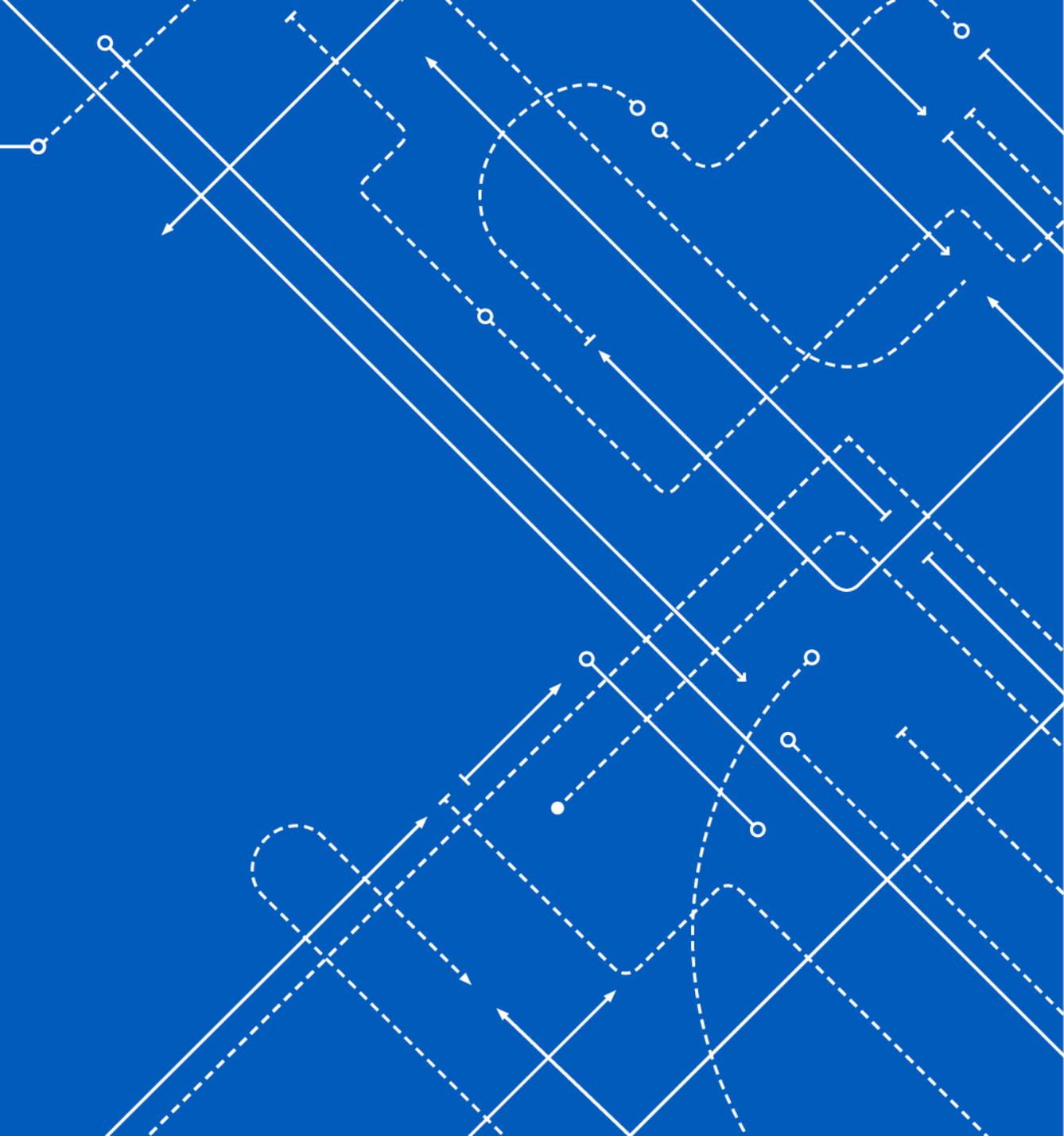


# HEADER SOLUTIONS TOOLKIT



Academic: School	Navigational Elements	#Global Avg.	#Audience Avg	#CTA Avg.
GOAL	8	5.00	6.00	2.00
CAS AVERAGE USE	9.6	6.52	1.24	2.54
College of Arts and Sciences Main Site	9	5	5	3

Academic: Departments and Programs	Navigational Elements	#Global Avg.	#Audience Avg	#CTA Avg.
GOAL	8	5.00	6.00	2.00
AVERAGE USE	9.75	6	2.5	2.88
Chemical & Biological Engineering	10	6	3	3
Civil, Structural and Environmental Engineering (CSEE)	11	7	3	3
Computer Science & Engineering	11	7	2	3
Department of Biomedical Engineering	8	4	2	3
Department of Electrical Engineering	10	6	4	3
Department of Industrial and Systems Engineering	10	6	2	3
Material Design and Innovation (MDI)	9	6	0	3
Mechanical and Aerospace Engineering	9	6	4	2

## New to UB? Let's get started Bulls!



Intro copy setting the stage of the mission and purpose of this collection of tasks. Make this appeal and come alive for your audience and get your key messages across.

### First-Year and Transfer Students

- [STEP 1: Complete Orientation Data Form](#)
- [STEP 2: Submit Immunization Records](#)
- [STEP 3: Register for Classes](#)
- [STEP 4: Participate in Orientation](#)
- [STEP 5: Attend Welcome Weekend](#)
- [STEP 6: Learn about Year One](#)

### Resources for:

#### First-Year and Transfer Students

>New Student Checklist

#### International Students

>Learn about what to expect

#### Graduate Students

>Learn about what to expect

#### Frequently Asked Questions

#### Need Help?

>Orientation, Transition and Parent Programs

>International Student Services

### Join our community of tenacious problem solvers



As a top 35 public research university - and No. 1 in New York State - UB is a place where you'll make a real difference. Here, you can follow your passion, apply your knowledge and collaborate with other top minds to tackle the world's most complex challenges.

#### Explore UB's culture of discovery and innovation

- Research and Economic Development Gateway
- Research News

#### Who we are and what we do

- Major research centers, institutes, and initiatives
- Our cutting-edge facilities

#### Resources for:

##### Researchers

Get resources, services, and support for your research

##### Information for Students

Find research opportunities throughout UB

##### Business and Entrepreneurs

Connect with UB to grow or start your business

##### Industry Partners

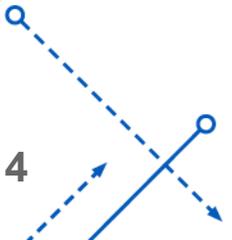
Locate UB equipment, facilities and labs available for use

##### The Community

Learn how to participate in clinical trials at UB

##### Entrepreneurially Minded Students, Faculty, Clinicians, and Researchers

Explore UB's Innovation Hub to move your ideas from the lab, classroom, or clinic to the marketplace



Top Choices
Full Menu

New to UB
➤
—

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### First-Year and Transfer Students

- STEP 1: Complete Orientation Data Form
- STEP 2: Submit Immunization Records
- STEP 3: Register for Classes
- STEP 4: Participate in Orientation
- STEP 5: Attend Welcome Weekend
- STEP 6: Learn about Year One

**Resources for:**

**When I tested this in mobile I trimmed the content length**

- **to break better**
- **Read tighter and be more scannable**

**By toggling back and forth I got the best presentation for BOTH platforms**

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**Resources for:**

**Researchers**  
Get resources, services, and support for your research

**Explore UB's culture of discovery and innovation**

- › Research and Economic Development Gateway
- › Research News

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- › Major research centers, institutes, and initiatives
- › Our cutting-edge facilities

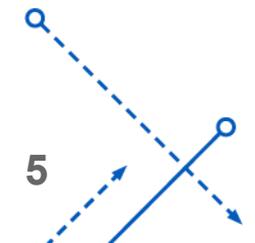
**Information for Students**  
Find research opportunities throughout UB

**Business and Entrepreneurs**  
Connect with UB to grow or start your business

**Industry Partners**  
Locate UB equipment, facilities and labs available for use

**The Community**  
Learn how to participate in clinical trials at UB

**Entrepreneurially Minded Students, Faculty, Clinicians, and Researchers**  
Explore UB's Innovation Hub to move your ideas from the lab, classroom, or clinic to the marketplace



**Clubs and Activities**

Get involved to make more friends, learn more skills and have more fun.

- Fitness and Recreation
- Find Ways to Get Involved
- Find a Club (UB Linked)
- Civic Engagement & Volunteering
- Get Involved Virtually

**Events on Campus**

Need a study break? Want to try something new, or just hang out with your friends? Check these out:

- Happening this week at UB

**Our UB Traditions**

Look forward to participating, meeting new friends and making lifetime memories

- UB Traditions
- Signature Events
- Get Involved Virtually

**Living and Dining**

Find the answers you need about where to live, eat and shop on campus.

**Community Values**

A diverse, safe and welcoming community

**Staying Safe, Being Responsible**

Understand your responsibilities as a UB student, and see how you can make safer choices.

- Staying Safe
- Know the Rules

Apr  
01

**Sexual Violence Prevention & Response**  
11:00 AM  
Student Union - Lobby

Apr  
01

**Drop-In Meditation Group**  
3:00 PM - 4:00 PM  
Student Union - Room 250

Apr  
01

**Last Day to Drop/Add 7 Week 2 Classes**  
All Day

Apr  
01

**Step Challenge**  
All Day

SEE ALL EVENTS: [▶](#)

[Academics](#)
[Research](#)
[Experiential Learning](#)
[The College](#)
[News and Events](#)

[SEARCH](#) 
[INFO FOR:](#)

**Our Research**

- › [Research Areas](#)
- › [Centers, Institutes and Clinics](#)
- › [Undergraduate Student Research](#)

**Our Faculty**

- › [Faculty Experts](#)
- › [Find a Faculty Member](#)
- › [Faculty Funding and Award Resources](#)

**Research News**

- › [Faculty Achievements](#)



We're a community of thinkers and doers. Explore the many ways our world-class faculty and incredible students are working together, using their creativity and research skills to help make the world a better place to live, work and thrive.

[▶ Our Research](#)

### Making Healthy Decisions

There is a strong connection between your well-being and academic success.

- Wellness Coaching
- Sleeping Well
- Healthy Eating
- Safer Sex
- Alcohol and Other Drugs
- Quit Smoking
- Personal Health Kit

### Your Mental Balance

You are not alone. At UB, there is always someone who can help you

- Stress Management
- Self Help Resources
- Depression
- Mental/Emotional Well Being
- Mental Health Counseling

### Medical Care

Learn how to get medical care, improve your wellness and make healthy choices.

- Available Care
- Pharmacy
- Health Insurance

Wellness Tip. Can be evergreen or seasonal and maybe in the future randomize. Set up using the callout box. Or this can be your slideshow in highlight format

Academics
Research
Experiential Learning
The College
News and Events

SEARCH 
INFO FOR:

**Our Research**

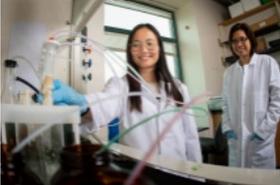
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[▶ Our Research](#)

## We believe in learning by doing.

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Contact an Expert



Life Skills



Mentorship



Leadership



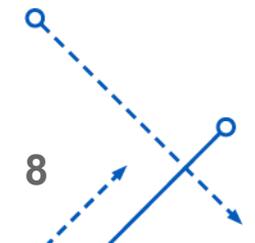
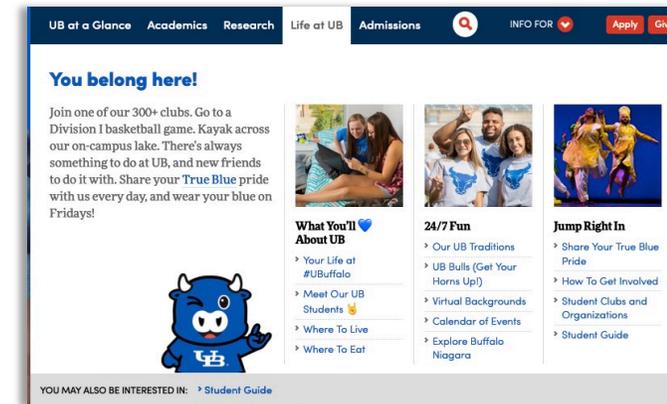
Experiential Learning



Build Stronger Relationships



Career Exploration



## Who can help me?



You can solve many problems and issues yourself, using the resources on this site and throughout UB. And if you still need assistance, there's always someone who can help you.

### Help with:

- Help By Topic
- Academic Advising
- Staying Well
- Emotional and Mental Health Support
- Religious and Spiritual Support

### Help for:

- Graduate Students
- International Students
- Campus Residents
- Veterans
- LGBTQ+ students
- Students in Recovery

## Emergency and Crisis Resources

- Alcohol and Drug Overdose
- Emergency Funds
- Food Support
- Helping Students In Distress
- Reporting a Crime
- Suicide Intervention
- Unwanted Sexual Experience
- Victim Assistance

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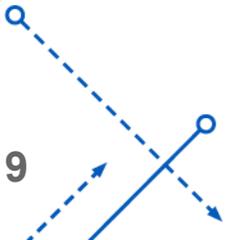
Locate UB equipment, facilities and labs available for use

##### The Community

Learn how to participate in clinical trials at UB

##### Entrepreneurially Minded Students, Faculty, Clinicians, and Researchers

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## Explore what makes the College a remarkable and vibrant place.



Intro copy setting the stage of the mission and purpose of this collection of tasks. Make this appeal and come alive for your audience and get your key messages across.

Contact Us

### About the College

- Liberal Arts at UB
- Meet the Dean
- Meet our New Faculty
- Diversity, Equity and Belonging
- College Stories
- Life in Buffalo

### Departments and Programs

- Arts and Humanities
- Natural Sciences and Mathematics
- Social Sciences

### Cultural Institutions

YOU MAY ALSO BE INTERESTED IN: > [Future Faculty and Staff](#) > [Current Faculty and Staff](#)

[UB at a Glance](#)

[Academics](#)

[Research](#)

[Life at UB](#)

[Admissions](#)



INFO FOR

[Apply](#)

[Give](#)

## Exceptional opportunities for extraordinary people (like you)



More choices. More challenges. More life-changing experiences. At UB, you'll find 450+ programs, world-renowned faculty and a diverse environment that prepares you for anything.

### Big Thinkers Welcome

➤ [Superior Academics](#)

### Choose Your Path

➤ [Schools and Colleges](#)

➤ [Degree Programs](#)

### Real-World Experience

➤ [Study Abroad](#)

➤ [Experiential Learning Opportunities](#)

➤ [Here to Career Initiative](#)

YOU MAY ALSO BE INTERESTED IN: > [Graduate Programs](#) > [Undergraduate Catalog and Courses](#) > [Class Schedule](#) > [Libraries](#)

## Big thinking, creative freedom, inclusive.



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### [World Class]

- Introducing SEAS
- By the Numbers
- From the Dean
- Strategic Plan
- Accreditations
- Professional Licensure and Certifications

### [Who we are]

- Our People
- Our Global Community
- Employment Opportunities

### Visit and Explore

- Find your Program
- SEAS Facilities and Buildings
- Plan a Visit

## Departments

- Biomedical Engineering
- Chemical and Biological Engineering
- Civil, Structural and Environmental Engineering
- Computer Science and Engineering
- Electrical Engineering
- Engineering Education
- Industrial and Systems Engineering
- Materials Design and Innovation
- Mechanical and Aerospace Engineering

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#### Explore UB's culture of discovery and innovation

- Research and Economic Development Gateway
- Research News

#### Who we are and what we do

- Major research centers, institutes, and initiatives
- Our cutting-edge facilities

#### Resources for:

##### Researchers

Get resources, services, and support for your research

##### Information for Students

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Connect with UB to grow or start your business

##### Industry Partners

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**Future Undergrad Students**

We are ready to show you everything that the College of Arts and Sciences has to offer.

- Start Exploring
- Plan a Visit
- Funding Your Degree
- For Accepted Students

**Apply**

**Areas of study**

- Departments and Programs
- Choosing Your Major
- Combined Degree Programs

**Future Grad Students**

Need a study break? Want to try something new, or just hang out with your friends? Check these out:

- Find a Graduate Degree
- Graduate Fairs and Information Sessions
- PhD Funding Opportunities
- Graduate Awards and Scholarships
- For International Graduate Students

**Apply Now**

**For Graduate Students**

- For Newly Admitted Graduate Students
- Prepare for Employment

**Academic Opportunities**

- Experiential Learning
- Undergraduate and Graduate Certificates
- Micro-credentials
- Summer and Winter Intersessions
- Supplemental Instruction
- Online Learning

**Organizations**

- College Ambassadors
- Social Impact Fellows
- Phi Beta Kappa Honor Society
- Women in Science and Engineering



Combined degrees programs allow students to complete two degrees in less time (and often with less cost) than the two degrees separately.

➤ Find out more about Combined Degree programs

**Make sure the highlight topic is relevant to your key target audience**

YOU MAY ALSO BE INTERESTED IN: > Current Students. > Current Faculty and Staff

The screenshot shows a navigation menu for the 'Academics' section. The menu is organized into three main columns: Undergraduate, Graduate, and Academic Opportunities. Each column contains a list of links to various resources. At the top of the menu, there are tabs for 'Academics', 'Research', 'Experiential Learning', 'The College', and 'News and Events'. On the right side, there is a search bar and an 'INFO FOR:' dropdown menu. Below the menu, there is a small image of a graduation ceremony and a text box with the message: 'Graduation day will be here before you know it! Are you ready for commencement, #UBClassOf2022? Make sure you're up to date on registration deadlines and get the latest scoop on your big day.' Below this text is a link for 'Commencement Information'.

**Future Undergrad Students**

- The First Year Experience
- Scholarships
- Student Ambassadors
- Admissions
- For Transfer Students

**Apply**

**Areas of study**

- Degree Programs
- Academic Advisement

**Graduate Education**

- Why study graduate engineering at UB
- Fields of Study
- Scholarships, Fellowships and Awards
- Graduate Internships
- Professional Development

**Apply Now**

**Beyond the Classroom**

- Undergrad Research
- Experiential Learning
- Global Programs
- Online Learning
- Micro-credentials
- For Entrepreneurs and Intrapreneurs
- Career Resources
- Continuing Your Education

**Get Involved**

- Undergraduate Student Events
- Student Clubs and Organizations



Combined We are committed to creating an inclusive and diverse community—one that will enrich engineering education and empower our students, faculty and staff to achieve their goals.

> Find out more about our commitment to inclusion

YOU MAY ALSO BE INTERESTED IN: > Current Students. > Current Faculty and Staff

**Make sure you are focusing your audience for each menu**

**Make sure the highlight topic is relevant to your key target audience**

The screenshot shows a website navigation menu for 'Academics'. The menu is organized into three main columns: Undergraduate Education, Graduate Education, and Beyond the Classroom. Each column contains a list of sub-links. The 'Academics' tab is highlighted in blue. To the right of the menu is a search bar and an 'INFO FOR' dropdown. Below the menu is a banner image of a person holding a COVID-19 vaccine vial, with text stating: 'We are committed to supporting the SEAS community while working together to take the necessary precautions to mitigate the spread of COVID-19. > Together, we are stopping the spread'.

## How will you help us change the world?



Intro copy setting the stage of the mission and purpose of this collection of tasks. Make this appeal and come alive for your audience and get your key messages across.

### Our Research

- Research Areas
- Centers Institutes and Clinics
- Undergraduate Student Research
- Research News

### Our Faculty

- Faculty Experts
- Distinguished Visiting Scholars
- Faculty Funding and Award Resources
- Faculty Achievements

[Find Faculty](#)

The screenshot shows the top navigation bar with links for 'UB at a Glance', 'Academics', 'Research', 'Life at UB', and 'Admissions'. A search icon and 'INFO FOR' dropdown are on the right, along with 'Apply' and 'Give' buttons. The main content area features the heading 'Exceptional opportunities for extraordinary people (like you)' above a photo of students in a lab. Below the photo is a paragraph: 'More choices. More challenges. More life-changing experiences. At UB, you'll find 450+ programs, world-renowned faculty and a diverse environment that prepares you for anything.' To the right are two columns of links: 'Big Thinkers Welcome' (with links to Superior Academics, Schools and Colleges, and Degree Programs) and 'Real-World Experience' (with links to Study Abroad, Experiential Learning Opportunities, and Here to Career Initiative). A footer bar contains 'YOU MAY ALSO BE INTERESTED IN:' followed by links to Graduate Programs, Undergraduate Catalog and Courses, Class Schedule, and Libraries.

XXXXXXXXXXXXXXXXXX



Intro copy setting the stage of the mission and purpose of this collection of tasks. Make this appeal and come alive for your audience and get your key messages across.

### Our Research

- Research Centers and Initiatives
- Research Areas by Department
- Research News
- Awards
- Patents
- Undergraduate Research

### Our Faculty

- Faculty Directory
- Named Professors
- Meet New Faculty
- Women Faculty
- Diverse Faculty
- Faculty Honors and Awards

## Interdisciplinary Initiatives

- At the Forefront of the Pandemic
- RENEW: Research and Education in eEnergy, Environment and Water
- SMART: Sustainable Manufacturing and Advanced Robotic Technologies
- Global Health Equity
- Quantum Science and Technologies
- Transportation Research and Education

YOU MAY ALSO BE INTERESTED IN: > Research and Economic Development Gateway > Current Faculty and Staff

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Contact an Expert



Service Learning



Undergrad Research



Venture Coaching



Internships



Study Abroad

UB at a Glance Academics Research Life at UB Admissions INFO FOR Apply Give

### You belong here!

Join one of our 300+ clubs. Go to a Division I basketball game. Kayak across our on-campus lake. There's always something to do at UB, and new friends to do it with. Share your **True Blue** pride with us every day, and wear your blue on Fridays!



- What You'll About UB**
  - Your Life at #UBuffalo
  - Meet Our UB Students 🙋
  - Where To Live
  - Where To Eat
- 24/7 Fun**
  - Our UB Traditions
  - UB Bulls (Get Your Horns Up!)
  - Virtual Backgrounds
  - Calendar of Events
  - Explore Buffalo Niagara
- Jump Right In**
  - Share Your True Blue Pride
  - How To Get Involved
  - Student Clubs and Organizations
  - Student Guide

YOU MAY ALSO BE INTERESTED IN: [Student Guide](#)

- Declutter
- Order should tell a story
- Curate, deep link to valuable content
- Create curated clusters that make your content more scannable
- Don't double navigation
  - E.g. if you have Make a Gift as a CTA, don't make it a Global nav
- Watch out for "Magic Transportation"
  - use related links or new window icons
- With strong IA you do not have to put HOME in the navigation (we user test, your audience knows how to get there)
- CTA Buttons are not nav items, they are calls to action like buy, give, make an appointment. They can live in the top nav or in context in menus
- Our People can nest under About Us
- Keep the focus of your Info For menus to either all audience or all task
  - Also use for intranets and internal resources
- Contact should
  - Go into the footer as a button
  - Can also be in the relevant menus as a CTA button
- Choose menus that compliment the focus of the section
  - Rollovers empower you to cluster like sections together
  - Where relevant, you can use a mix of drop downs and enriched Nav menus
  - Advice, marketing and coaching can be incorporated into the menus as relevant to the section
- Use contrasting colors to group and differentiate the purpose of sections (e.g. Admin Gateway, Alumni)
- Use your footer
  - Items like employment, committees, policies and other reference materials work well there
  - Social Media works more effectively in the footer

## Academic Departments, Programs, Research Centers and Labs

- Faculty can fold into Research Rollover (as applicable) in that case rename Faculty and Research. Publications can live here
- Academics Rollover can fold together Undergraduate and Graduate as well as Areas of study , Courses. Academic Opportunities (Experiential, study abroad, internships)
- Contact Button can live in footer and the About Us Rollover
- Rather than "People" separate your faculty (as appropriate) and use a Directory page under About for Administration and Staff (as well as folding in faculty via shared content)
- Facilities can be considered as a Nav item
- As appropriate, Alumni can fold under information for. Meet our Alumni can go under about
- Info for should have a focus, either audiences OR resources
- Utilize Audience FOR pages to deliver content to internal audiences
- CTA are not nav items, they are calls to action like buy, give, Make an appointment. They can live in the top nav or in context in menus
- Use Academics or Education consistently