

CleryCenter.org Redesign

Site Architecture Document

Introduction

This site architecture document outlines the design and planning of CleryCenter.org. It involves strategic direction, content structure, navigation hierarchy, page outline, and content topics for specified sections of the websites.

This is a document in progress and intended for planning and discussion purposes. None of the strategies or functionality mentioned is final.

Key Goals

The overall purpose of CleryCenter.org is to inform and educate visitors about the Clery Act, provide resources to help schools comply with the Act, and to advance the mission of the Clery Center.

- Support efforts to build Clery Center Membership
- Create a consistent and intuitive user experience by quickly and credibly offering the information our visitors are looking for
- Position Clery Center as **the** thought leader: the only non-profit in this space, and the go-to organization for Clery Act information and training

Audiences

CleryCenter.org will be designed to serve a variety of audiences, from those involved in Clery Act Compliance, to partners in support of Clery Center efforts, to students and families looking for general information.

Primary Audience

Individuals or departments responsible for creating safe campuses and spearheading compliance to the Clery Act

Campus Security Authority (CSA)

Person or persons responsible for enacting policies and reporting incidents to the Compliance Group

Clery Act Compliance Group

Clery Act Compliance Lead (decision-maker) and those with control over the compliance budget

Leadership

Dean, President, or other "C-Level" role

Secondary Audience

Policy "Makers"

People looking to become more familiar with the law and the Clery Center

Corporate and Non-Profit Donors

Organizations looking to partner with or those who share common goals with the Clery Center

Media and Commentators

Organizations that report on activities associated with the Clery Center and the Clery Act

Tertiary Audience

Students, Families, and Victims

Site Objectives

Although our Key Goals in some way address each of our target audiences, there are specific objectives, paths, and relevant content for each group.

Primary Audience

- Drive Clery Center membership
- Provide resources to educate and empower institutions to implement campus safety measures
- Train individuals on proper incident reporting and Clery Act compliance
- Foster cross-institutional and cross-departmental collaboration

Secondary Audience

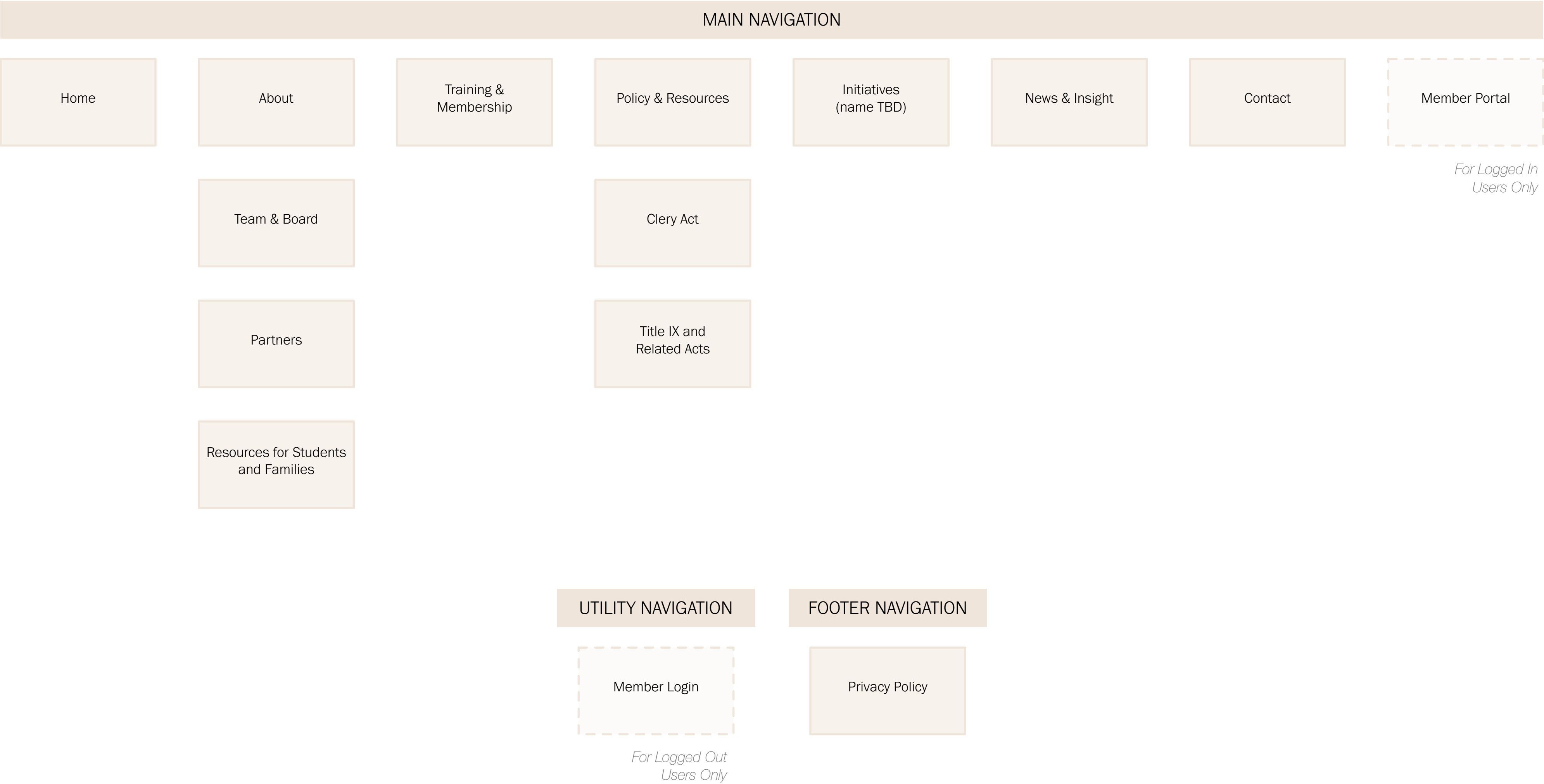
- Articulate partnership options (assume the potential partner/donor has a base knowledge of Clery Center and their work)
- Provide Clery Center statements on policies and timely events

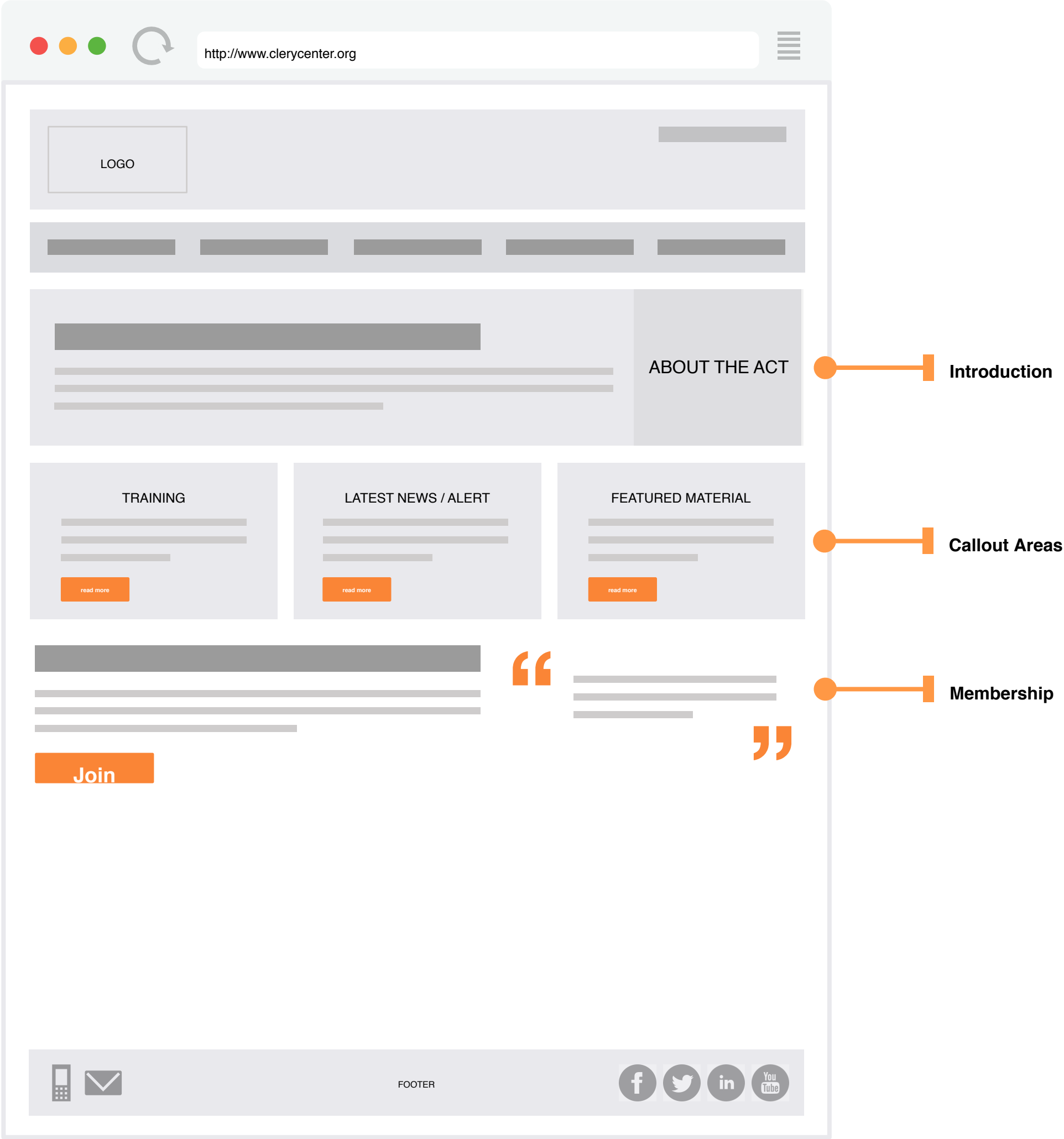
Tertiary Audience

- Direct students, families and victims to the appropriate external resources to address their concerns

Content Strategy

Sitemap & Wireframes





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Wireframe: Home Page

The homepage is the front door to your website and as such serves two purposes: introduce Clery Center and funnel visitors logically towards the content they are looking for. We will provide a brief overview of the Clery Center and clearly articulate what it offers, to establish an identity. In addition, we will highlight the content that matters to visitors and drive them to relevant resources, including Membership.

Content Outline and Key Points:

Introduction

Top-level overview of Clery Center: who, what, why. Clearly articulated position and "personality."

Callout Areas

Three distinct callout areas which can be easily and quickly updated. The three areas should work together to accomplish the Key Goals of the site (inform and educate, thought leadership, and serve as resource). Although the areas are flexible, FVM recommends that any given time, you have one dedicated to each of the following topics: training, latest news/insight, featured tool/material.

Membership

To address the remaining Key Goal of the site, there will be a distinct area dedicated to Membership, a simple, short, "how we can help" message that drives visitors to the Membership page for more information and to register.



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Wireframe: About

This page serves as an introduction to Clery Center: who, what, why. In one spot, it will hit all of the key audiences, and direct them to the information relevant to them. It's a chance to tell the Clery Center story and credential the organization.

Content Outline and Key Points:

Introduce Clery Center

Overview of Clery Center: vision/mission, and history. Our chance to tell the Clery Center story in Clery Center’s voice. Content will be pulled from the existing About Us section as well as alternate websites (25th anniversary, Clery.CleryCenter.org, etc).

Subpage Callout Areas

Team & Board

Introduce the spirit of the people who work for and support Clery Center, and LINK to a subpage with more details.

Partners

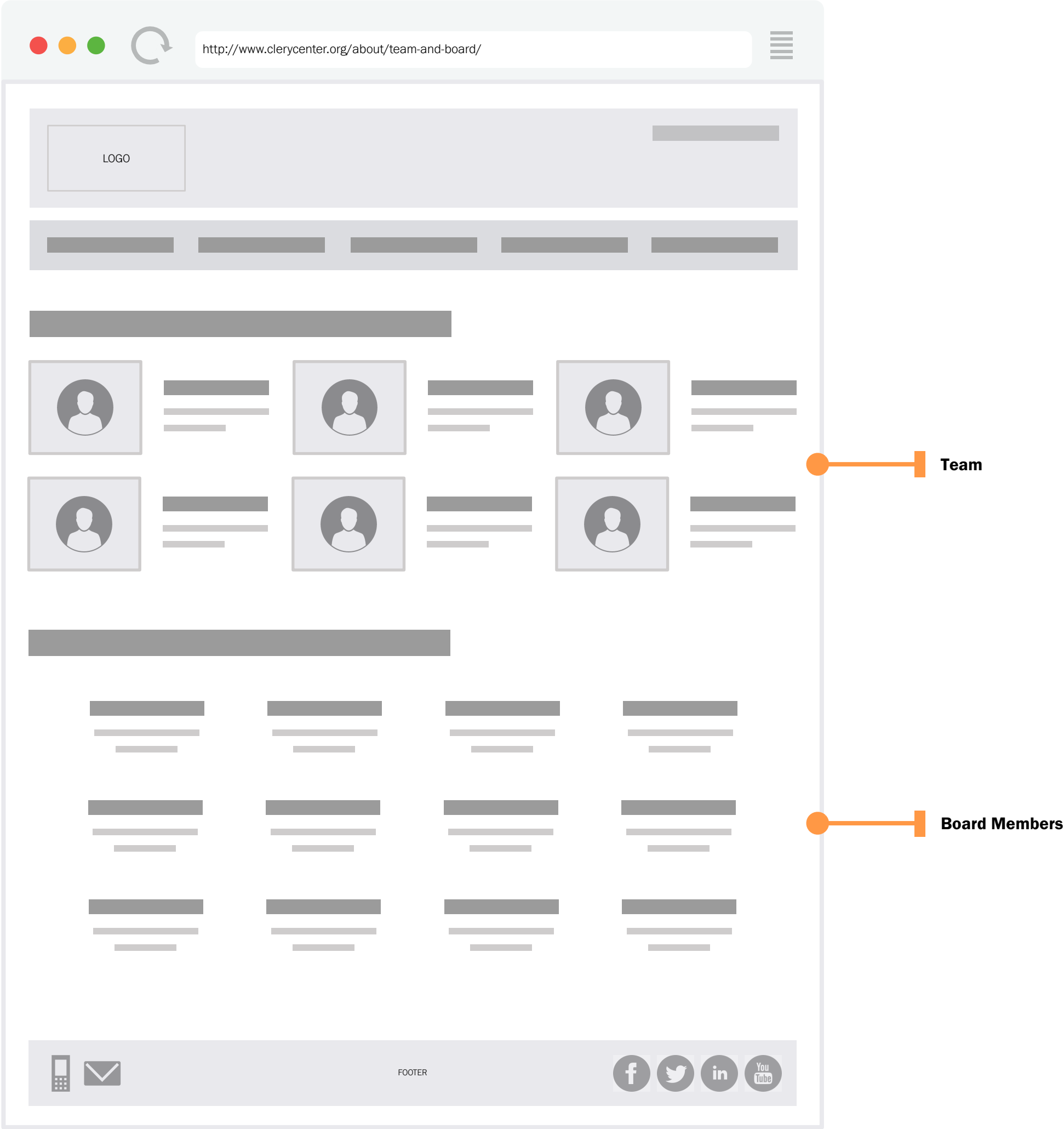
Very high-level overview acknowledging partners and LINK to a subpage with more details.

Students & Family

Serves to point students & family to the resources and services that can help them; LINK to a subpage with a list of resources, including those from “policy links,” help for victims, networks, how to file a complaint, etc.

Downloads & Links

- Strategic Plan (PDF download)
- Annual Report & Financial Information (LINK to subpage with all information)



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Subpage Wireframe: About » Team & Board

This page serves as an introduction to the people behind the Clery Center.

Content Outline and Key Points:

Team

Introduce the people who work for Clery Center. Includes photos, bios, and contact information.

Board

Introduce the Clery Center board members. Includes names and titles. **Bios included?**



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Subpage Wireframe: About » Partners

This page serves to highlight corporate and non-profit Clery Center partners.

Content Outline and Key Points:

Why Be a Sponsor

This includes introductory copy no Clery sponsorship and a CTA to become a sponsor.

Corporate Partners

NCSAM & CATs Intros

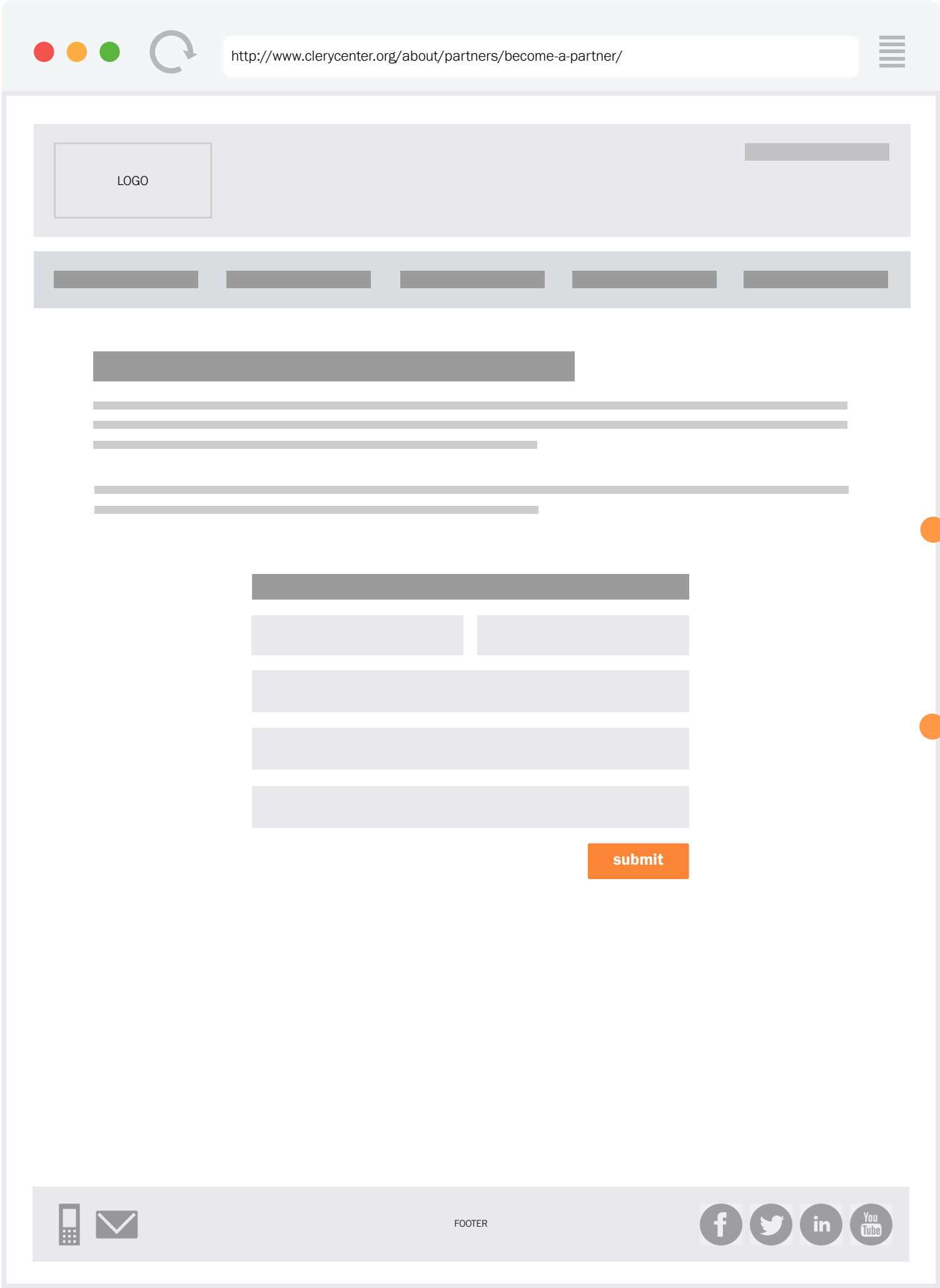
This introduces the two corporate levels and explains the why behind them.

NCSAM & CATs Levels

This outlines the various levels within each type of corporate partner.

Non-Profit Partners

Includes introductory copy about what a non-profit partnership entails and a CTA for becoming a partner.



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Subpage Wireframe: About » Become a Partner

Continuing from the ‘How to Join’ calls to action on the Partners page, prospective organizations will be able to read about general partnership information and start the process for getting in touch with the Clery Center.

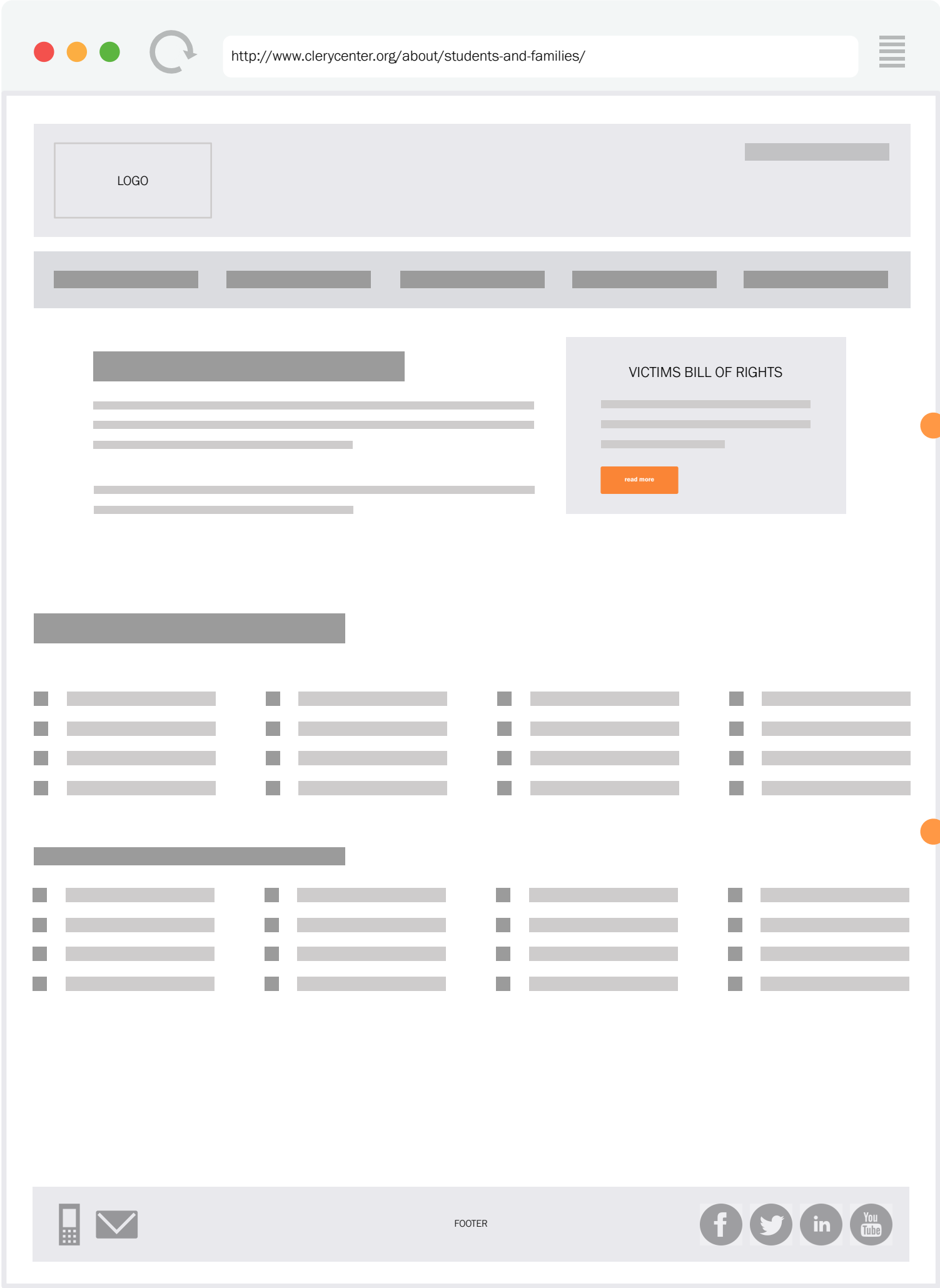
Content Outline and Key Points:

Informational Copy

This will include any supporting information needed for prospective partners.

Contact Form

Partners will be able to begin the contact process with Clery Center.



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Subpage Wireframe: About » Students & Families

This page is a resource for our tertiary audience, and a way to help them find the information they need.

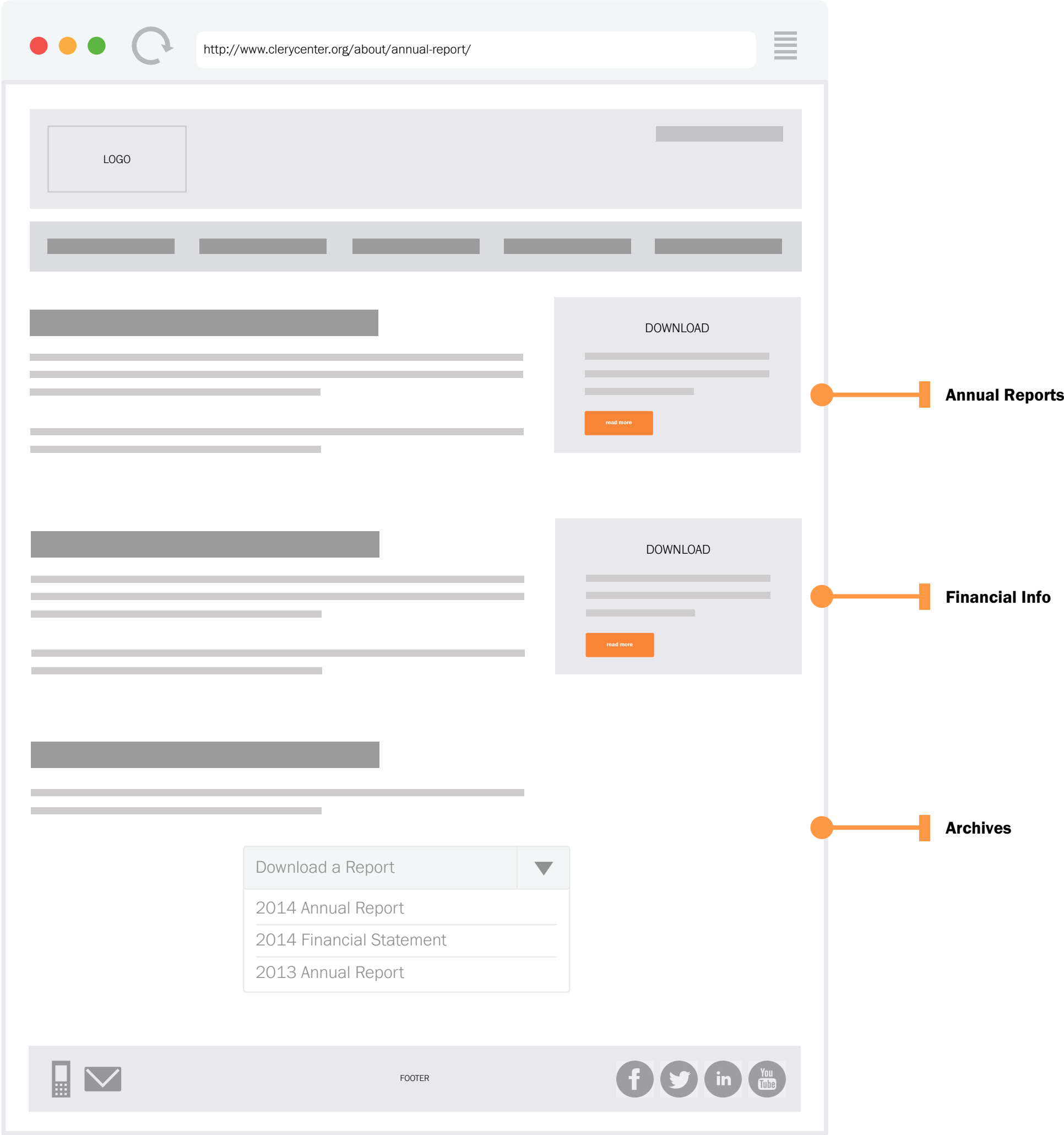
Content Outline and Key Points:

Intro Copy

This will define Clery Center’s purpose and introduce the Victim’s Bill of Rights.

Resources

This will be a list of resources that direct to third-party websites.



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Subpage Wireframe: About » Annual Report & Financial Information

This page will serve as the reporting arm of Clery’s website. It will house all public facing disclosure reports.

Content Outline and Key Points:

Annual Reports

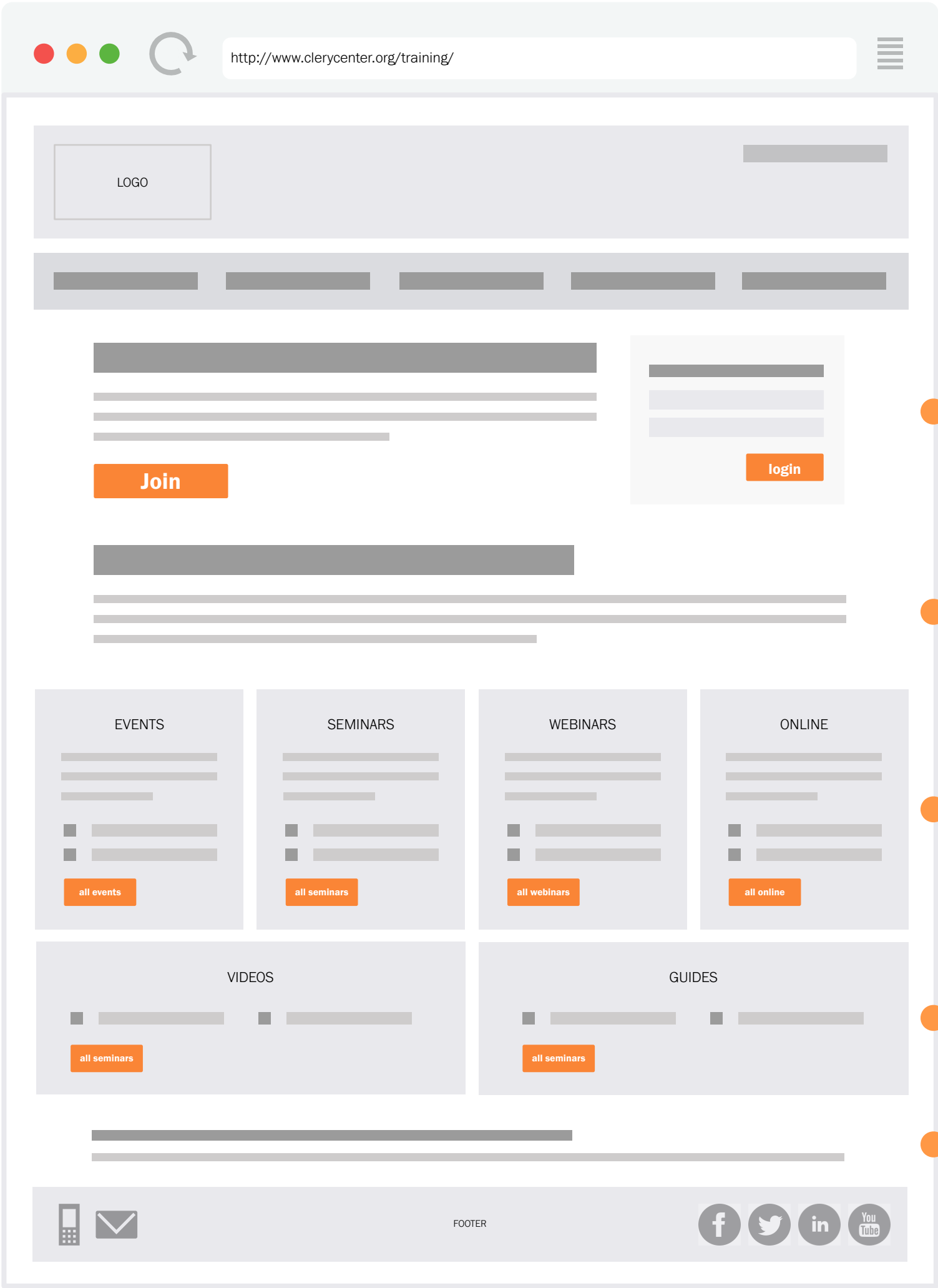
This will include background information and a link to download a PDF of the most recent report.

Financial Info

This will include background information and a link to download a PDF of the most recent financial statement.

Archives

This will include drop down selectors linking to PDFs of past annual reports and financial statements.



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Wireframe: Training & Membership

The main objective of this page is to drive Membership, by clearly articulating what the Clery Center offers and the benefits and value of Membership. In addition, it houses all of Clery Center’s training resources, for those who prefer to purchase “a la carte.”

The page serves as a destination point for anyone looking for more information on Clery Center Membership, and to begin the process to becoming a member. Traffic will be driven directly to this page as part of Membership marketing/sales efforts. Current Members can use this page to login, as well.

The page has to represent Clery Center’s training and educational offerings, as proof of the value of Membership.

Content Outline and Key Points:

Introduce Membership

Language to describe Membership: what’s included, who is involved (LINK to the full list of all members), overarching benefit, and how to join. DOWNLOADS: one-sheeter/handout on the benefits and value of Membership; Pilot Program Report; Clery Act Program Review.

Log-in Form

Quick access for members, with “join now” option for non-members.

Introduce Training

General information about Clery Center’s training offerings, with a nod to expertise, course content, and format options.

Training Callout Areas

A brief blurb about each format and what it has to offer. For each format, we’ll provide a handful of topics/next offerings, with a “more” LINK to a page with the full course listing. This section will have a filter so users can sort by topic and/or course format.

Additional Resources Callout Areas

Brief blurbs about available videos (including educational videos) and guides, with a LINK to the store to purchase.

Introduce Trainers/Consultants

A nod to the roster of trainers that Clery Center partners with, and a link to apply to become a trainer/consultant. Includes a LINK to the full list of trainers/consultants with names and titles.



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Wireframe: Policy & Resources

The purpose of this page is to provide the factual content users are searching for, and in so doing position Clery Center as **the** source and resource for that information. We need to capitalize on the already large SEO traffic this page receives, and leverage that traffic to convert relevant visitors into Members. The page will be light on any Clery Center storytelling, since it serves as a resource page with users looking for specific, factual information.

Content Outline and Key Points:

Introduction
Short & simple, a brief introduction to the Clery Act.

History of the Act
An interactive timeline of the Act, including current legislation and policy accomplishments.

Resources Callout Area

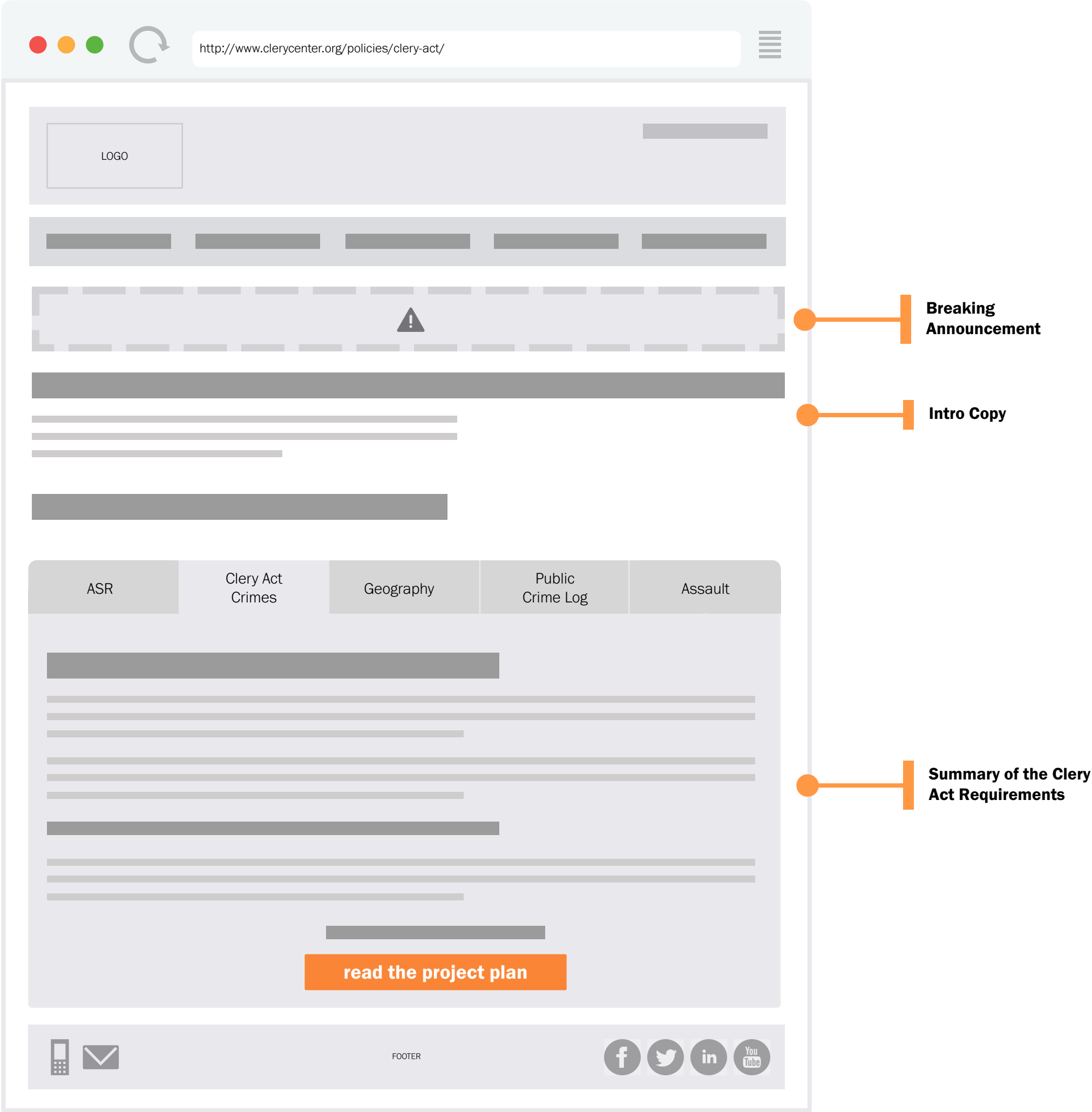
Clery Act Summary & Full Text
Overview of Clery Act and LINKS to a subpage with Clery Act summary/overview, and link for full text.

VAWA Overview & Full Text
Overview of VAWA and LINKS to a subpage with VAWA overview/about and link for full text.

Title 9 & Other Related Laws
LINK to a subpage with Title IX, FERPA, DFSCA, Michael Minger information and links.

Clery Act Handbook & Other Resources
Cover image and blurb about Clery Act Handbook, DOWNLOAD the PDF. Also includes LINKS for Clery Act Program Review Reports; Uniform Crime Reporting Handbook; Hate Crime Data Collection Guidelines; Clery Act Compliance Tools.

Violations
Simple blurb about violations and penalties. Short, to avoid “watch-dog territory.”



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Subpage Wireframe: Policy & Resources » The Clery Act

This subpage serves to provide the information that we know our audience is searching for: the summary and full text of The Clery Act. It’s similar to the Wikipedia page for the Act itself. Clery Center’s unique perspective and help is reserved for *after* we’ve delivered the information visitors are looking for.

Content Outline and Key Points:

Breaking Announcement

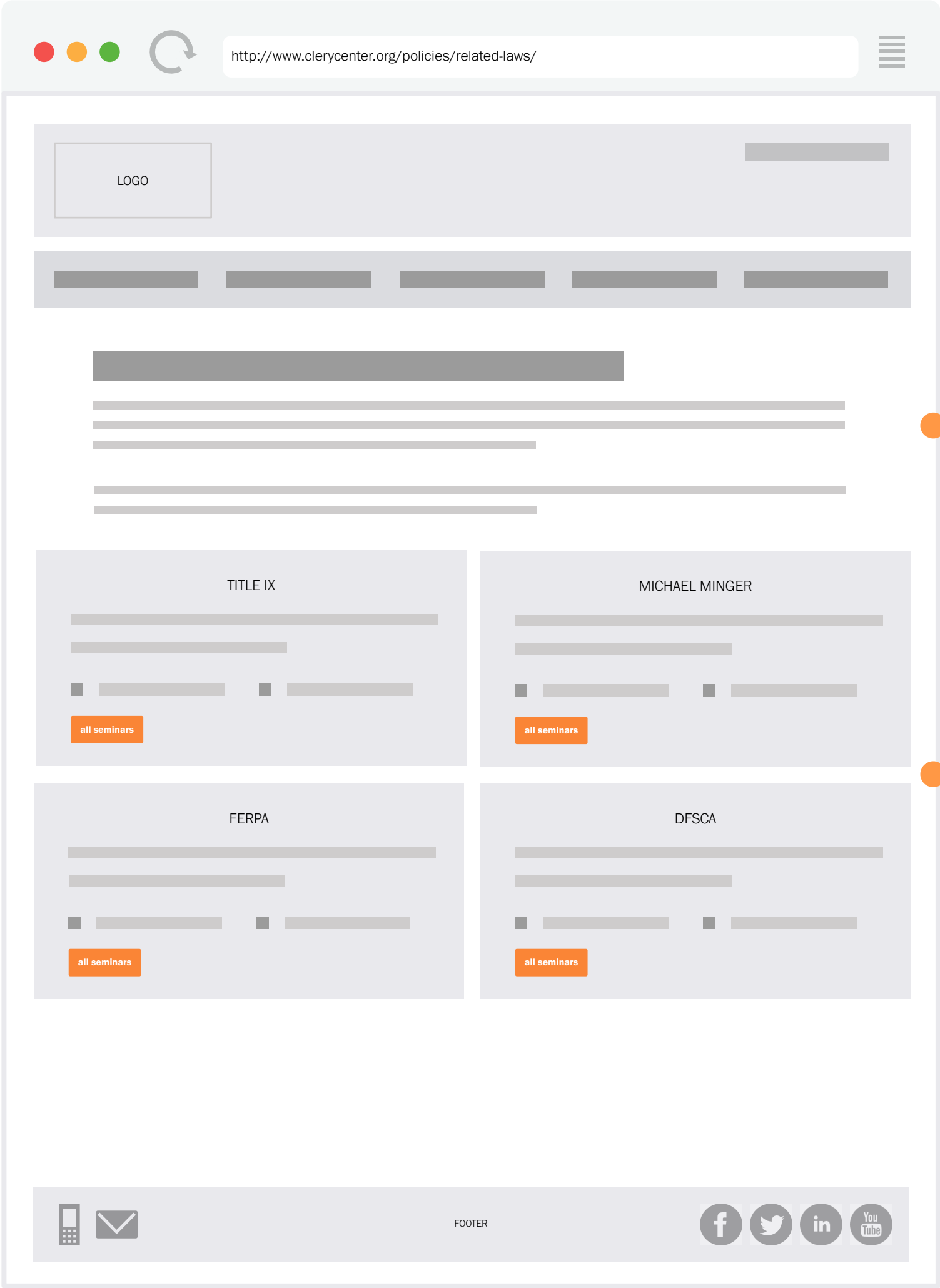
An area for announcing significant Clery Act news, changes, or updates. This area will not be visible when not in use.

Intro Copy

This includes brief copy around what the Clery Act is about.

Summary of Clery Act Requirements

An overview of the full Act, separated into tabbed groups: ASR; Clery Act Crimes; Geography & Timely Warning; Public Crime Log; Sexual Assault, Domestic Violence, Dating Violence, and Stalking.



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Subpage Wireframe: Policy & Resources » Title IX & Other Related Laws

This page addresses the laws that are related to, and/or affect the Clery Act. It will introduce these laws and link to their respective websites.

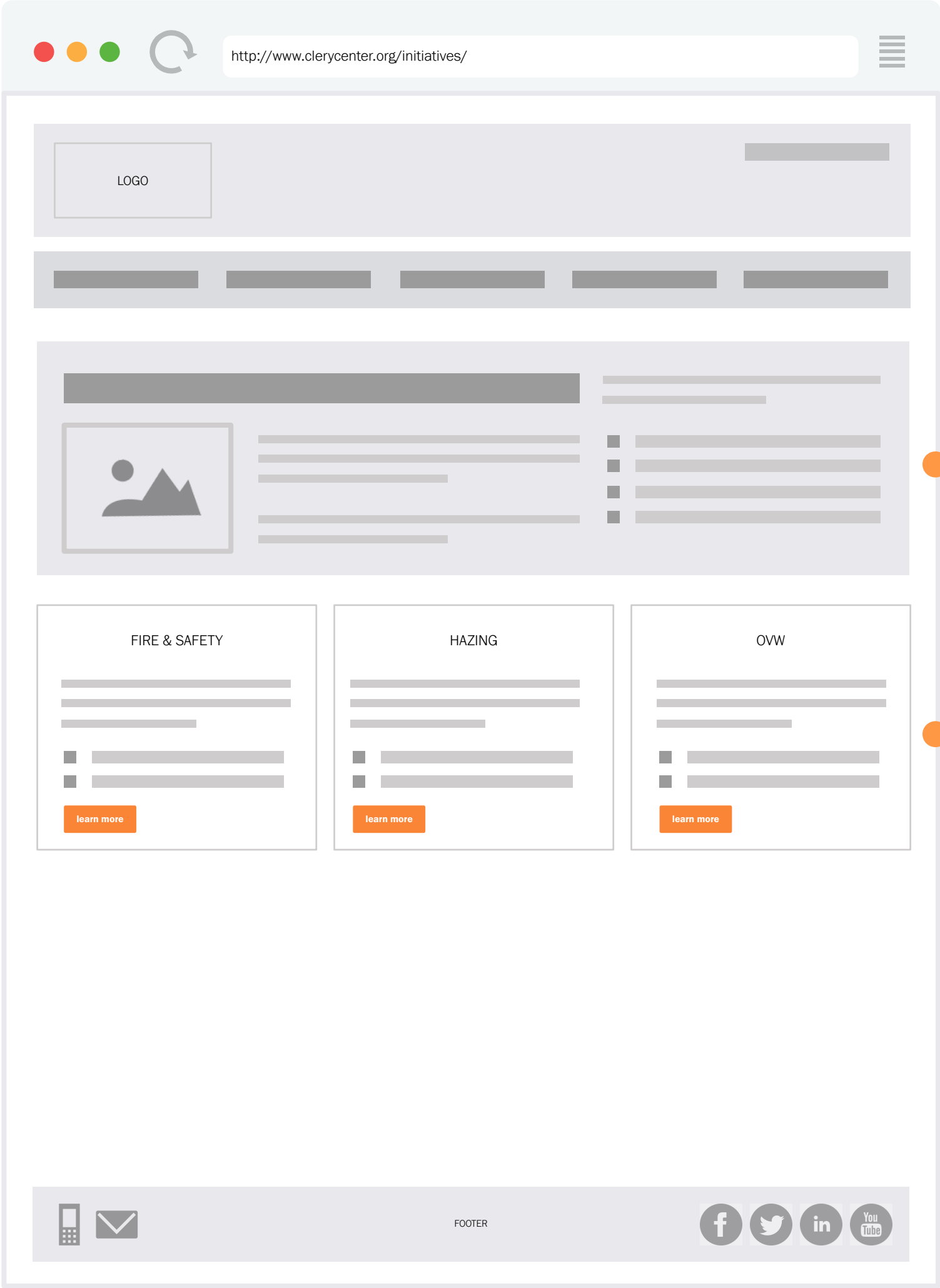
Content Outline and Key Points:

Intro Copy

Talk about how the Clery Act is connected with and affected by other laws.

Law Summaries

Summaries of each law, with a LINK to their respective websites.



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Wireframe: Initiatives (name TBD)

This page serves to reinforce Clery Center’s position “at the heart of campus safety,” by showing our commitment and passion to campus safety, which often extends beyond efforts tied directly to the Clery Act. Clery Center’s unique position allows them to support efforts and initiatives that are related to the goal of campus safety.

Content Outline and Key Points:

NCSAM

Overview of NCSAM, intro to theme, list of benefits of attending. LINK to a subpage with a form to register.

Recent Initiatives

This section allows Clery Center to highlight the great work they do in support of campus safety. It will be flexible enough to allow for more initiatives to be added or highlighted.

Fire and Safety Campaign

Overview of initiative, LINK to Fire & Safety subpage for more information and to download the video.

“We Don’t Haze” Project

Overview of the campaign, LINK to 2015 Hazing Project subpage for more information and for form to download full video.

OWW

Overview, LINK to subpage for more information.

NOTE: Need more info from Clery Center on the content for this page.



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Wireframe: Initiatives » NCSAM

Initiatives pages will be designed for flexibility, allowing a specific initiative the freedom to provide as much information as needed, even creating a microsite around the initiative.

In the case of NCSAM, a more robust page will underline the importance and breadth of the event.

Content Outline and Key Points:

Summary & Intro Copy

This is a high-level overview of what NCSAM is, this year’s theme, why you should participate, and what the takeaways are. It will include highlights or recaps of what happened in the year before.

Callout Areas

These will be callout areas for membership information and resources.

Registration Form



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Wireframe: Initiatives » Fire & Safety Campaign

Initiatives pages will be designed for flexibility, allowing a specific initiative the freedom to provide as much information as needed, even creating a microsite around the initiative.

For the Fire & Safety Campaign, that includes the ability to add video and partner information.

Content Outline and Key Points:

Intro Copy

This is a high-level overview of the Fire & Safety Campaign, what it’s about, and what the takeaways are.

Video

Featured videos like these will be prominently placed, and expand to fill the screen when played.

Partners

Background information on partners involved with the campaign, and LINKS to their websites.



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Wireframe: Initiatives » Hazing Project

Initiatives pages will be designed for flexibility, allowing a specific initiative the freedom to provide as much information as needed, even creating a microsite around the initiative.

Content Outline and Key Points:

Intro Copy

This is a high-level overview of the Hazing Project, what it’s about, and what the takeaways are.

Video

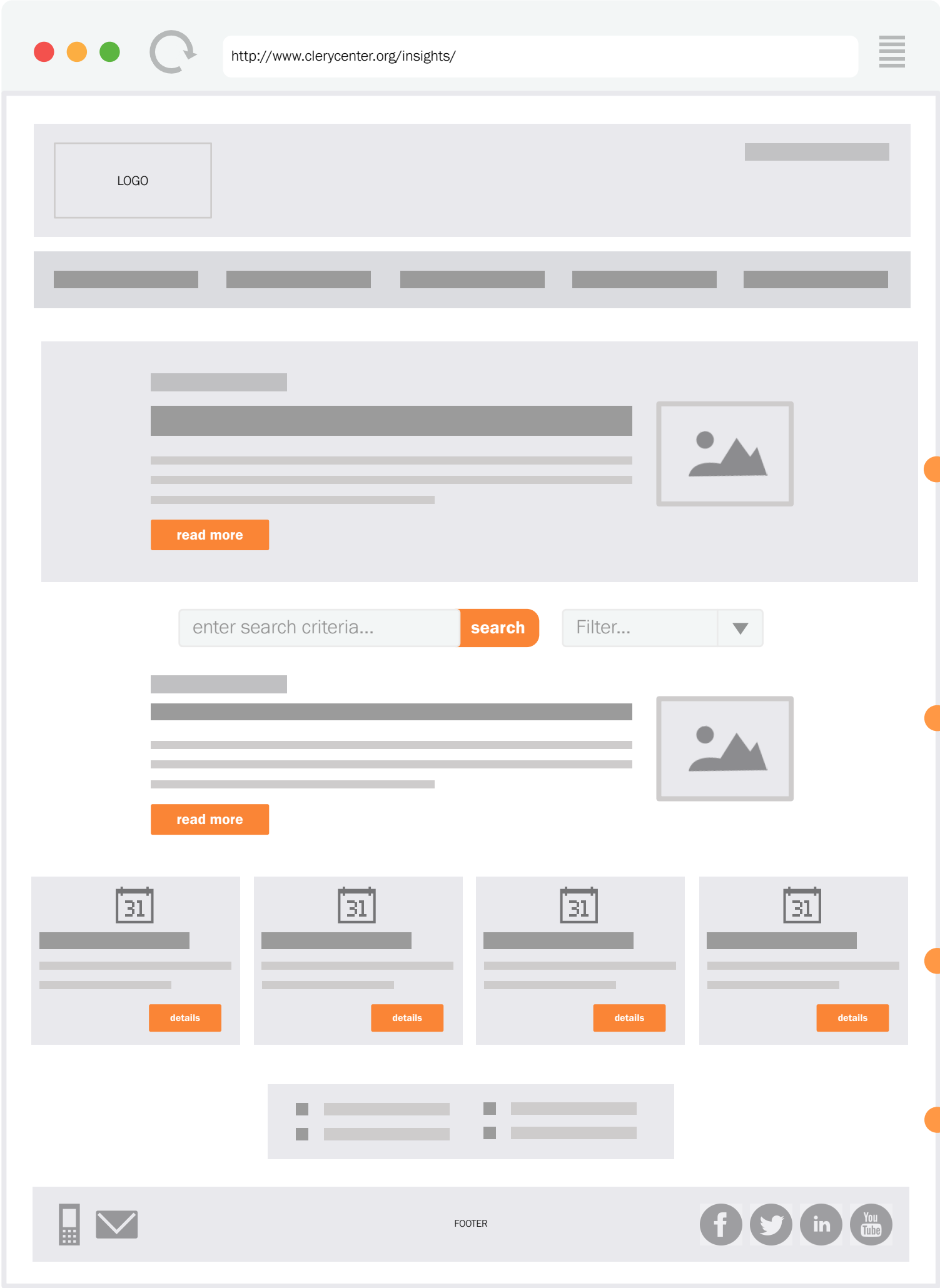
Featured videos like these (in this instance, the trailer) will be prominently placed, and expand to fill the screen when played.

Partners

Background information on partners involved with the campaign, and LINKS to their websites.

Form

Registration form for downloadable materials.



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Wireframe: News & Insights

This page showcases Clery Center’s thinking, expertise, and unique perspective on the Clery Act, related acts, and current news. It's the opportunity to prove the expertise and thought-leadership in a variety of formats.

Content Outline and Key Points:

“Promotion” Area

We’ll leave a space for any “breaking news” type materials, e.g. a statement around a piece of news. We can activate this space if and when needed, to point users who are looking for Clery Center’s perspective on a hot topic right to the statement.

News & Insights Feed

The feed will be organized by date, with the most current materials on the top of the page, regardless of format. There will be functionality to filter the items by format. It will include:

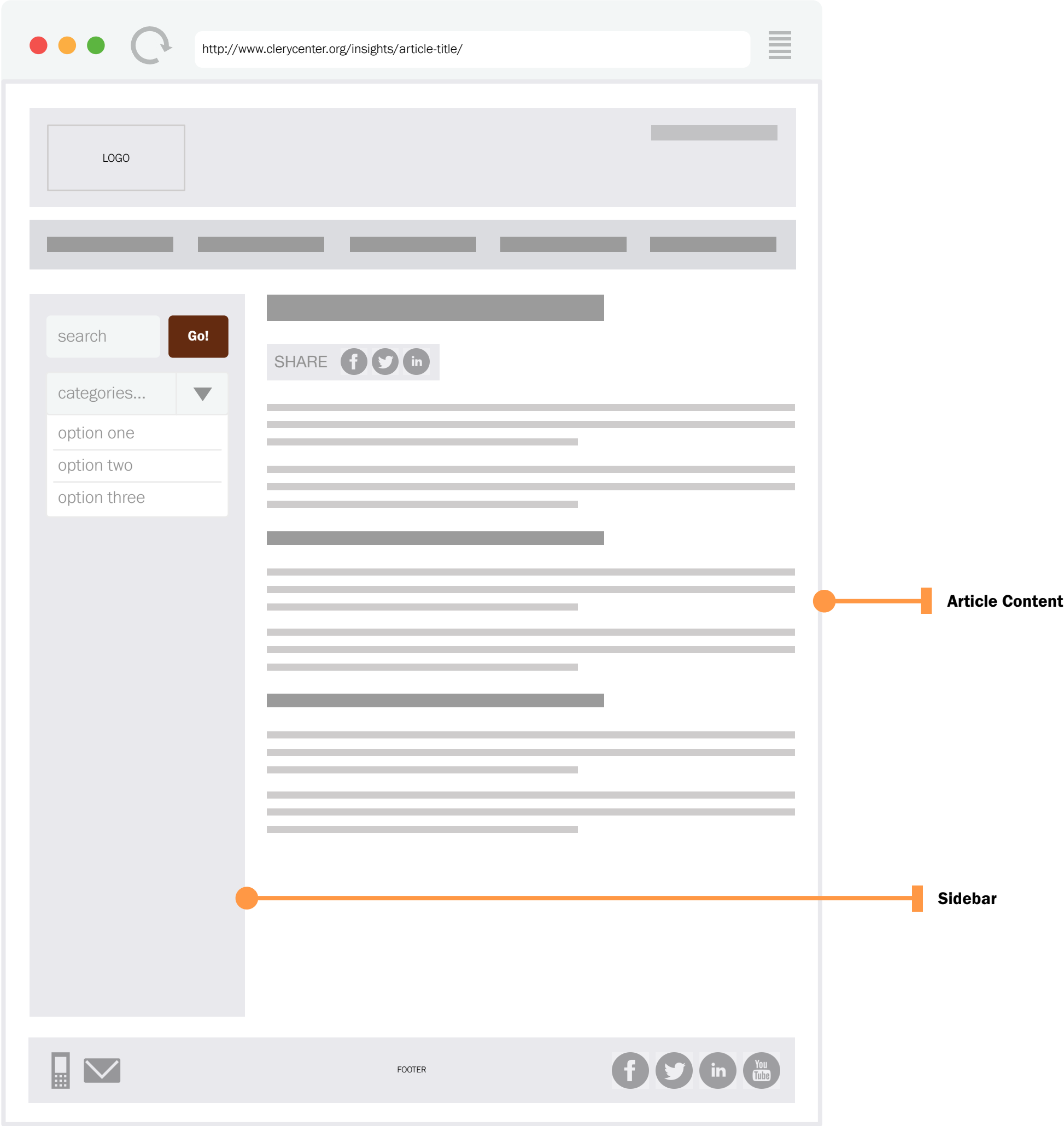
- Statements
- Articles
- Blogs
- Press releases
- Hiring announcements
- News appearances

Events

Here we’ll list events that Clery Center will be attending/speaking at, so people can register to hear Clery Center speakers live. Each event will LINK to that event’s register page for details and to register.

Press Inquiries

Brief bios and contact information for Alison & Abby, for anyone wanting information or to schedule an interview.



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Wireframe: News & Insights » Individual Article/Post

This is the layout for an individual article or post. These posts include:

- Statements
- Articles
- Blogs
- Press releases
- Hiring announcements
- News appearances

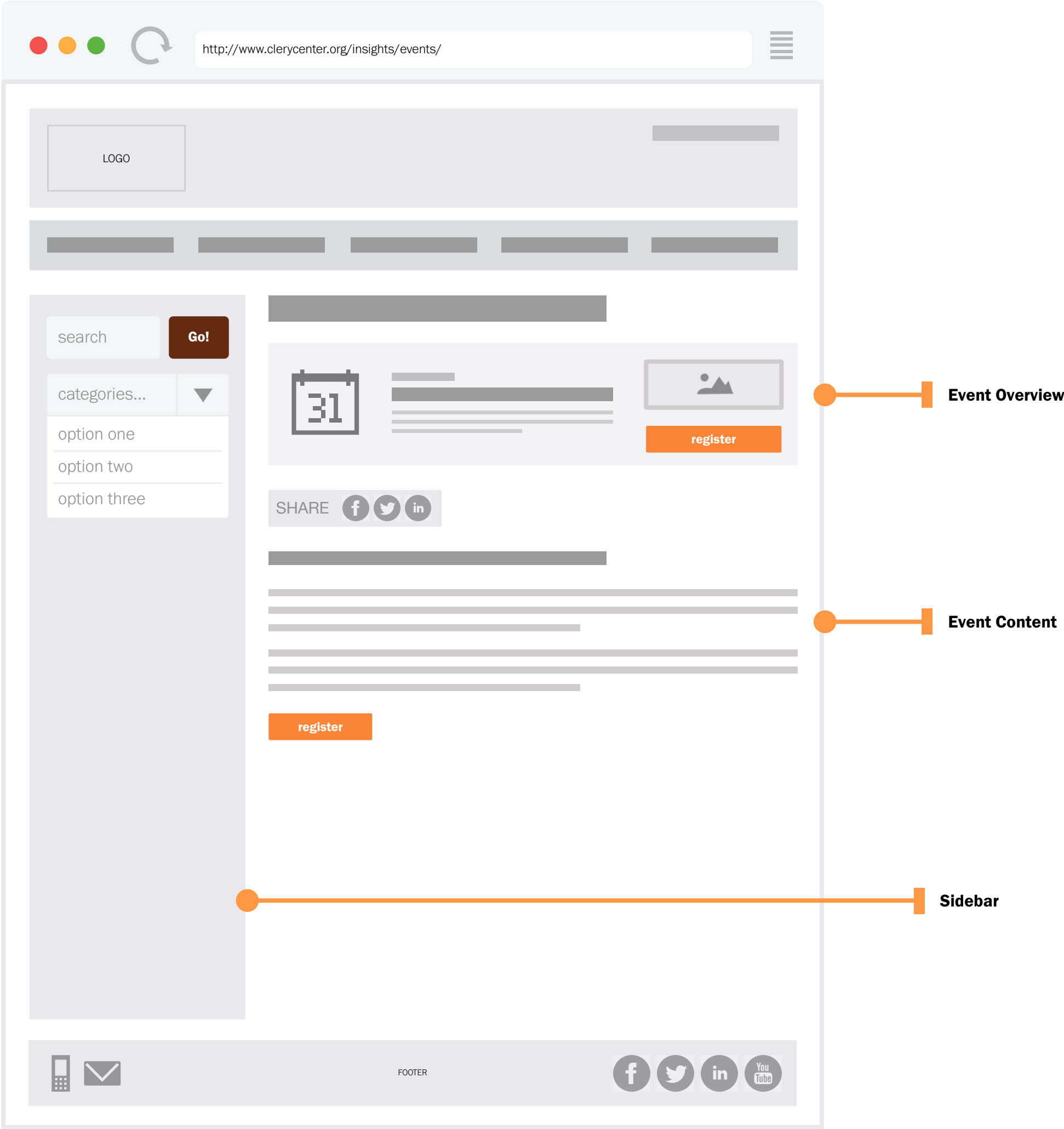
Content Outline and Key Points:

Article Content

This is the actual article content. Items included will vary on the article itself and be flexible for each type. Also included will be social share icons for users to post on their own feeds.

Sidebar

This area will include ways for users to search for and browse other articles.



Wireframe: News & Insights » Individual Event

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Content Outline and Key Points:

Event Overview

An at-a-glance information right at the top, including a registration button.

Event Content

This is the actual event content, with social share icons for users to post on their own feeds. Also includes a second registration button.

Sidebar

This area will include ways for users to search for and browse other events.



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Wireframe: Contact

This page will house information for getting in touch with the Clery Center.

Content Outline and Key Points:

Contact Information

- Phone number
- Address

Contact Form

To contact the Clery Center with direct questions

Speaker Requests

Email addresses and/or form to request:

- Host a training seminar
- A speaker at your school/event
- To speak on behalf of Clery Center

Press Inquiries

Brief bios and contact information for Alison & Abby, for anyone wanting information or to schedule an interview.