**Arete Website Re-Design**

**Background**

* Arete is a “Research Accelerator” at the University of Chicago. Our mission is “to expand the research enterprise at the University of Chicago.” We do this through launching complex, intellectually ambitions projects that serve the University’s mission to advance knowledge. In other words - we launch cool research programs.
* Our team is composed of members of three campus units: The Office of the Vice President for Research and National Laboratories (OVPRNL), the Office of Alumni Relations and Development (ARD), and the Office of Civic Engagement (OCE).
  + Our central positioning in the University and multi-unit composition of our team gives us a competitive advantage.
  + Being centrally located, gives us access to University leadership, a neutral position at the University, and stature.
  + Having a multi-unit team allows us develop robust, integrated project strategies that flow seamlessly and in a coordinated manner
* We are a service organization
  + Our clients are:
    - University faculty - we help them get big, ambitions projects started
    - University leadership - we serve the University’s mission in a way that maximizes return on investment. We help leadership accomplish their goals
    - External partners (philanthropists, foundations, federal funding agencies, corporations) - we make it easy for them to work with the University of Chicago
  + Our reputation is one of our most important assets - we are a trustworthy, high functioning team that delivers results
* Arete operates as a small, entrepreneurial organization within the University
  + We value getting things accomplished
  + We do everything possible to avoid bureaucratic hurdles and we lower barriers to getting things done
  + We function as a team
* We have been highly successful and are growing
  + Team growing from 8 to 14 members
  + A new centrally located incubator space (name of space is TBD) that will be a hub of activity for faculty and staff working on launching ambitious new projects
  + A new incubator providing start-up funding and strategy support for ambitious projects

**Communications and Marketing Objectives**

* Raise our profile both within and outside the University
* Be seen as the go-to organization for new initiatives
* For the University of Chicago to be seen as exceptionally good at launching new programs. For us to be seen at the leading edge of this function.

**Audiences**

Primary:

* University faculty

Secondary:

* Central UChicago Leadership
* UChicago Division/Department/Center managers
* UChicago Support Staff
* Foundations
* Corporations
* Federal Funding Agencies
* Philanthropic Donors

Tertiary:

* Other Universities
* Scientific and academic communities
* National and local press

**Key Messages**

* We are awesome. You should work with us!
* We are the go-to group for large, ambitious research projects. We help faculty research teams achieve their most ambitious projects.
* We know what we are doing. We are able to accelerate research and navigate barriers between faculty, funders, and University leadership in the most effective, efficient, and experienced way possible.
* We are reliable. We make stuff happen, get stuff done. High quality, high functioning, intelligent team.
* We bring the tools of business and innovation to university research. Administrative and organizational excellence to match the University of Chicago’s intellectual excellence.
* We are at the center of all the cool research that is happening on campus - we are well connected across the university and at the highest levels of university administration, yet we maintain flexibility and creativity.
* We are helping to distinguish the University of Chicago as excelling at research strategy and execution - something that all universities are trying to do/struggling to do

**Project Description**

To date, communications have not been a key priority for Arete. With our success and growth, we are taking a more active approach to communications, marketing, and identity.

The scope of this project is a complete re-design of our website to reflect our organization’s culture and what we actually do.

A key new feature of the new website is a robust space for our new research incubator program (name of the program is TBD). We currently have one such program, however, we hope to have other programs in the future, so this section of the website will need to be easily updated and expandable.

Look & Feel:

* Clean
* Easy to navigate
* Professional, but stands out
* Not boring
* Visually interesting, interactive

Themes we would like reflected by the design:

* Innovative but not quirky/cool
* Thoughtful, intellectual
* Encompassing all campus divisions; interdisciplinary
* We are not your typical administration office
* We are doing things differently than other universities
* A collaborative team across OVPRNL, ARD, OCE - makes us unique, gives us a competitive advantage, allows for seamlessness

Some websites we like:

Art Institute: <http://www.saic.edu/index.html>

interactive

very clean/simple

professional looking

changes when scrolling, visually interesting

Built by Buffalo: [http://builtbybuffalo.com](http://builtbybuffalo.com/)

may be too casual for us, but the simplicity of it is desirable

stats graphics interesting

also has scroll-over graphics

BU Bostonia: <http://www.bu.edu/bostonia/winter-spring13/>

colorful but clean

excellent home page that has content (vs. just pictures/visual)

featured stories graphics designed well

Spark Capital: <http://www.sparkcapital.com/>,

Visual homepage

Nice, simple organization

Jascula Turman: <http://jtpr.com/>

More text than we want on the homepage.

We the “work” section - how each project has a video/photos and a brief description

Things we care about:

* Design reflects our organization’s culture - we are happy to spend time up-front to discuss who we are
* People struggle to understand what we do - creative ways that we can the message across as quickly as possible
* Easy to navigate, information readily accessible

Pages/features for Arete Site - these are all just general ideas and can be changed:

* Home - we like clean home pages
* About - Brief intro to mission and background, Contact us, Follow us (twitter, facebook)
* Team - photos and bios - we like scroll-over images
* What we do - Case Studies, Vignettes and videos
* Seed Funding Opportunities (which will include the incubator program )
* News & Events

Pages/Features for incubator sub-site:

* Home Page introducing the idea for a research incubator: we seek projects that have the potential to push boundaries in three focus fields: Neuroscience and Cognition, Information Theory and Complexity Theory
  + We provide up to two rounds of seed funding, administrative and logistical expertise, help to secure large external funding
* Solicit proposals: proposals will be submitted online
* Peer-review: standard process for anonymous peer review
* Decision notifications
* Progress Reports: quarterly progress reports have to be submitted online
* Calendar of events: we will have launch events, workshops around the Big Ideas, regular wine and cheese receptions, etc.
* Feature stories, blog, some outreach to undergrads and general public

UChicago Communications identity (rules and guidelines we need to follow):

<http://communications.uchicago.edu/sites/all/files/communications/identity/uchicago.identity.guidelines.pdf>

Our current website … Boooooring:

<http://arete.uchicago.edu/>

The feature stories give a good representation of the type of projects we work on, but the rest of the site is outdated and does not reflect what we actually do or our culture.