**Office of Admissions at Cal State LA**

Website Proposal

|  |
| --- |
| **Context** |
| The CSU system is home to 23 universities located across the state of California. Sitting at the intersection of the 10 and 710 freeway, Cal State LA is home to over 23,000 students. Many students seek information from a university’s website of their choosing. This can be anywhere from finding admission policies for the university, residency information, deadline dates, or contact information. |

|  |
| --- |
| **Purpose** |
| The purpose of the Cal State LA website is to improve the user experience. The current website may not provide users with a seamless and intuitive experience. The new website will keep up with technological advancements to provide a website that is clear and user friendly for current and perspective students of Cal State LA, while reflecting the university values. |

|  |
| --- |
| **Target Audience** |
| The website can be the first point of contact for prospective students, however, the website is designed to target both current and perspective students of Cal State LA looking to further their education in the city of LA. |

|  |
| --- |
| **Visitors' Motivations and Goals** |
| The new Cal State LA Admissions website would be motivating to students seeking a degree, providing the tools necessary to:   * To attend college * Return to Cal State LA * Residency information |

|  |
| --- |
| **Information Requirements** |
| 1. The website would have a photo of the new location to the Admissions Office. 2. Meet all CSU and Cal State LA admission guidelines/policy and procedures. |

**References**

*Admissions and aid*. Cal State LA. (2022, October 5). Retrieved March 3, 2023, from https://www.calstatela.edu/admissions-aid

*Free bootstrap themes, templates, snippets, and guides*. Free Bootstrap Themes, Templates, Snippets, and Guides - Start Bootstrap. (n.d.). Retrieved March 3, 2023, from https://startbootstrap.com/?showAngular=false&showVue=false&showPro=false