schrank

April 18, 2009

Title of Blog Post goes here, this one wraps and has no photo. by Delphine Schrank



April 18, 2009

Title of Blog Post goes here, this one wraps and has a photo. by Delphine Schrank

April 18, 2009

Title of Blog Post goes here, this one wraps and has no photo. by Delphine Schrank

IRP Blog



April 18, 2009

Title of Blog Post goes here.

by Delphine Schrank

We recommend:

- Cras tunc sem nec est.
- Ut imperdiet ipsum in lacus.
- Aliquam in dui eget est elementum dapibus.



An Editor's View - China's environmental issues

[View this Story](#)

Event: "Reporting from China" September 15, 12-2PM

A panel of senior U.S. editors has recently returned from a visit to Beijing and southwest China on a visit sponsored by the International Reporting Project (IRP). They will discuss the health, development and environmental issues they explored during their visit, the U.S. media's news coverage of China, ...

Worldview: A chance to talk to Chinese

by *Trudy Rubin*

SHANGHAI, China - The mammoth World Expo 2010, which just opened here, offers a terrific opportunity for U.S. public diplomacy - reaching out to millions of Chinese via our ...

More from

KENYA

Discover & stories from this region

Recent Headlines

- [Kenya film Togetherness Supreme](#)
- [IRP Gatekeepers' Fact-Finding Trip to Liberia](#)
- [Brazil water protection a \\$100 Million Market?](#)

Featured Journalist

Reporting from Liberia



Seema Mathur
Freelance video

MEET THE 2010 FELLOWS

[View all IRP Fellows](#)



[About the Fellowship Program](#) [Apply](#)

GATEKEEPER EDITORS



Liberia 2010

This trip to Liberia will focus on issues such as health, environment, economic recovery and development, women's rights, refugee resettlement and the search for political stability after 14 years of a devastating civil war.

[About the Gatekeeper Program](#)

NEXT TRIP



LIBERIA

[More info](#) [Apply](#)

VIDEOS [Multimedia Directory](#) [on YouTube](#)

Now Playing

An Editor's View - Christy George



Video: 'Voices of Kenya'

RECENT BLOG POSTS [Blog Directory](#) [RSS](#)

IRP BLOG



August 05, 2010 | IRP | by Louise Lee

Lying with Statistics

STORIES

CURRENTLY REPORTING FROM

Georgia, Sharon Weinberger
Middle East, Joby Warrick
Kenya, Jessica Silver-Greenberg
Pakistan, Anna Nawaz
Russia, Tara McKelvey
Thailand, Julia Lyon
India, Miranda Kennedy
Bangladesh, Joanna Kakissis
Brazil, Theresa Bradley
Rwanda, Perry Beeman
[About the Fellowship Program](#)

GATEKEEPER TRIPS

CHINA

Spring 2010
[Past Trips](#)
[About the Trips](#)



BROWSE BY TOPIC +

- All
- Arts and Culture
- Conflict
- Economy & Business
- Environment
- Health
- Social Issues

- [List All Countries](#)
- [Video & Multimedia](#)
- [News Feeds](#)
- [Award Winning Stories](#)

REPORTING AROUND THE WORLD



STORIES

IRP Gatekeepers' Fact-Finding Trip to Liberia

IRP Staff | Liberia | July 15, 2010

The 24th and current President of Liberia Ellen Johnson Sirleaf photo by: Jonathan Ernst, 2001 IRP Fellow November 7-18, 2010 [The International](#)

Worldview: China's new generation

Trudy Rubin | China | June 20, 2010

FELLOWS 2010 [Fellow Directory](#)



Ruthie Ackerman

Affiliation: Freelance print
Country: Saudi Arabia



Charlotte Buchen

Affiliation: Freelance video
Country: United States

FELLOWS & EDITORS

IRP FELLOWS

[A-Z List](#)

[About the Fellowship](#)

[Apply](#)

GATEKEEPER TRIPS

[Current Trip: China 2010](#)

[Past Trips](#)

[Next Trip](#)

[About the Gatekeeper Trips](#)

[Apply](#)

[Links for Journalists](#)

[Blogs](#)

Your donation helps continue the IRP's work to inform the public about international issues.

[MAKE A GIFT](#)

ARE YOU A JOURNALIST?

Apply for a [fellowship trip](#) or a [gatekeeper trip](#)

IRP FELLOWS [About the Fellowship](#)

← 2010 2009 2008 2007 2006 2005 2004 2003 2002 2001 2000 1999 1998 →



RUTHIE ACKERMAN

Affiliation: Freelance print
Year: 2010

Ruthie Ackerman is a New York-based journalist focusing on women and politics. She ...



CHARLOTTE BUCHEN

Affiliation: Freelance video
Year: 2010

Charlotte Buchen has shot and produced independent documentaries, news stories and ...



HELEN COSTER

Affiliation: Forbes
Year: 2010

Helen Coster is a New York-based staff writer at Forbes, where she writes about ...



KONSTANTIN KAKAES

Affiliation: Freelance print
Year: 2010

Konstantin Kakaes spent the 2009-10 academic year studying information theory and ...



JORI LEWIS

Affiliation: Freelance radio
Year: 2010



SEEMA MATHUR

Affiliation: Freelance video
Year: 2010

IRP GATEKEEPERS [About the Trips](#) [All Past Trips](#)

[CHINA 2010](#)



[PERU 2009](#)



[KENYA 2009](#)



[TURKEY 2008](#)



[UGANDA 2008](#)



SINCE THE IRP

[Update on Former Fellows & Editors](#)



IRP receives Overseas Press Club Citation

AWARDS

IRP Fellow Tara McKelvey awarded Alicia Patterson Foundation fellowship

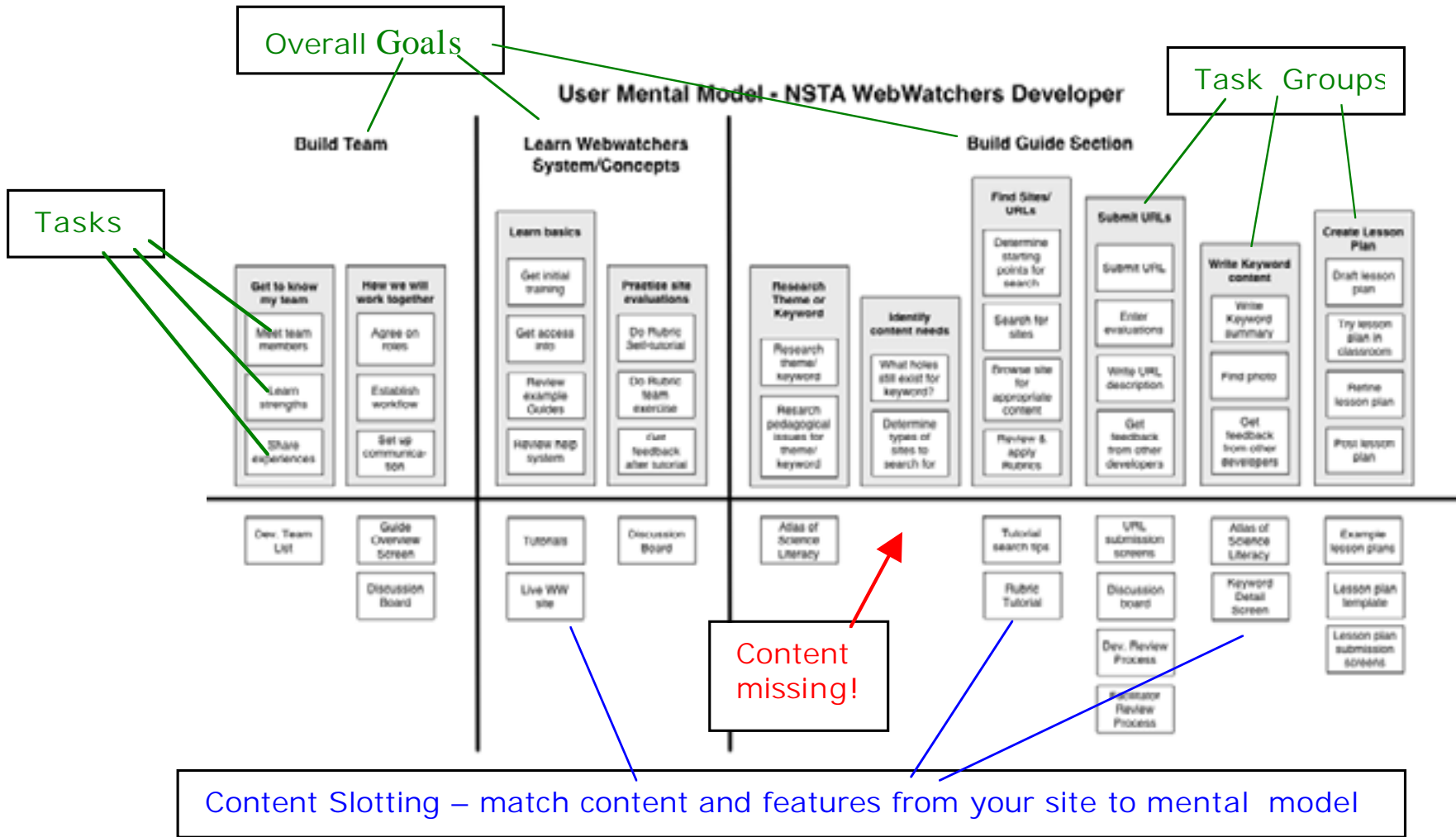
2009 IRP Fellow Tara McKelvey 2009 IRP Fellow Tara McKelvey is among six journalists to receive a 2010 Alicia Patterson Foundation

Content Development



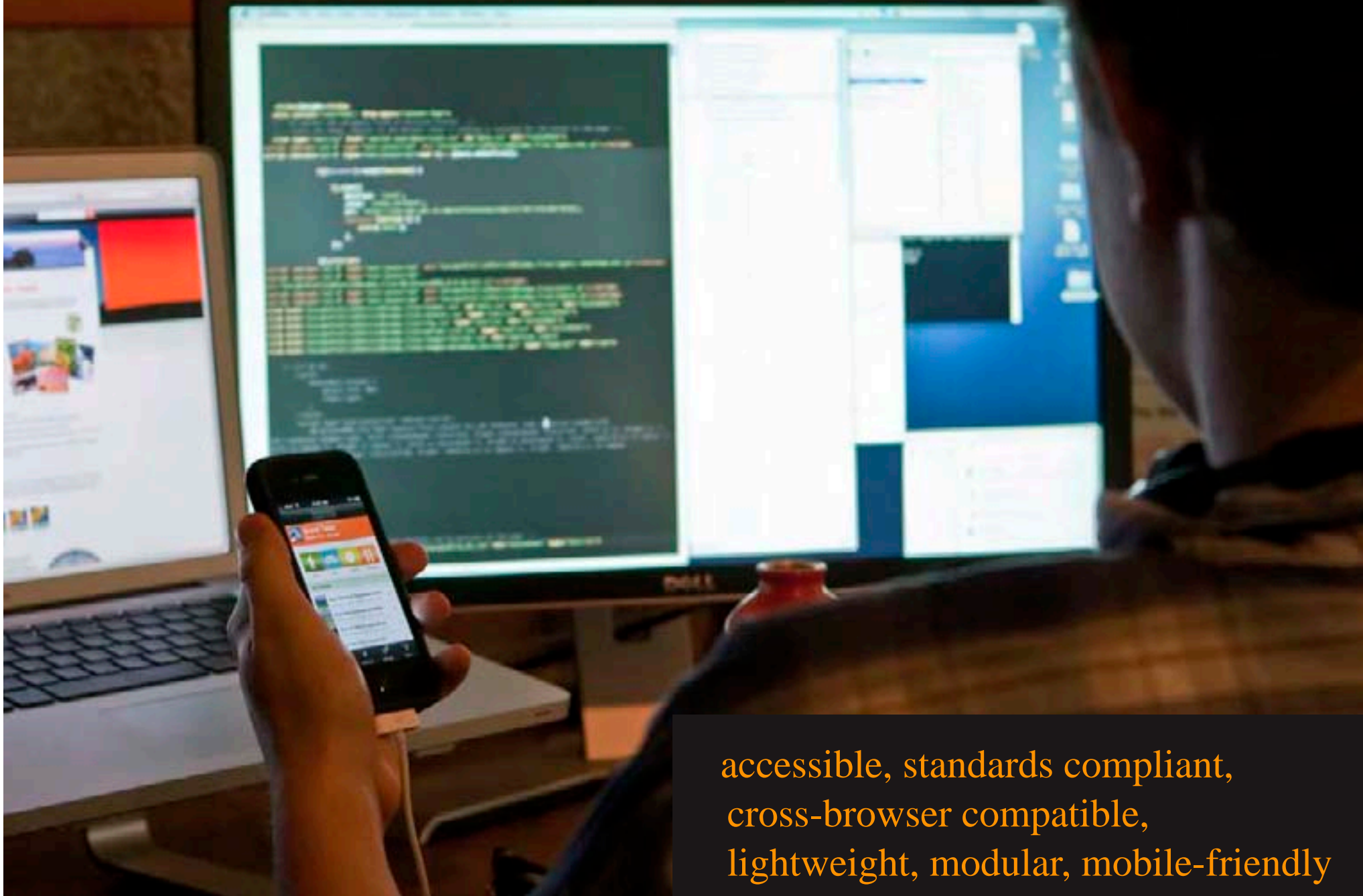
We take lessons we've learned & tips from our favorite experts to teach you how to:

- Figure out what content people want in the first place.
- Use words that smell like goals – an introduction to information “scent.”
- Write visually. Learn how to lay out pages to support scanning, understanding and retention.
- Say something they'll care about and remember. Learn how to get past the “blah blah filter” in your brain to reach the imagination, ultimately motivating action.



	A	B	C	D	E	F	G	H
1	Biotechnology Institute Content Inventory DRAFT #3							
2	Page Name	Content Source	Images	Needs	Resp.	Due	Review wad?	Deliver to NCM
3	Biotechnology Institute Home Page			New	NCM			
4	About the Institute					Sep. 10		Sep. 20
5	Our mission	New, gave to NCM		New	JM			
6	Our goals	New gave to NCM		New	JM			
7	Board & Committees	New, gave to NCM		New	JM/KZ			
8	Staff	Bios. provided to NCM		New	JM			
9	Testimonials	Repeativ/in each program section, too. Finalizing (11.15)		New	JM/KZ			
10	What is Biotechnology?					Oct. 8		Oct. 22
11	What is Biotechnology	Use copy from Sheestring book, provided to NCM		New	JM			
12	Multimedia Resources	use existing Fellows powerpoints from '03. See Reference Links section for materials (includes below)		Merge/revise	KF/JM			
13	--Food and Drug Administration (03 T-L conf.)	http://www.biotechinstitute.org/bio2003/1		ok as is	JM			
14	--Growth of Biotech in Washington area (03 conf)	http://www.biotechinstitute.org/bio2003/3		ok as is	JM			
15	--A Day in the Life of a Regulator (03 T-L conf)	http://www.biotechinstitute.org/bio2003/epamilewski.ppt		ok as is	JM			
16	--Genetically Modified Crops	http://www.biotechinstitute.org/tresources.html		ok as is	JM			
17	Other power points or multimedia resources	See Reference Links section		New	KF/SF/JM			
19	Timeline	Provided link to current site with modifications to NCM		OK as is	JM			
20	Industry Facts	Provided to NCM		New	JM			
22	Glossary	Provided to NCM		New	JM/KF			
23	Institute Programs			Update/Revise	KF	Oct. 22		Nov. 5
24	Intro			New	KF			
25	Link to annual conference	Language provided to NCM under "program description" document		New	KF			
26	BioGENEius Challenge (description)	Language provided to NCM under "program description" document		Update	KF			
27	--link to application			New	KF			
28	--link to testimonials			New	JM/KZ			
29	Teacher-Leader Program (description)	Language provided to NCM under "program description" document		Update	KF			
30	--link to application			New	KF			
31	--link to testimonials			New	JM/KZ			
32	Teacher-Leader Award (description)	Language provided to NCM under "program description" document		Update	KF			
33	--link to application			New	KF			
34	--link to testimonials			New	JM/KZ			
35	--link to previous finalists/Profile the winner	http://www.biotechinstitute.org/nbtp.html		Revise/Update	KF			
36	BioDreaming Competition (description)	Language provided to NCM under "program description" document		Update	KF			
37	--link to application			New	KF			

Template Production



accessible, standards compliant,
cross-browser compatible,
lightweight, modular, mobile-friendly


Imperial College London

Research Courses Faculties & Departments Campus Life News & Events Admin & Services About Imperial

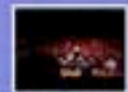
For: Prospective Students Students Alumni Staff Business Media Search Go People

Campus Life


Lorem ipsum dolor sit amet, consectetur adipiscing elit.




Photos & Videos




Malawi Night 2006 (2:36)




Juggling Society Video #1 (1:53)



A Moment to Shine




James & Siobhán "Reveries"




Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin rutrum elementum sem. Suspendisse dolor, vari viverra nunciat auctor.

YouTube Videos

Student Blogs




My Experience Volunteering at Graduation
January, 7.3.2007



Fun Things to do on the Weekend...
Tom, 7.3.2007

Student Life

- Clubs & Societies
- Library
- Sports
- Campus Events
- Imperial College Union
- Volunteering



Getting Here

- Underground
- Trains
- Buses
- Airports
- Congestion Charge

Living in London

- Neighborhoods
- Culture
- Nightlife
- Accommodations
- Cost of Living
- Safety

Campus Facilities

- Accommodation
- Teaching and Research Facilities
- Sports
- Eating and Drinking
- Campus Retail Outlets
- Campus Construction Projects


Virtual Tour of Campus

Learn about buildings, facilities, jobs, and how to get around

- Campus Map
- VTour of Campuses
- Walking tour podcast

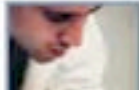
Connect

- Facebook
- Linked In




Imperial College Union –
For the students, by the students.
Make the most of it

What the students say...



Danny: Medicine (MBBS) 4th year
"There are three main reasons why I chose Imperial. Firstly, Imperial's academic standing..."



Melissa: Biochemistry with Management
"I wanted to study in London. Imperial had an excellent reputation and a really good..."



Callout / Sidebar Header

Class optent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos. Donec ultricies volutpat. Nullam in lorem at lacus ultricies volutpat.

Class optent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos. Donec ultricies volutpat.

Class optent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos. Donec ultricies volutpat.

Class optent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos. Donec ultricies volutpat.

Callout on a page

Place this into the content area of a page for a callout. The image should be 214px wide.

```

<div class="callout">

<div class="callout-content">
<h2>Callout / Sidebar Header</h2>
<p>Class optent taciti sociosqu ad litora torquent per conubia
nostra, per inceptos hymenaeos. Donec placerat. Nullam in lorem at
lacus ultricies volutpat.</p>
<ul>
<li>Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Curabitur molestie.</li>
<li>Fusce congue risus porta diam.</li>
</ul>
<p class="more">
<a href="#">More information link</a>
</p>
</div>
</div>
  
```



Cum sociis natoque penatibus et magnis dis
parturient montes.

Placing a picture with a caption

Photos can have transparent captions attached to them. To attach a caption, you will need to make sure that your image conforms to one of 2 sizes: 253px wide or 205px wide.

```

<div class="photo size-253">

<div class="caption">
<div class="caption-inside">
<p>
Cum sociis natoque penatibus et magnis dis
<a href="#">parturient montes.</a>
</p>
</div>
</div>
</div>
  
```

Imperial College London Generic page blueprint

New City Media, Inc. 7/13/07

id="logo"

h1 or h2

<h1>

<h2>

<h3>



ul id="main-nav"

div id="header-bar"

div id="sub-header"

ul id="breadcrumb"

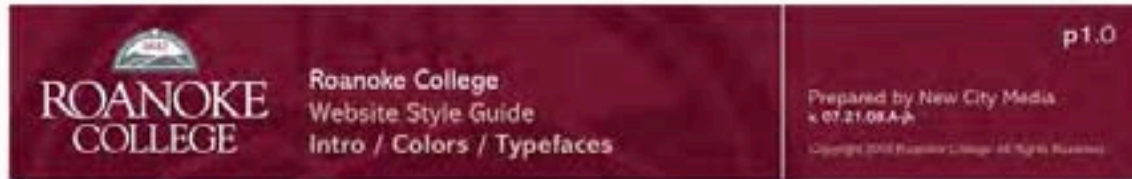
ul id="section-nav"

div class="generic-content-block"

div class="callout"



Style Guides



Purpose of This Style Guide:

The purpose of this website style guide is to ensure a consistent style that is true to the brand, even when multiple people are creating or making updates on their own or in groups. Please always follow these guidelines.

If you should have any questions, or if you have any reason to deviate from these - please contact your brand administrator for permission prior to implementation.

Primary Web Colors



Accent Web Colors



Typefaces:

Graphic Image Text: **Priori Serif Regular**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

• Style Guide Version Code:

The version code above is to indicate when an individual page was updated to ensure that you have the most current version available.

Example: v 04.28.08A-jh

v = abbreviation of "version"

04.28.08 = date change was made

A = version on that date (a to z)

-jh = initials of person making change

• These Primary colors are the web hex color equivalent to the branding identity CMYK print colors.

Maroon #741731 & Blue #11568b is used for headline fonts. Blue #11568b is also used for text hyperlinks.

Gray #636b70 is used for main body copy text.

• These accent colors are used to compliment the primary colors and most are intended mainly for background area colors designating a break in content.

• Usage examples listed at left, below.

• **Priori Serif Regular (graphic font):**
- Graphic Titles

• **Verdana Bold (system font):**
- Page Titles
- Intro Paragraphs
- Headlines
- Sub Headline

LOGOTYPE, TAGLINE, AND COLOR BAR

The logotype, tagline, and color bar are the principle new brand elements.

Using these key elements in the ways suggested below supports the integrity of the brand and strengthens identity.

Please note that the logotype (The Bryn Mawr School) and tagline (Great Minds. Strong Hearts. Bold Voices.) should remain in the proportion suggested. The color bar should be maintained in the same size proportions, ordering of colors, and relationship to the logotype and tagline as suggested. Any additional text appearing below the logotype and tagline should be centered.

Primary Option



Secondary Option



Solid Color Bar



Single Color Option - Yellow



Single Color Option - Blue



Single Color Option - Red

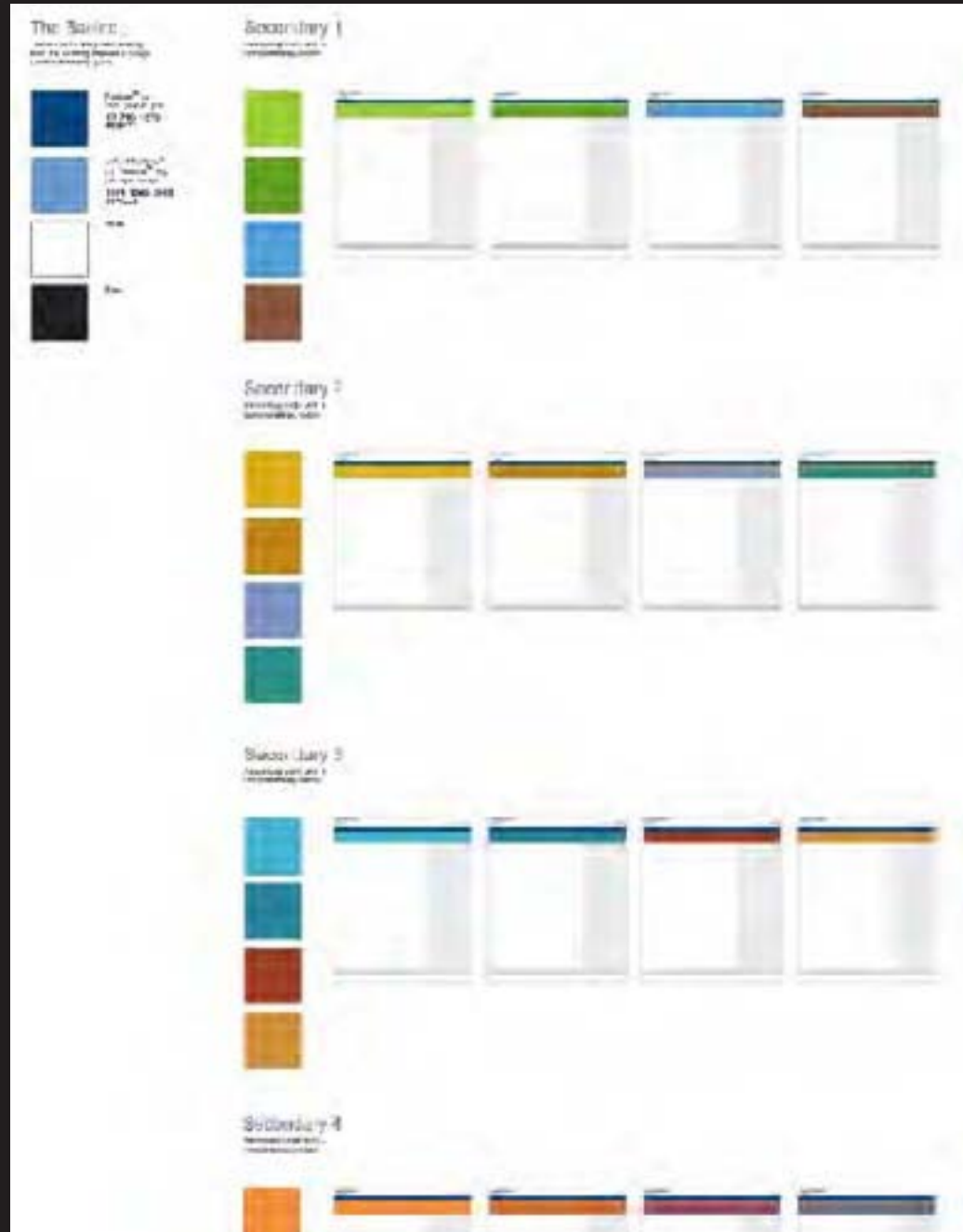


Single Color Option - Green



Single Color Option - Purple

60% 100% 75% 35%



Designing for Results

AND MEASURING WHAT MATTERS

Roanoke College

CASE STUDY

LIFE AT ROANOKE COLLEGE



- Where We Are
- Virtual Campus Tour
- Where to Live
- Where to Eat
- Things to Do
- Sports & Recreation
- More »



considering
Roanoke College?

Find Your Major

At Roanoke, choose among 34 majors, 30 minors, 20 concentrations, and 6 pre-professional programs.

Apply Now for Admission

Apply as a **Freshman for 2009** under Rolling Admission (Priority Date - February 15) and hear a decision by mid-March. **Transfer students** may also apply now for 2009.

- Is Roanoke Right for Me? • Request Information
- Apply to Roanoke • Visit Roanoke
- Costs & Financial Aid • Learn More

YOUR GIFT MAKES A DIFFERENCE

The Roanoke Fund is the annual fund-raising initiative generously supported by alumni, parents and friends of the College.

- Become a Roanoke College Associate Donor
- Get Involved



Campus News More News »



Roanoke College announces new endowed professorships

Two new endowed professorships have been established and filled at Roanoke College, bringing the total of endowed professorships to eight. Several other appointments to endowed professorships have been finalized.

Campus Events More »

- Darwin Day
February 13, 2009
- Senior Music Project
February 15, 2009
- Honors Conference
February 16, 2009 February 20, 2009
- Boys & Girls and Reading:

- Dashboard
- Visitors
- Traffic Sources
- Content
- Goals**
 - Overview
 - Total Conversions
 - Conversion Rate
 - Goal Verification
 - Reverse Goal Path
 - Goal Value
 - Goal Abandoned Funnels
 - Funnel Visualization

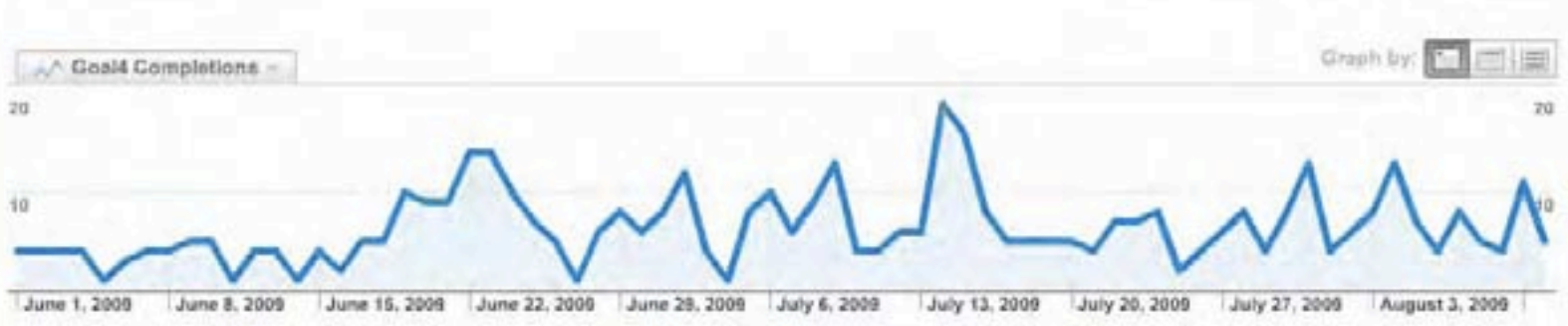
Custom Reporting beta

- Settings
- Advanced Segments beta
 - Email

- Help Resources
- About this Report
 - Conversion University
 - Common Questions

Export | Email | Add to Dashboard beta Advanced Segments: All Visits

Overview **Goal Detail** Jun 1, 2009 - Aug 11, 2009



Goal 4: "Financial Aid Calculator" had 463 conversions

Select Goal: Goal 4: Financial Aid Calculator

- 463 total conversions**
- 0.10% conversion rate**
- 70.32% abandonment rate**

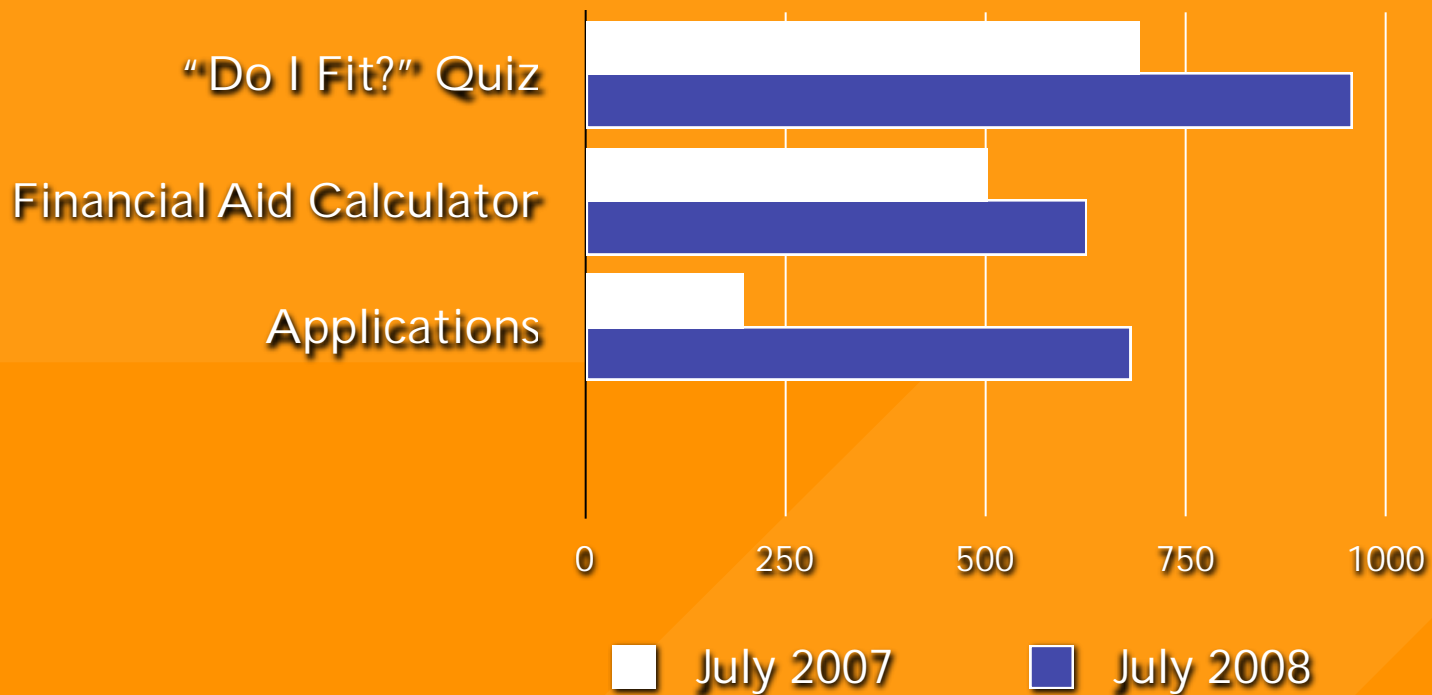
Analyze this goal

- Visitors Profile:** languages, network locations, user defined
- Browser Profile:** browsers, operating systems, browser and operating systems, screen colors, screen resolutions, java support, Flash
- Map Overlay**
Geolocation visualization
- Goal Funnel**
Goal funnel visualization

Try Website Optimizer
Increase conversions by testing different content.

Roanoke College Results

“The new site improved traffic to our two biggest online lead generators, the “Do I Fit?” quiz and the financial aid calculator.”



Bryn Mawr School

CASE STUDY



BRYN MAWR

TODAY AT BRYN MAWR
LE: Kindergarten Authors' Tea
V Crew, away - TBA
View This Week's Athletic Schedule
Bookstore Now Online - brynmavrket.com

[ABOUT BMS](#) | [ACADEMICS](#) | [ADMISSIONS](#) | [NEWS & EVENTS](#) | [ATHLETICS](#) | [ARTS](#) | [ALUMNAE](#) | [DEVELOPMENT](#)

BUILDING ON TRADITION | [CALENDARS](#) | [FOR STUDENTS & PARENTS](#) | [FACULTY & STAFF](#) | [DIRECTIONS](#) | [SUMMER PROGRAMS](#)
109 W. MELROSE AVE. – BALTIMORE, MARYLAND 21210
PHONE: 410.323.8800 FAX: 410.377.8963

LISTENING

“The girls that are here; like when you are new, they make you feel like you have been here for a really long time.”

“At BMS there are a lot of different people; so like if you have a different personality then you can find someone with a like to you.”

– Bryn Mawr Lower School students

LISTENING

“I think that the nurturing definitely comes from your friends. The option to challenge yourself comes from your teachers and then the actual challenge comes from yourself.”

– Bryn Mawr Middle School student

LISTENING

“There's a fire in a Bryn Mawr girl.”

– Bryn Mawr Upper School student



I will make
my mark
on the world.

Let me show you Bryn Mawr ▶

Click below to experience Bryn Mawr through
the voices of our students and alumnae.

- Lower School



DISCOVERY.

Girls in our Lower School arrive with boundless curiosity, enthusiasm, and an eagerness to learn.

- Middle School



FRIENDSHIP.

Middle School girls are inspired to challenge themselves while experiencing the fun of working together and making new friends.

- Upper School



INDEPENDENCE.

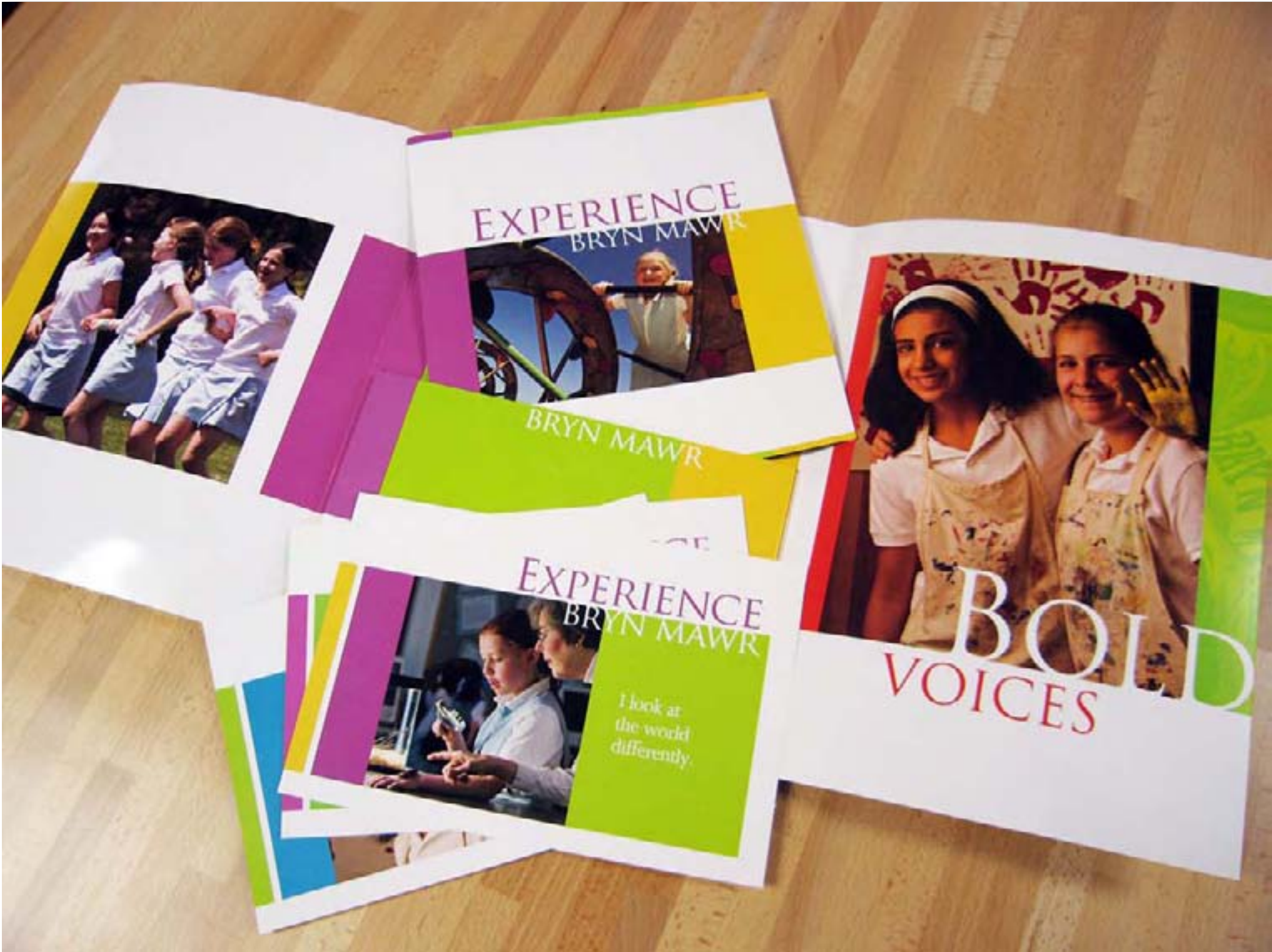
In our Upper School, young women develop confident, bold voices and readiness for the world.

- Alumnae



OPPORTUNITY.

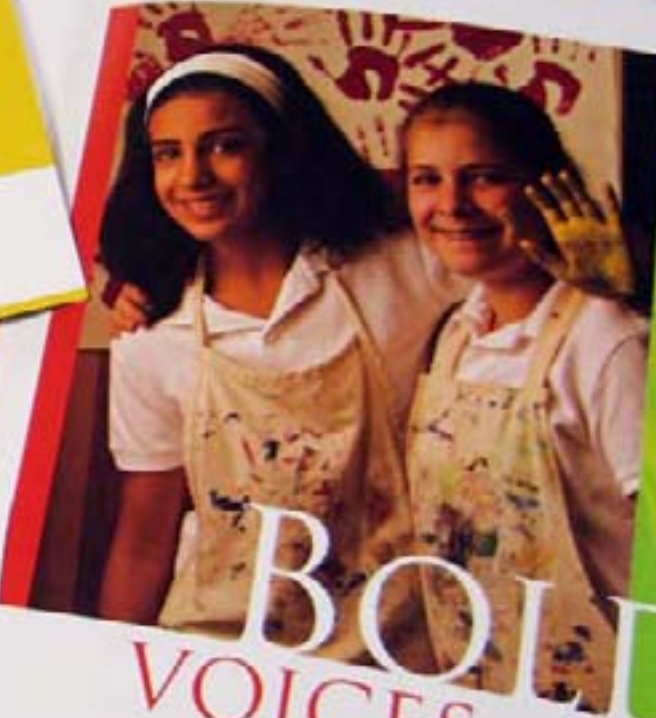
Meet some of our alumnae.



EXPERIENCE
BRYN MAWR



BRYN MAWR



BOLD
VOICES

EXPERIENCE
BRYN MAWR



I look at
the world
differently.



STRONG
HEARTS



THE BREN MAHER SCHOOL
2015-2016

GREAT
MINDS



THE BREN MAHER SCHOOL
2015-2016

BOLD
VOICES



The Bryn Mawr School

This year, our applications are up by 30%, and inquiries are up by a solid 15%. The school has palpable new energy and confidence, and more people can see why Bryn Mawr should clearly be their choice of school.

Among the many qualities we admire in the NewCity team are a real passion for and pride in the creative work they do; great expertise matched by equally great commitment and integrity; and an amazing blend of personalities, talents, and skills that allow them to see the work through pleasantly, in a timely manner, and within budget.

Nancy Sherman
Director of Communications

Portfolio Highlights

TRAIN SAFETY STARTS WITH EDUCATION.

QUICKLINKS

VIEW STATISTICS | FREE PRESENTATIONS | SAFETY TIPS | FOR KIDS | DL EN ESPAÑOL | OL STORE

VIDEOS



Multitasking Auto Drives Tempt Tragedy - posted 2 days ago

EVENTS

08-30-2010
16th Annual Operation Lifesaver International Symposium



NEWS



Florida Teen Dies on the Tracks

Six Tips for Safe Biking near Train Tracks for National Bike Month

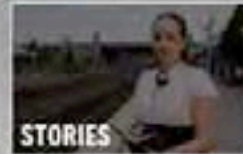
Online Registration for the 16th Annual Symposium



DID YOU KNOW?



CRASH



STORIES



LIFE AT ROANOKE COLLEGE



- Where We Are
- Virtual Campus Tour
- Where to Live
- Where to Eat
- Things to Do
- Sports & Recreation
- More »

considering Roanoke College?

Find Your Major

At Roanoke, choose among 35 majors, 30 minors, 23 concentrations, and 7 pre-professional programs.

Apply Now for Admission

August 15 - Summer Rolling Admission is for rising high school seniors who want to jump start the application process and hear a decision early in the senior year. Still accepting **transfer applications and freshman applications** for 2010.

- Is Roanoke Right for Me? • Request Information
- Apply to Roanoke • Visit Roanoke
- Costs & Financial Aid • Learn More

Classic for Tomorrow



ROANOKE COLLEGE PALMAM QUI MERUIT FERRE 1842

NEXT → Related Items: **Liberal Arts 2.0** • Roanoke leads the way

← **BACK** Choose Topics That Interest You • Say goodbye to ordinary core courses

ONE GIFT CHANGES EVERYTHING

Thank you for giving to the 2009-10 Roanoke Fund! Your generous support helped us raise over \$2.6 million, and those funds will make a huge difference in the lives of Roanoke's students.



• Make a gift now.

FIND US ONLINE!



Current Facebook Status: Roanoke announces new trustees <http://bit.ly/vc0REN> • 4 days ago

Move-In and Orientation

Roanoke College welcomes all students to campus! Check orientation schedules, check-in information and move-in information.

Learn More →



Campus News [More News](#)



Roanoke College announces new Trustees

Roanoke College's Board of Trustees Chairman Robert Wermann announces the appointment of new trustees as well as a new alumni executive council representative.

Campus Events [More](#)

- Orientation August 28, 2010 - August 31, 2010
- Performing Arts Series: Mitchell Zeidwig September 10, 2010
- Art Exhibit and Lecture:



QUICKLINKS

- About Virginia Tech
- Administration
- Applying to Virginia Tech
- Tuition and Financial Aid
- Student Life
- Diversity
- Careers
- Academic Programs
- Research
- Libraries
- Sports at Virginia Tech
- Arts at Virginia Tech



Spotlight on
Achievement

Award-winning program gives students an edge

Randy Dymond receives national attention for land development program.

[FULL STORY](#)



Where We Are

- Outreach / Extension International
- All About Blacksburg
- Maps / Directions / Parking
- Visiting the Blacksburg Campus

Academics

- Undergraduate Education
- Colleges & Departments
- Graduate School
- Online / Distance Learning
- Class Registration / Transcripts

Student Life

- Clubs & Organizations
- Living On and Off Campus
- Health / Counseling
- Recreational Sports
- Photo Galleries

- Faculty & Staff
- Alumni & Friends
- Parents & Family
- Business & Industry

Latest News

- AUG 05** Virginia Tech and GM announce creation of the National Tire Research Center in Southside, Virginia
- AUG 05** Wood-Based Composites Center advances program with National Science Foundation grant
- AUG 03** MBA students hone skills while helping Alexandria business owners improve management operations, customer service

Upcoming Events

- AUG 7** All day Steppin' Out Street Festival
- AUG 10** 12:00 pm - 4:00 pm Conversations: Re-designed art exhibit
- AUG 11** 12:00 pm - 1:00 pm Wednesday Butterfly Walk



[Mobile Site](#) | [More News](#) | [Campus Notices](#)

[More Events](#)

Why You Should Give

How You Can Give

Donor Recognition



Racing Toward More Scholarships

Participants in the first annual Wayne Robinson Principles of Community 5k Run/Walk raised money for a scholarship endowment.

[Learn More](#)

Browse



Campaign Progress as of
Aug. 31, 2008

[Give Now](#)

The
CAMPAIGN
for VIRGINIA TECH
Invent the Future

Campaign Numbers

By Use

By Source

Your Generosity At Work

- Finance alumnus and Catalyst partner to give Wachovia Distinguished Lecture
- Kostas Triantis named Ralph

President's Message

Leaders and Volunteers

Contact Information

The Virginia Tech Website

Women & Leadership in
Philanthropy

Campaign Priorities

Making the Case for...



College of Architecture and
Urban Studies



College of Natural Resources



Virginia Maryland Regional
College of Veterinary Medicine



W.E. Skelton 4-H Educational
Conference Center



SCHOOL LIFE

Beginning School

Pre-K — Kindergarten

Lower School

First — Fifth Grades

Middle School

Sixth — Eighth Grades

Upper School

Ninth — Twelfth Grades

Rowmark Ski Academy

Summer Programs

GALLERY



[View Gallery](#)

Second Grade Health Fair 2010

[View All Galleries](#)

SUPPORT ROWLAND HALL

- Give Online
- Why Give?
- Annual Fund
- Endowment Fund
- Planned Giving
- Ways to Give

ONCE IN A
BLUE

TODAY AT ROWLAND HALL

News

Levi's Latest Accomplishments

Aug 6, 2010

Great story in the Desert News and Salt Lake Tribune today about Rowland Hall graduate, former Rowmarker Levi Leiphemer...we proud of him and wish him the best!

[\[more\]](#)

Parent Portal Open

Aug 4, 2010

We are excited to introduce an important new communication tool for parents. This online tool combines several former Rowland Hall databases into a...[\[more\]](#)

Auction Prep Heating Up

Aug 4, 2010

Preparations are heating up for the 2010 Rowland Hall "Once in a Blue Moon" Auction. Your Auction Committee is coronating to gather items so please keep the auction in mind as you enjoy the remainder of these summer days...are earning so many hotel points and airline miles that you might consider donating to the auction!! You can



Winged Lion Sports



• Middle School

• Upper School

Rowland Hall Calendar

August						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				



We really are a
Campus
without **Borders**

Experience it for yourself. [Click here](#) for an interactive guide to Chatham Hall.



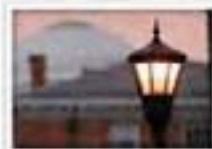
CHATHAM HALL

[ABOUT US](#) [ADMISSION](#) [ACADEMICS](#) [ATHLETICS](#) [RIDING](#) [CAMPUS LIFE](#) [NEWS & EVENTS](#) [ALUMNAE](#) [GIVING](#) [RESOURCES](#)

WELCOME TO CHATHAM HALL

Why Chatham?

Good friends, a great education, and a fantastic future. The question really is not Why? but Why not?!



[Learn More](#)



[Learn More](#)

CALENDAR

AUG						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

[View Full Calendar](#)

NEWS & EVENTS



August 2, 2010 -
Summer Camp
Success

Even though the 2010-11 school year is still weeks away, the

Chatham Hall campus has been alive with two exciting summer camp offerings.

Chatham Hall's popular Riding Camp, again filled to...



June 11, 2010 -
Chatham Hall
announces 2010-11
Leader in Residence -
Judith Jamison

Chatham Hall is

pleased to announce Ms. Judith Jamison, Artistic Director of the Alvin Ailey American Dance Theater, as the 2010-2011 Leader

Search Chatham Hall

GALLERY

[All Images](#)

Summer Camp 2010



The Class of 2010



Turtles Tennis 2010



Reunion 2010





[Chatham Hall
Homepage](#)

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Open House](#)

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Today](#)

[Campus
Maps](#)

**1 in 4 Chatham Hall girls
has worked in the townships in
South Africa**



[Why Africa?](#)

[Memorable Moments](#)

[Not Missing Out](#)

Jasmine & Grace

Virginia - New Jersey

FLIP

Beyond
Borders

Leaders
Within

Within
Reach

Preparing
For Life

Problem
Solvers

Challenge
Yourself

It's About
Character

It Starts
Here



2010 Marks the 75th Anniversary of the Blue Ridge Parkway

Join us on an extraordinary journey through the stories of this remarkable route and the region through which it passes. Discover the opportunities the 75th Anniversary presents for us all!



Special Announcement

KEEP UP ON ANY LATE-BREAKING NEWS



Volunteers Wanted!
FRIENDS of the Blue Ridge Parkway is looking for volunteers for the **Blue Ridge Parkway 75th Anniversary Festival** Sept 10-12 in the Cumberland Knob/Blue Ridge Music Center area. Be part of history. **Sign up now!** Photo by Vicki Dameron

Upcoming Events

CELEBRATE THE ANNIVERSARY [View All Events](#) [Submit an Event](#)

10-12 **Parkway's 75th Anniversary Festival**
Galax, VA
The official 75th Anniversary celebration - a multi-day, multi-venue festival staged in and around Cumberland Knob, NC, where Parkway construction began on September 11, 1935.

14-16 **Blue Ridge Parkway 75 Symposium**
Roanoke, VA
Imagining the Blue Ridge Parkway for the 21st Century is a two-part conference and

Get Involved

PRESERVE THE PARKWAY



Parkway visitors and neighbors have a unique opportunity - a special and serious responsibility to protect this national treasure for themselves and future generations. **Learn more**

[How Can I Help?](#)

More than a Road

DISCOVER PARKWAY COMMUNITIES



Stay in Touch

WITH OUR E-NEWSLETTER
E-Mail Address [SIGN UP](#)

FOLLOW US ON Twitter The latest news & event feeds

- RT @outdoors180: Parkway to celebrate 75th at Waterrock Knob... [http://bit.ly/9y5mW](#) about 3 days ago
- RT @votourismor: Green Tourism Challenge! Goal of recruiting 75 more @VAGreen businesses to honor Blue Ridge Pkwy 75th! [http://bit.ly/9OMZ0M](#) about 3 days ago
- NEWS! Schedule posted for Blue Ridge Parkway Anniversary Festival [http://bit.ly/285ie](#) about 4 days ago
- RT @vofonline: Great lineup of speakers at 75th Blue Ridge Parkway symp. in Roanoke. Oct. 14-16. [http://bit.ly/9aCpZY](#) [http://bit.ly/mefLVFyD0](#) about 4 days ago
- RT @BRPGuide: Vote for Blue Ridge Parkway & help it earn \$100,000 from Coca-Cola! As many votes before Aug 31! [http://tinyurl.com/100k4RRP](#) about 1

Kiawah Island

Explore Kiawah



- + Events Calendar
- + Island Directory
- + Photo Gallery
- + Island Recreation
- + Dining Guide

Kiawah Real Estate

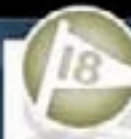


- + Search Properties
- + New Neighborhoods
- + Buyer's Guide
- + Seller's Guide
- + Kiawah Island Club

Visiting Kiawah




- + *Island Insights* Newsletter
- + Getting Here
- + Accommodations
- + Charleston, SC



Island Facts Golf

The neighborhood within Cassique's gates is part of The Kiawah Island Club, with access to spectacular golf and dining.

Local Weather:

Partly Cloudy  53°

newcity
**Ride
Along**



BLACKSBURG TO
AUSTIN AND BACK
SXSW CONFERENCE
MARCH 12-19, 2009

about **THE BLOG** Talk to us live.
LINKS FOLLOW US ON
PHOTOS VIDEO TWITTER

RECENT UPDATES

newcitysxsw: I love ad students. They're so innocent.

Friday, May 8th 2009 - 01:58:46 AM

newcitysxsw: RT @Wexley: Live chat w/ a US army soldier on 'real solutions for Afghanistan' at #oneshow unconference <http://twitpic.com/4qb7v> (lotsa ?s)

Thursday, May 7th 2009 - 04:43:15 PM

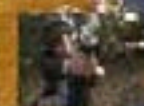
newcitysxsw: To the woman drinking out of the mason jar at the little league game: nice form.

Saturday, April 25th 2009 - 04:10:11 PM

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VIDEO HIGHLIGHTS



USTREAM
LIVE

00:00:08

Menu

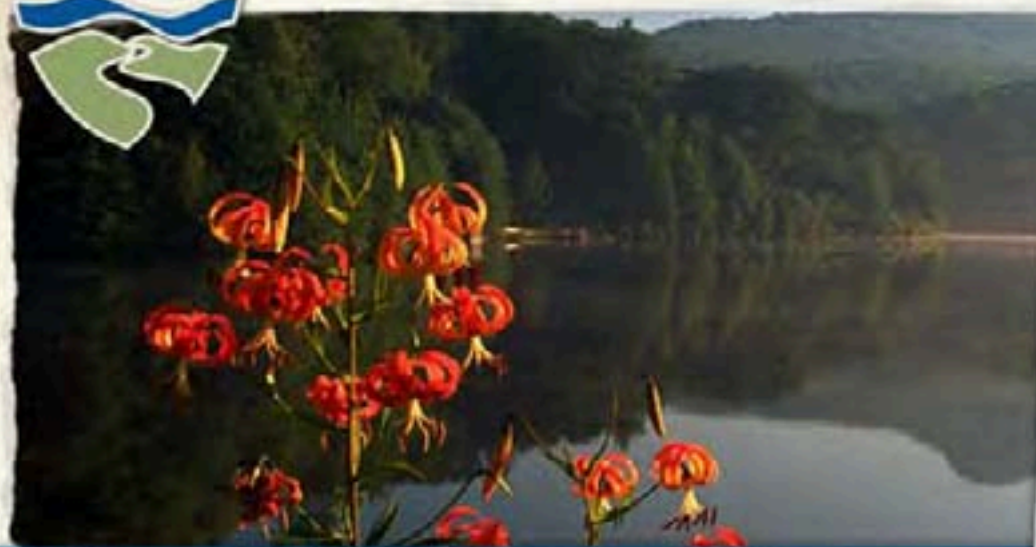


Check out more of our photostream!



 **WHERE
ARE
WE?**

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Welcome to the Blue Ridge National Heritage Area,

a place unlike any other on earth, where ancient landscapes enchant the eye and age-old traditions warm the heart.

Congress designated the mountains of North Carolina the Blue Ridge National Heritage Area in recognition of their natural abundance and richly varied cultural history.

The Blue Ridge National Heritage Area nonprofit organization works to preserve, interpret and celebrate this heritage for the enjoyment of residents and visitors alike.

The Blue Ridge National Heritage Area includes the Cherokee Qualla Boundary and 25 western North Carolina counties.

EXPLORE THE MAP



HERITAGE & HISTORY

ATTRACTIONS & DESTINATIONS

TRADITIONAL ARTIST DIRECTORY

SIGHTS & SOUNDS

PARTNERS

Featured Artist



Laura Boosinger

Dixie and mountain swing musician, Buncombe County

When she was eighteen years old, Laura Boosinger moved to Swannanoa to attend Warren Wilson College, and she soon enrolled in a banjo class. That class proved to be the beginning of an acclaimed career as a traditional musician.

Visit the Traditional Artist Directory

Featured Destination



Canton Area Historical Museum

The Canton Area Historical Museum contains artifacts and photographs depicting the history of the towns of Canton, Bethel, and Cruso.

Attractions Directory



The Blue Ridge Parkway Visitor Center in Asheville, NC features an award-winning film about the Parkway and exhibits on natural and cultural heritage.

[Read More](#)

[Visitor Center Events](#)

Sights & Sounds of the Blue Ridge



Friends & Partners

- Grants
- Management Plan

BARTER THEATRE



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 [Cafe](#) |
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 [Young Audiences](#)

Barter Theatre • Begins May

TUESDAYS with MORRIE

Shake, Rattle, & Roll
A ROCKIN' TRIBUTE TO THE KING

Barter Theatre • Begins Aug. 20

Buy Tickets


[Groups](#) |
 [Packages](#)

August						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Current Day |
 Event this Day



Give us a shout!
 We would love to hear your comments about your last visit [here](#).

annual fund 
 artistic excellence



Grab a bite.
 Opens daily at 11
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SHOP NOW! [Explore Our Online Shop](#)



Featuring:

100th ANNIVERSARY MERCHANDISE! We are so excited to bring to you our limited edition 100th Anniversary merchandise! New T-Shirts now available!

- Gifts & Souvenirs
- Arts & Crafts
- Books & Songs
- Apothecary
- Tickets & Events
- Music & Video
- Hats & T-Shirts
- Toys & Games
- Country Kitchen
- Join us on Facebook



Live Music Schedule:

[View the whole schedule](#) [RSS](#)

- Friday, August 6**
6:30 Janet Turner & Friends
7:30 2 Young 2 Old
9:00 The Jug Busters
Saturday, August 7
12:00 Americana Afternoon with Friends of Berrie
1:30 Americana Open Mic
Sunday, August 8
2:00 - 5:00 Traditional Mountain Music Jam
Friday, August 13
6:30 Down Home Gospel
7:30 The Snow Creek Old Time Band
9:00 The Hans Creek Old Time Band

[How can you perform? learn how](#)



Playing Soon! Come and sit a spell.

New Americana Afternoons Every Saturday!

This week, Local Americana Musician's Berrie & Friends will take the stage!

Starting at Noon then an Acoustic Americana Open Mic begins at 1:30!

Berrie Coveney, Rob Neukirch, and Chris Luster will play their Americana favorites so join us for lunch with an Americana twist!



[click to learn more](#)

News: No gossip here...

The Country Store Celebrates 100! June 13, 2011

What's On The Menu?

We're A Real Country Store!

L@ngley Link Online Banking
Personal Login Business Login
[Sign Up for Online Access](#) [Forgot Password](#)

Quicklinks & Tools

Find Rates For...

Apply Now For...

Insurance, Tax Help & More

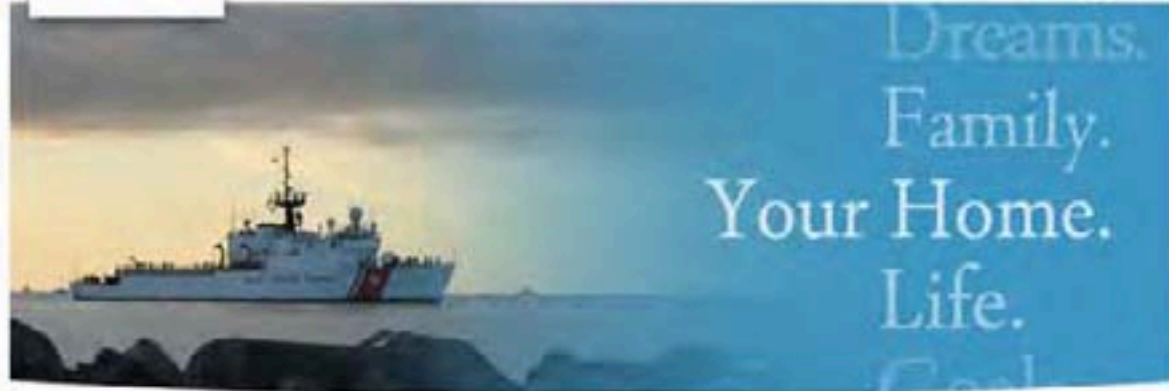
I want to...

- Report a lost or stolen card
- Order checks
- Change my address
- Calculate
- Stop fraud
- Explore eServices

Just for Kids • College Bound •



Find answers to your questions in the **Financial Answer Center** ▶



News & Events

- Shred Day is coming!
- Honor Flight: A Small Tribute ... To Those Who Gave So Much.
- Now there's even more **discounts and benefits** especially for members.
- Access L@ngley Link using your **mobile phone** right now.
- You owe it to your **business** to check out our services.
- Bored? Find **free concerts** among our community events.
- Start your child on the **right road** to saving money and building wealth by opening an account at LFCU.
- It is so **unbelievably easy** to join Langley Federal Credit Union.

Now Showing

Operation: School Supplies



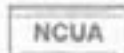
- ▶ Read more about Operation: School Supplies and how you can help.

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Get the cash you need with a **Personal Loan** from LFCU.
Rates as low as **8.49% APR***
up to 60 months
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Thank You

PHOTO: <http://www.facebook.com/coloradocollege>