Best Practices for Club Websites

THE EXPECTATION.

All <mark>professional</mark> and <mark>diversity</mark> clubs MUST have an external-facing website separate from their FuquaConnect page. This website should contain pertinent information for each potential audience – prospective/admitted students, alumni, donors, conference attendees, etc. Activities clubs are welcome to create an external-facing website, but *are not required*. However, they are required to maintain up-to-date club details and contact information on their FuquaConnect profile and respond to email inquiries in a timely manner.

WHY?

- o **Prospective students** often seek information about Fuqua's professional and diversity clubs. Providing consistently updated information about clubs and club activities in an attractive, well-organized website reduces the amount and diversity of email outreach club leaders receive from prospective students.
- o **A professional or diversity club website helps to** inform, attract, and secure corporate sponsors. Providing more detailed information on club activities and events clearly identifies for sponsors the impact their corporate dollars are able to make.
- o **Our clubs are one of Fuqua's best assets.** We want their importance to Fuqua to be highlighted and reflected in their public face.

RECOMMENDED PLATFORM:

Sites@Duke is the recommended platform for club websites. Sites@Duke is supported by Duke's Office of Information Technology (OIT) and allows any member of the Duke community to make free, WordPress-based websites.

WHAT CONTENT SHOULD BE ON YOUR CLUB WEBSITE?

REQUIRED: Content we expect to see on your site.

1. **About Us page**
   i. Provides history, mission, background information on the club, including complete club leadership information (co-presidents and SY & FY cabinet).
   ii. The content in your Profile on FuquaConnect is a good starting point for what to include here.

2. **For Prospective Students (e.g., a "FAQs" page)**
   i. Provides answers or information on questions the club commonly receives from prospective and/or admitted students.

3. **Contact Us page or form**
   i. Provides an online form or generic email address for additional outreach
   ii. Creating a public FuquaConnect form or generic email is recommended over sharing an individual/individual's contact information because it can help better catalogue all prospective/admitted student outreach and prevent any one individual member from being solely responsible for replying to inquiries.
   iii. Details on how to create an email address for your club can be found on the Fuqua 411 website, scroll to the "*Club Email Lists*" section at the bottom of page.

RECOMMENDED*:* Take your site to the next level with these recommendations, as applicable.

1. **Club Events page**
   i.   Lists the common/recurring events the club hosts every year, brief background on the purpose of each event, and the general timeframe.
   ii. OR lists the updated dates and timeline of club events for the current Academic Year, along with a brief description of each event

2. **Club News page**
   i.   Provides updates or general club news so that prospective/admitted students can follow along with current club activities
   ii. It's *not* recommended to post your full club newsletter publicly, as there may be proprietary information about employers or student events included

3. **Sponsors page (if applicable)**
   i.   Lists of current sponsors and information/instructions on how to become a sponsor

4. **Alumni page**
   i.   Highlights notable club alumni and/or opportunities for alums to stay engaged with the club (mentoring, upcoming conferences, etc.)

OTHER BEST PRACTICES:

Handling outreach and communications:

1. In addition to collecting the typical contact information on your form (name, email address, etc.), consider adding a drop down or checkbox question asking the submitter to indicate whether they are: a prospective student, admitted student, alumni, potential sponsor/donor, other, etc. Collecting this information will help you to determine to whom to route the inquiry and the time you should spend replying (e.g. prioritize admitted students over prospective students).

2. Make sure you create a plan for how you will manage the workflow of tracking and responding to student outreach. If you use a public form, we recommend downloading the responses about once a week and splitting up the outreach among cabinet members or other leadership, based on the nature of the inquiry. FuquaConnect has built-in workflow tracking to make this process easier. You are able to set up reviewers for this form and those individuals will receive an email when your club receives a new submission. To mark that an inquiry has been responded to or closed out, you can mark it as Approved. Anyone within your organization that has the ability to manage Forms will be able to see this inquiry and that it's been closed out.

3. Prompt replies to external outreach are appreciated, but it may not always be realistic for your club to close out inquiries within 24 - 48 hours. If you aren't able to consistently respond to inquiries within 24 – 48 hours, we ask that you add the expected timeframe of a reply to your website to help manage expectations.

Keeping your club website up-to-date:

1. Regularly reviewing and revising your website is critically important to protecting the image of Fuqua's clubs online. **At a minimum, you should update your club website at *least twice* during the academic year:**
   a. In Spring 2 after newly elected leadership is in place.
   b. As early as possible in Fall 1 when the FY cabinet is set. This is particularly important for prospective students, as Early Action and Round 1 activity begins to pick up in October.

2. Consider having a Cabinet Member lead updating and maintaining your website. For most website builders, a little HTML experience is helpful to get the most customized look and feel on your site, so a Cabinet Member with that experience may be well-suited to the job.
   a. **Need Word Press support?** Here are some helpful resources:
      i. Sites@Duke Express (WordPress) - https://oit.duke.edu/service/sitesduke-express-wordpress/
      ii. Word press admin dashboard - https://wordpress.org/documentation/article/administration-screens/
      iii. Getting Started – Updated - https://wordpress.com/learn/courses/getting-started/

3. **DO NOT forget to add new users with admin permissions to the next group of club leaders when you transition the club in Spring 2.** This is how out-of-date websites from 2015 continue to persist and confuse prospective/admitted students!

4. Have an active Instagram, Twitter, or Facebook presence? Be sure to include a link to your social media sites on the homepage!

EXAMPLE WEBSITES:
Take some inspiration from great club websites at Fuqua and some of our peer institutions.

Fuqua professional or diversity clubs:
- Fuqua ALMA: https://sites.duke.edu/fuquaalma/
- Fuqua AWIB: https://sites.duke.edu/fuquaawib/
- Fuqua BBSA: https://sites.duke.edu/fuquabbsa/
- Fuqua DAFA: https://www.dukefuquaveterans.org/
- Fuqua Marketing Club: https://www.dukembamarketingclub.com/
- Fuqua Net Impact: https://sites.duke.edu/fuquanetimpact/
- FuquaPride: https://sites.duke.edu/fuquapride/

Peer institutions:
- Darden Capital Management Club: https://www.darden.virginia.edu/mayo-center/darden-capital-management
- Harvard Energy & Environment Club: https://hbsenergyclub.org/
- Michigan Ross Africa Business Club: https://ross.campusgroups.com/africanbusiness/about/
- Kellogg Women's Business Association: https://kellogg.campusgroups.com/wba/who-we-are/
- NYU Stern Association of Hispanic and Black Business Students: https://www.sternahbbs.com/