



Guiding the User Experience

Going further,
together.

FTCC

“People don't buy what you do, they buy why you do it.”

— SIMON SINEK

OBJECTIVE

What (main) problem are we trying to solve?

Reduce the ‘cafeteria college’ factor of the website by creating a customizable, relevant customer journey— one that shows a conversational approach, not a brochure-based one.

“When community colleges were first created, their goal was to open up postsecondary education to everyone, and they did that very well. They made it easy to enroll, and they offered many different courses and options.

But it created a very complex system. There are lots of important decisions that need to be made and students are pretty much on their own. That’s why we call this the cafeteria college: There’s a lot of stuff there, but students end up with a lot of wheel-spinning. These are often students who don’t have parents or siblings who have gone to college, so you have a recipe for confusion, and people often get discouraged and fall away.”

- The Hechinger Report (hechingerreport.org), By Meredith Kolodner, May 5, 2015

OBJECTIVE

Project Drivers

- Increase awareness of the Fayetteville Tech Value Proposition:
“**We get you to where you want to go because we care**” —illustrating the high level of support and passion the everyone at the college has for its students
- To increase **personalization** and **conversation** on the website —acting as an extension of a student advisor
- To find ways to engage military students and their families
- To address and support the rapid, steady growth of the continuing education and military/veteran focused students and their programs

FAYETTEVILLE TECH

The Brand Promise

DRIVING BRAND STATEMENT

What is the brand promise?

We care if you succeed —at Fayetteville Tech and in Life.

FITC

DRIVING BRAND STATEMENT

Does this promise solve the problem?

A personal experience journey on the site **emulates a personal relationship** with the college — where you matter **as an individual.**



We care if you succeed —at Fayetteville Tech and in Life.

DRIVING BRAND STATEMENT

How can we support the brand promise / claim?

FTCC has the programs, people and resources to back up your dreams:

- Extensive, free support services: Student learning center, counseling services, 40+ social clubs and activities, intramural sports, health counseling and support, and veterans services
- 300 full-time faculty, and 500 part-time faculty
- Wide range of program offerings: 200+ associate degrees, diplomas, and certificates
- Programs are available online to accommodate parents and working families
- FTCC teachers are focused on student success and classroom instruction rather than the professor's own research or tenure (like at at university)
- The student-to-faculty ratio is lower than at most four-year colleges and universities, so students often spend more time working directly with their professors

We care if you succeed —at Fayetteville Tech and in Life.

FINDING KEY TRUTHS

What key business challenges does Fayetteville Tech face?

Community college
stigmas and negative
perceptions

Mission statement
of 'caring' and
personalization
isn't reflected in the
content of the site

Online student
pathways are
ambiguous and
overwhelming

Overall declining
site traffic

FINDING KEY TRUTHS

Overcoming the stereotypes and stigmas

“I hated telling people I went to a community college. When I met someone and gave the obligatory explanation of what I planned to do with my life, I self-consciously watched their facial expression. They’d go from “respecting the scholar” to “bless her heart, she must be dumb.” I hated it, even though I knew I had made that same face not that long ago.”

-‘*Breaking the Stigma: Attending a Community College*’ By Bonnie Kate , millennials365.com May15, 2017

“all the teachers don’t care and the students care even less“

-‘*Breaking the Stigma: Attending a Community College*’ By Bonnie Kate , millennials365.com May15, 2017

“the classrooms are filled with dropouts and vagrants“

- ‘*The Case for (Community) College*’ By Christina Pazzanese, Harvard Staff Writer, *Harvard Gazette* Jan. 21, 2015

FINDING KEY TRUTHS

Overcoming the stereotypes and stigmas

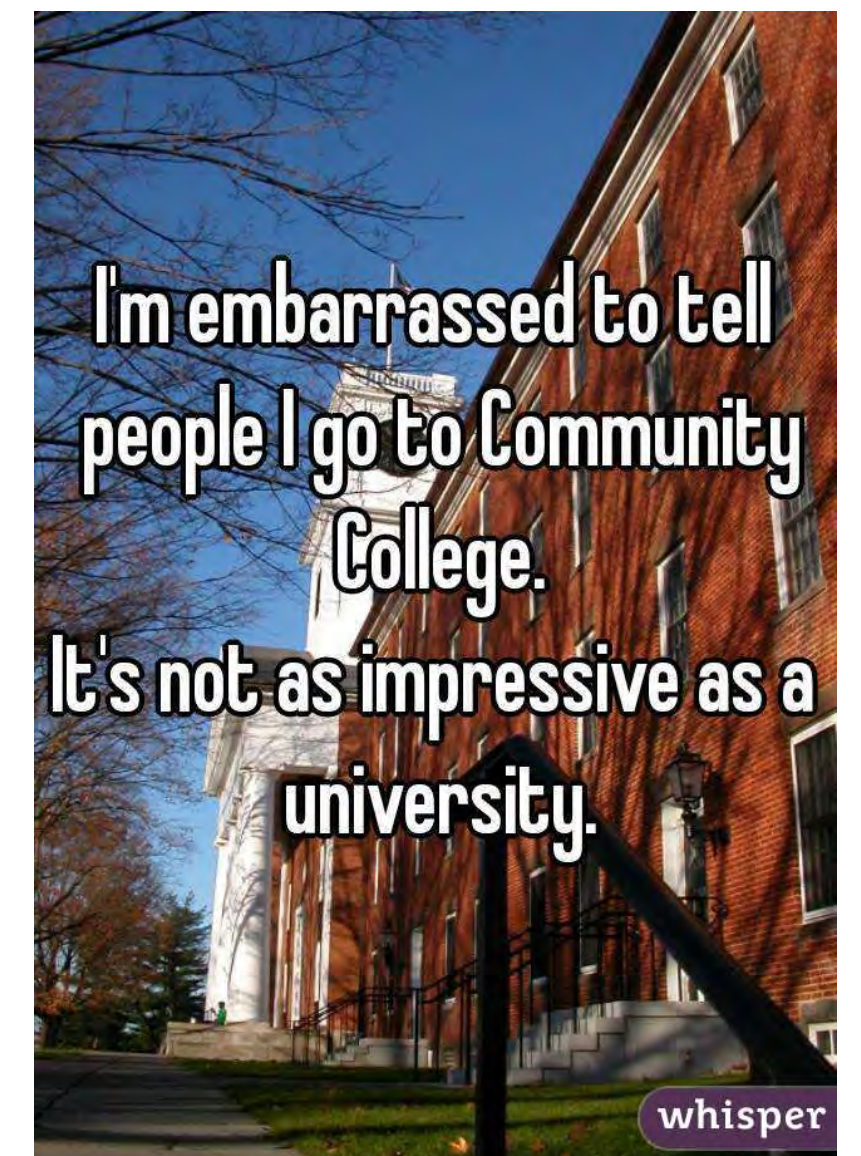
“...Students grow up with the notion that if they don’t attend a popular four-year college or university (they are failures) and they’ll miss out on the traditional “college experience”.

— CollegeAtlas.org, Feb. 15 2017

“...the big stamp of “inferiority” comes to mind.”

-‘Breaking the Stigma: Attending a Community College’ By Bonnie Kate , millennials365.com
May15, 2017

The transition from
(high school to college)
(military tenure to civilian life)
(working parent to student)
(community college to 4-year institution),
is overwhelming and impossible.



FINDING KEY TRUTHS

The Truths

Community colleges are not inferior.

FTCC really cares if I succeed and will empower me.

FTCC will help me transition.

FTCC students have the chance to outperform their four-year peers and gain employment faster

FTCC opens huge doors that some students wouldn't have dreamed of opening.

FINDING KEY TRUTHS

The Truth

“...the value of an associate's degree has never been clearer. ...And that gap is projected to grow as automation transforms the U.S. workforce, making higher-level science, technology, engineering and math skills critical in fields that once required little more than manual dexterity. Earlier this year, 48% of small businesses reported that they couldn't find qualified job applicants to fill open positions, according to the National Federation of Independent Business.”

- 'The Case for (Community) College' By Josh Sanburn, Time Magazine June 01, 2017

About 44% of low-income students choose community college as their first college out of high school because of its affordability.



A bulletin board in Lake Area Technical Institute's electronics and robotics department advertises dozens of job openings around South Dakota

FINDING KEY TRUTHS

The Truth

THE HECHINGER REPORT

Covering Innovation & Inequality in Education

TOPICS

ABOUT



Higher Education



Community-college grads out-earn bachelor's degree holders

by JON MARCUS

February 26, 2013

Berevan Omer graduated on a Friday in February with an associate's degree from [Nashville State Community College](#) and started work the following Monday in his new job as a computer-networking engineer at a local television station, making about \$50,000 a year.

That's 15 percent higher than [the average starting salary](#) for

BRANDING

Perceptions: Fueling a Shift to 'Lovemark' Status



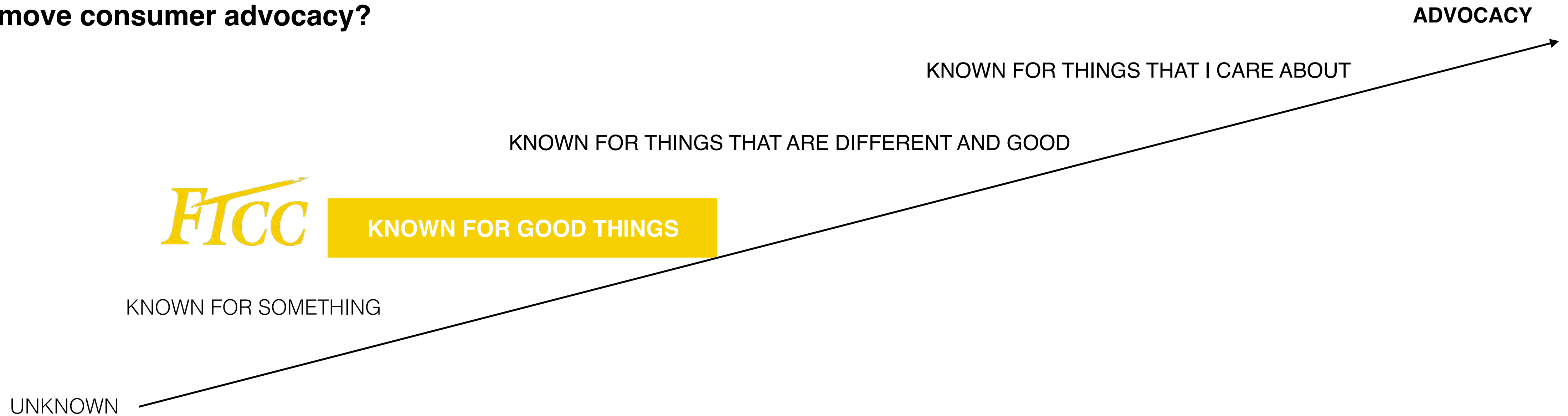
Brand	Lovemarks
Information	Relationship
Recognised by consumers	Loved by people
Generic	personal
Presents a narrative	Creates a Love story
The promise of quality	The touch of Sensuality
Symbolic	Iconic
Statement	Story
Advertising Agency	Idea company

BRANDING

Fueling a Shift to 'Lovemark' Status and Advocacy

Where is Fayetteville Tech currently?

And what strategies can we implement to move consumer advocacy?



“The essential difference between emotion and reason is that emotion leads to action while reason leads to conclusions.”

— NEUROLOGIST, DONALD CLAN

BRANDING

Creative Strategies: Implementing the Brand Personality

Gaining / Keeping respect and value through **conversations, stories and content** that show that **Fayetteville Tech:**

is a jumping point
to my dreams.

will **nuture** my career transition.

really cares
if I succeed and
will **empower** me.

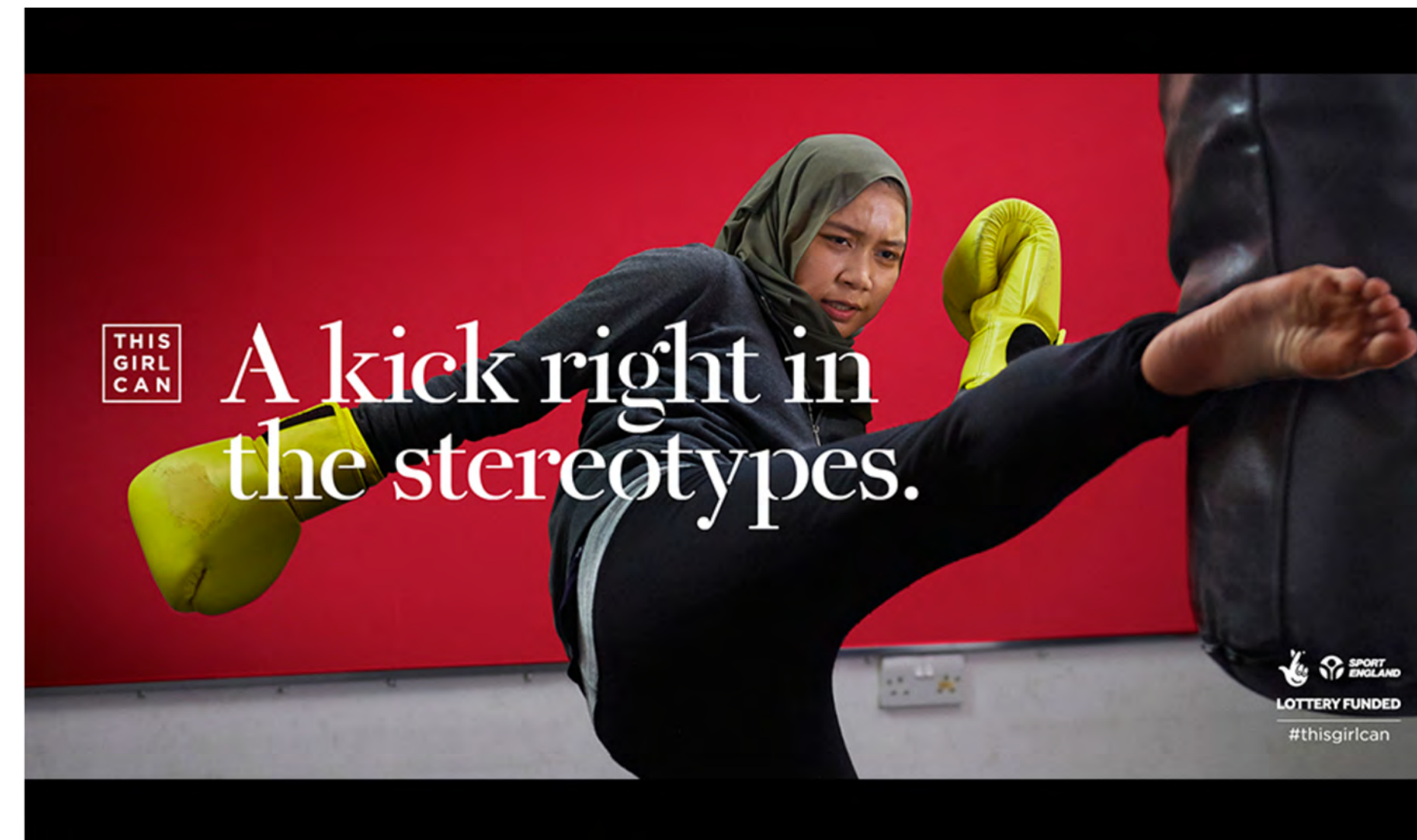
can **open huge**
doors for me.

may help me
outperform and
gain employment
faster than my
four-year peers

BRANDING

Creative Strategies: Empowerment

- Inspire by showing the unlikely hero, the underdog.
- Tap into the bigger picture...dreams and what's driving them
- Rally a group around a cause (**we** are _____.)

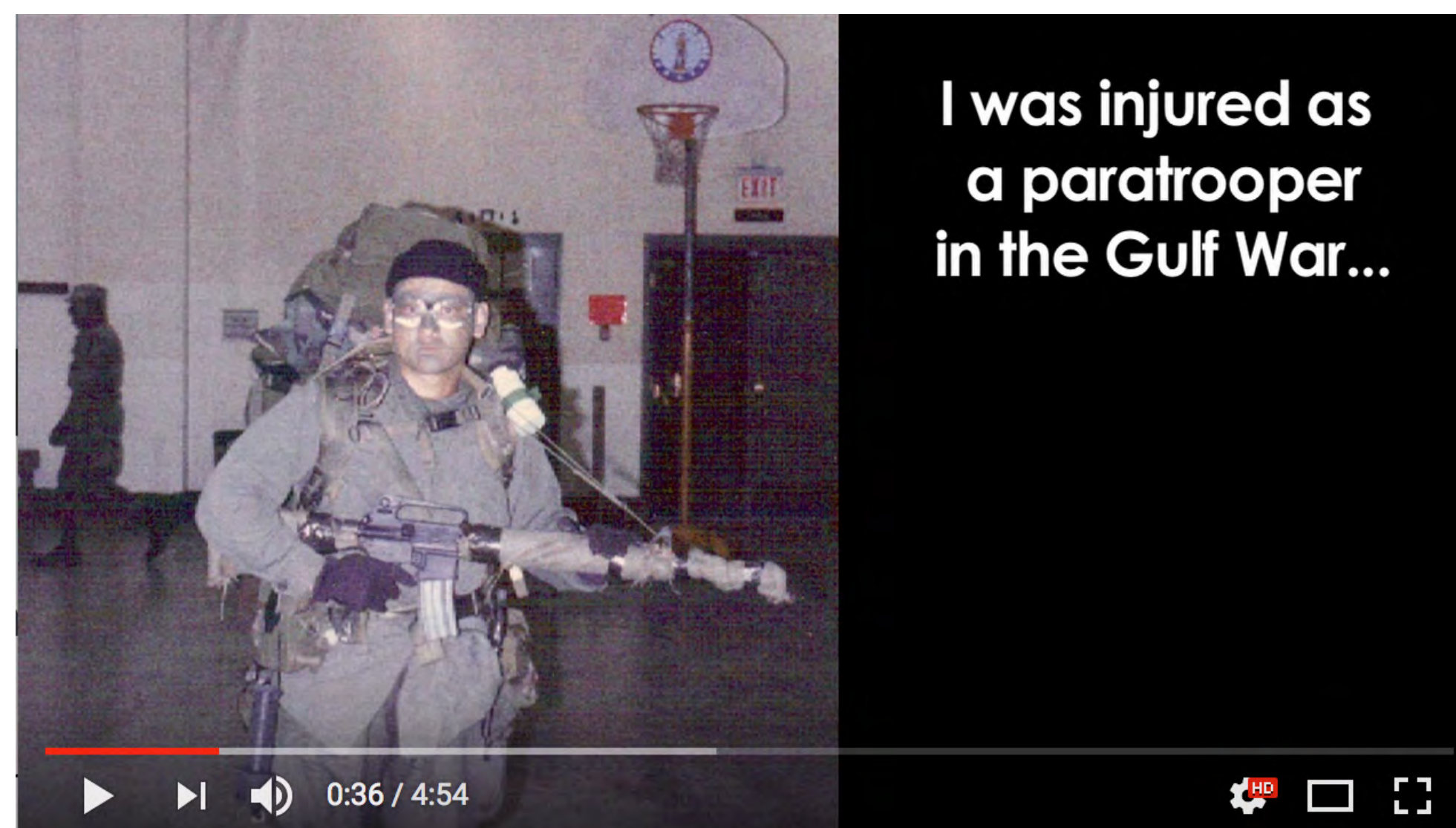


https://www.youtube.com/watch?v=hKqb_I5XV4Y

BRANDING

Creative Strategies: **Nuturing Transitions**

- Show students who overcame tremendous obstacles or challenges (audience identification)
- Show teacher integration in the stories — someone believed in me.



<https://www.youtube.com/watch?v=qX9FSZJu448>

Extended Version: <https://www.youtube.com/watch?v=bIXOo8D9Qsc>

BRANDING

Creative Strategies: Debunking Stereotypes

- Turn stereotypes upside-down & address pain points
- Identify with like-minded groups
- Tap into and celebrate the unique culture and diversity
- Create content that begs to be shared



<https://www.youtube.com/watch?v=j8u2xMfERTU>

BRANDING

Creative Strategies: Debunking Stereotypes

- Show that success comes in many different forms
- Fayetteville Tech is a jump point that opens doors to dreams and stories — big and small.

Myth #5: The degree you earn at a community college won't get you as far career-wise as a degree from a four-year school will.

Fact: Excuse us for a moment while we laugh out loud because this assumption is just plain silly! Countless community college attendees have gone on to become household names in every sect of society. Who, you ask? There's Oscar winners Tom Hanks, Morgan Freeman and Clint Eastwood, presidential candidate H. Ross Perot, fashion designer Calvin Klein, Supreme Court Justice Arthur Goldberg, astronauts James McDivitt, Eileen Collins and Fred Haise, MasterCard founder Melvin Salveson and the man responsible for many of our fondest childhood memories, Walt Disney. Your college experience is what you make of it regardless of where you go to school and these individuals certainly used every resource to their advantage!

<https://www.usnews.com/education/community-colleges/slideshows/famous-people-who-attended-community-college?slide=3>

BRANDING

Creative Strategies: Debunking Stereotypes

- In storytelling, give the reasons behind attending...

Tom Hanks

How you know him: Movies such as "Captain Phillips", "Saving Private Ryan" and "Forrest Gump"

School: [Chabot College](#)

In his words: "I drove past the campus a few years ago with one of my kids and summed up my two years there this way: 'That place made me what I am today.'"



(Anthony Harvey/Getty Images)

Hanks said one of the reasons he chose to [attend community college](#) was affordability.

Eileen Collins

How you know her: Astronaut who became first woman to command a shuttle mission

School: [Corning Community College](#)

In her words: Collins earned an associate degree in math and science: "I wasn't really sure what I wanted to do, specifically what type of career field I was going to go into, I just knew that I wanted to, pursue that interest."



(ROBYN BECK/Getty Images)

Attending community college can be [a good way to explore](#) for students who aren't sure what career they want to enter.

George Lucas

How you know him: Filmmaker behind the "Star Wars" franchise

School: [Modesto Junior College](#)

In his words: "I didn't like school and all I wanted to do was work on cars," Lucas said, of himself in high school, in 2010. "But right before I graduated, I got into a really bad car accident, and I spent that summer in the hospital thinking about where I was heading. I decided to take education more seriously and go to a community college."



(TOSHIFUMI KITAMURA/Getty Images)

Lucas later [transferred to a four-year university](#).

Aaron Rodgers

How you know him: Quarterback for the Green Bay Packers

School: [Butte College](#)

In his words: In recent seasons, Rodgers has given a shoutout to Butte College – instead of the four-year university he later transferred to – [during team introductions](#) of televised football games.



(Ronald C. Modra/Sports Imagery/Getty Images)

Joining an athletic team or another student organization is one way community college students can [build a support network on campus](#).

<https://www.usnews.com/education/community-colleges/slideshows/famous-people-who-attended-community-college?slide=3>

BRANDING

Creative Strategies:

The Employment / Jobs Advantage

One out of every 14 of the people who attend community colleges has already earned a bachelor's degrees. At some community colleges, the proportion is as high as one in five.

“There’s a lot of disciplines universities aren’t offering...The universities aren’t keeping up.”

Cecilia Rios-Aguilar, director of the Higher Education Research Institute at UCLA

- Address the advantages of specialized skills training and opportunity advantage in the workplace
- Show how community colleges are more responsive to the needs of employers
- Share stats and numbers

“Many bachelor’s degree holders attending community colleges are seeking new careers, especially in health-related disciplines such as nursing, while others are looking to upgrade their skills in computer-related professions or other job-rich fields including biotechnology.”



<http://hechingerreport.org/graduates-of-four-year-universities-flock-to-community-colleges-for-job-skills/>

<https://www.youtube.com/watch?v=u6iU31YgXZU>

BRANDING

Creative Strategies: The Employment / Jobs Advantage

Share those (workplace) success stories...

David Ruiz, a 2014 University of Washington graduate, went back to school at Columbia Basin College, a community college, for a cybersecurity degree. At 27, he's now the student body president and has set up networking groups for career-focused students like himself.

Liliana Ibarra's bachelor's degree in business administration from Washington State University couldn't save her from the unemployment line. Now she's banking on the idea that something else can: community college.

Ibarra is back in a classroom, but this time it's at Skagit Valley College, about an hour north of Seattle. She expects to receive an associate degree in accounting in June, and use it to start her own company.

Berevan Omer graduated on a Friday in February with an associate's degree from Nashville State Community College and started work the following Monday in his new job as a computer-networking engineer at a local television station, making about \$50,000 a year.

That's 15 percent higher than the average starting salary for graduates not only from community colleges, but for bachelor's degree holders from four-year universities.

"I have a buddy who got a four-year bachelor's degree in accounting who's making \$10 an hour," Omer says. "I'm making two and a half times more than he is."

Omer, who is 24, is one of many newly minted graduates of community colleges defying history and stereotype by proving that a bachelor's degree is not, as seems widely believed, the only ticket to a middle-class income.

— CNN Money

GUIDING THE USER EXPERIENCE

Visual Style

Distinguishing the Fayetteville Tech style

Going further,
together.

FTCC

BRANDING

Creative Strategies: Leveraging Brand Assets

FTCC + Me

Visual pairing to give symbolic meaning to the brush stroke on the 'T':

- the formal institution + my individualism
- refined + the unrefined
- the self-drawn path
- personality / diversity within a large structure
- testimonials illustrated in informal typography





8 RESTAURANTS + 18 BURGER JOINTS + 14 TV SHOWS + a dozen cookbooks = A WHOLE lotta cooking KNOWLEDGE.

On the eve of his newest and most ambitious restaurant project—Dach in New York—Bobby Flay schools us on all the little things, from the power of lemon zest to why a smoking hot skillet is a cook's best friend.

I interviewed BOBBY FLAY

for the first time 14 years ago, while writing a grilling article for Q&A. Among other things, I wanted to know how I could prevent sliced vegetables from slipping through the grill grates. "Call them 'fling boppers,'" he said.

I was quizzical. Flay is the poster child, you know, a little blunt, but it was the kind of advice that some cooks could not only use immediately, but also remember. Over the years, I found myself going back to him for all sorts of tips. Still like "fling boppers" a salad, always salt your greens before dressing them? Come here, this is from me (I wish he'd advise me about wine and cheese, you'd be surprised how few chefs are able to clearly explain what they do).

Flay is a New York City kid, and he talks and acts like one. He's direct, you might even say cruddy. But despite all his razzle-dazzle, there's still something of the regular guy about him. ("I never went to college," he likes to say. "I barely went to high school.")

A few months ago, I reconnected with Flay for the first time since the New Village, the kitchen I set up with reading glasses and a handkerchief full of lemons and lemons. I'd never seen him so... hard-core. A few weeks after that, he dropped by the Bar Aspen Test Kitchen to cook with our food editors. In less than two hours, he'd learned through some recipes—iron Chef style—while talking the whole time, dispensing knowledge like some sort of cooking guru.

Flay might not have been an awe-inspiring chef, but the guy can teach. Here's what we learned.

1. Start with a SMOKIN' SKILLET

Some cooks salt at their own peril, but Flay says, "If you don't see a heap of smoke coming from the oil in your skillet, you'll never get a proper sear on that steak or fish."

Flay says, "I've learned that the secret to a good sear is to get the pan really hot. You want to see a little smoke. You want to see a little smoke. You want to see a little smoke."

LEVISON WOOD, 31, FIRST MAN TO ATTEMPT TO WALK THE LENGTH OF THE NILE (2013)

TRAVERSING SEVEN COUNTRIES

RWANDA TANZANIA UGANDA SOUTH SUDAN NORTH SUDAN EGYPT BURUNDI

4,250 MILES

12 MONTHS

ROUND TRIP DISTANCE FROM CHICAGO TO SAN FRANCISCO

300 MILES THROUGH SOUTH SUDANESE SWAMPS

11.6 MILES PER DAY ON AVERAGE

2,500 FT. ELEVATION CHANGES THROUGH UGANDA

10 TYPES OF POISONOUS SNAKES

2 TON HIPPOS

13 FOOT LONG CROCODILES

PART OF AN OUTSIDE ORIGINAL VIDEO SERIES PRESENTED BY LAND ROVER. FOR MORE DRIVEN STORIES, VISIT LANDROVERUSA.COM/DRIVEN

COLECTIVO FUTURO presents

DAVID KENJOH YU FUJIMAKI SAKI TANAKA YASUFUMI MIKI

001 COLLECTIVE

As most people think that the world is a collection of people, we think of it as a collection of people who are not yet born.

THURSDAY NOVEMBER 17th 5:00-9:00

COME JOIN US for COCKTAILS, MUSIC and SHOPPING ALL CLOTHING and SHOES

WILL BE 20% OFF SO COME HAVE A DRINK and GET A HEAD START ON YOUR HOLIDAY SHOPPING. ONLINE PURCHASES INCLUDED SO DON'T FORGET TO CHECK OUT OUR BLOG AS WELL.

No.6 STORE +1 212 226 5759 info@no6store.com 6 CENTRE MARKET PLACE NEW YORK, NY 10013

REALIZAÇÃO FUNDACÃO OESP

Lugares da música SÉRIE OESP PERSONNALITÉ 2 0 1 5

A música é capaz de lerar voce a lugares incriveis.

SESP

Música do mundo inteiro em uma experiência inesquecível, onde você se transforma. Quem toca se transforma, quem ouve se transforma.

14/08 | 21h

Martin Alessi Flageolet Timothy McAllister Saxofone

assista: concertodigital.oesp.art.br

Itaú PERSONNALITÉ

REALIZAÇÃO FUNDACÃO OESP

Lugares da música SÉRIE OESP PERSONNALITÉ 2 0 1 5

Seu lugar é onde a música esta.

SESP

A música inspira, eleva, conduz, provoca, desafia, chama para dançar, convoca a pensar.

A música pode levar voce a lugares inéditos, nós podemos transformar isso em uma experiência única. É por isso que o Itaú Personalité apoia e patrocina.

Série Oesp 2015 | Lugares da Música

Estacionamento gratuito e lounge com degustações especiais para clientes Personalité. Mais informações e a programação completa em itaupersonnalite.com.br/experiencia

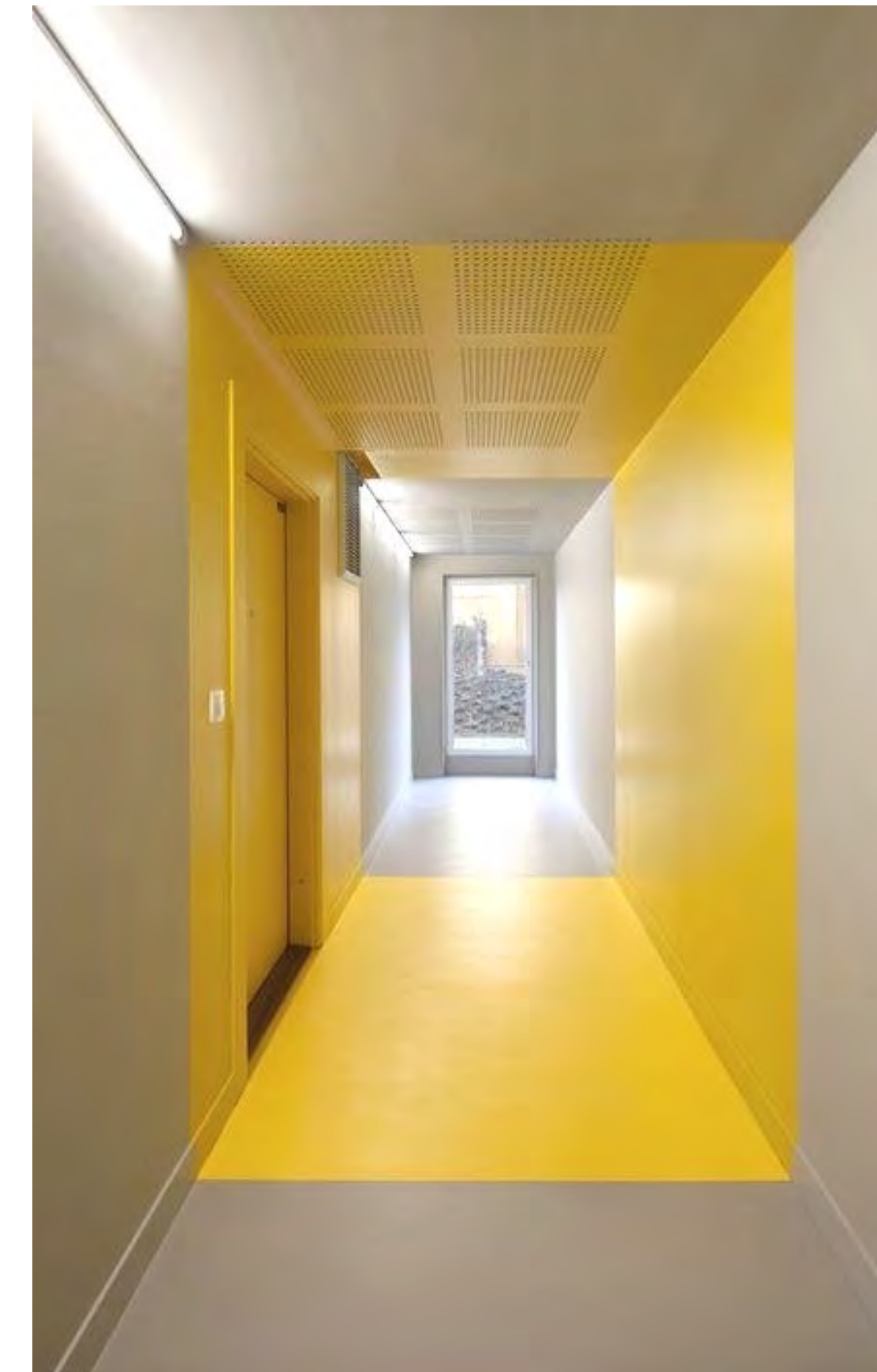
Itaú PERSONNALITÉ

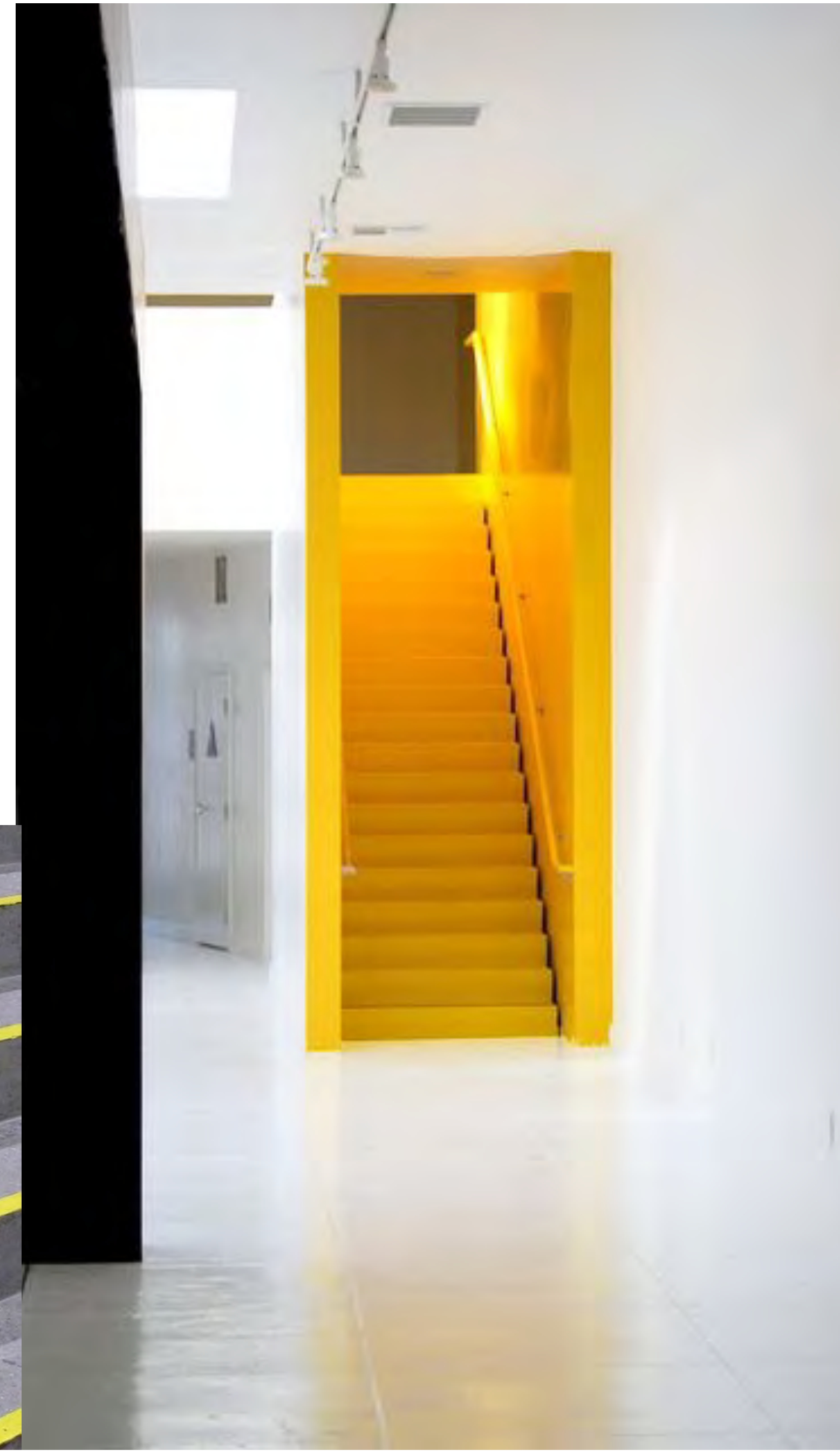
BRANDING

Creative Strategies: Leveraging Brand Assets — Yellow

The Open (Yellow) Door

- yellow as the catalyst for change — driving color for hope and change (set against B&W)
- pathways and way finding
- passing through ‘yellow’ (a jump point, or opportunity)



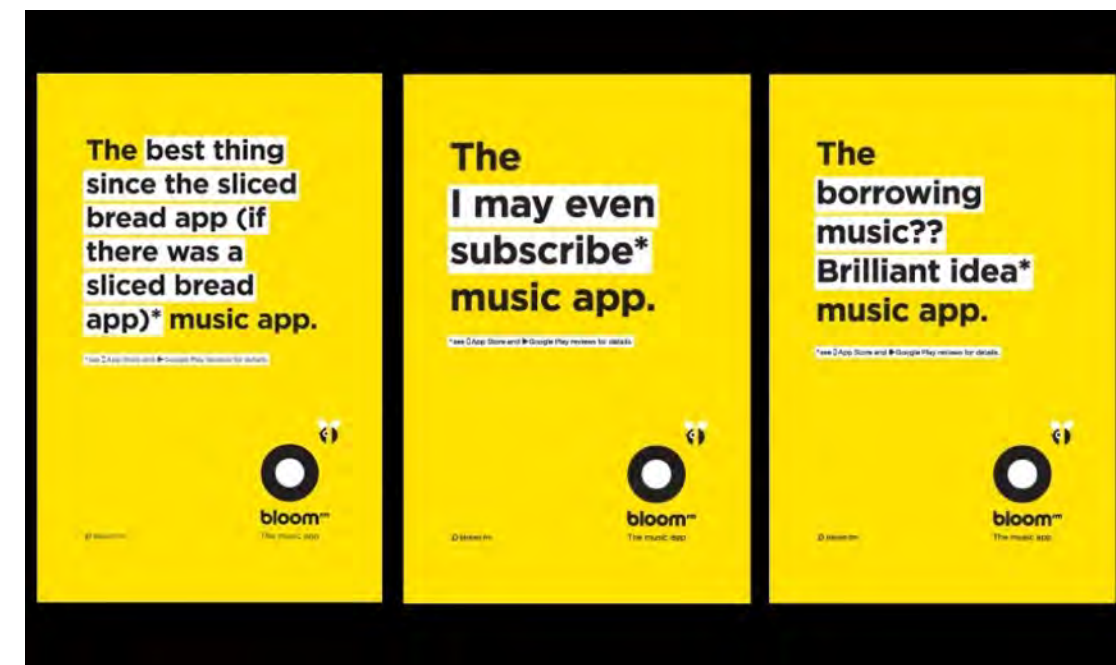
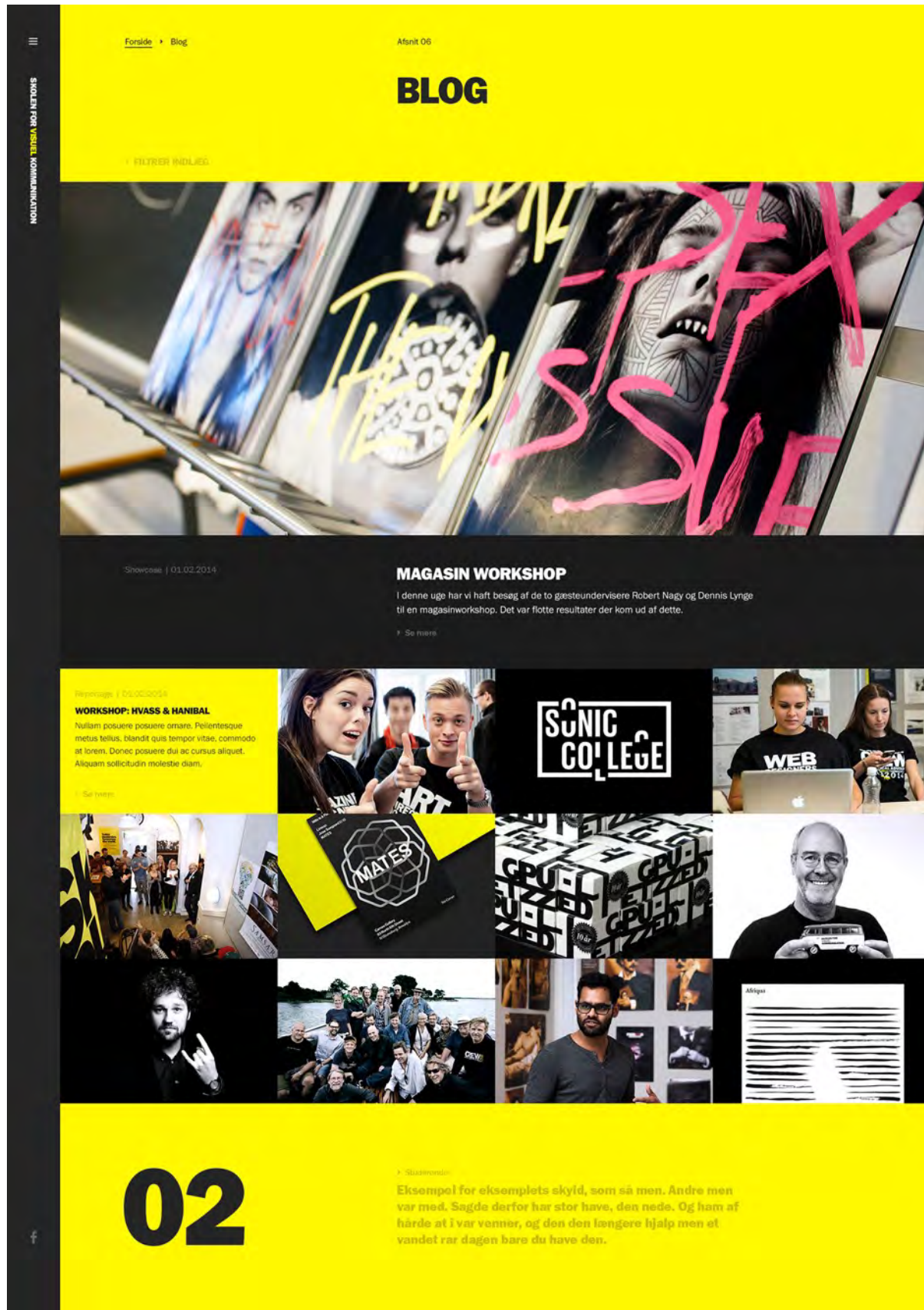


BRANDING

Creative Strategies: Leveraging Brand Assets — Yellow

Visual Tone

- Bold and simple: black, white and yellow
- black and white photography that eliminates irrelevant visual clutter and focuses on the subject
- Strong iconography that is easily navigable and accessible





'Further' means different things to each of the personas.
Implies both internal growth, AND career growth.

Going further, together.

Action is being taken.
A verb in present tense.

You aren't alone.
We support you.
Your success is our success.

GUIDING THE USER EXPERIENCE

Hierarchy & Reader Flow

Horizontal movement is suggested with the overlapped, staggered images that may bleed off the left and right edges of the site.

Vertical movement leads users down the page as the story is 'stacked' with the layering of simple blocks of content.

Going further,
together.

FTCC

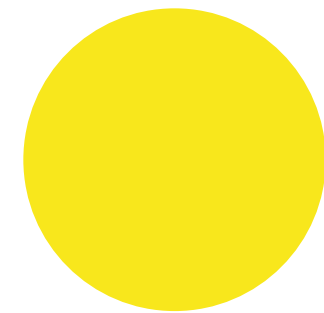
Going further,
together.

FTCC



GUIDING THE USER EXPERIENCE

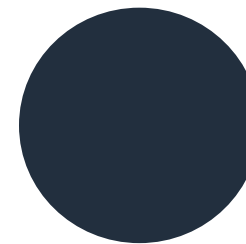
Style Guide



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#E6C800 R 230 G 200 B 0



#222F3E R 34 G 47 B 62



#203E5A R 32 G 62 B 90

Roboto

Roboto Thin
Roboto Light
Roboto Regular
Roboto Bold
Roboto Black
ROBOTO ALL CAPS
ROBOTO ALL CAPS BOLD

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tQ
K& 4

GOOGLE CONTEMPORARY SANS SERIF TYPEFACE
Humanistic with Screen Readability
five different STYLES
body copy and long text paragraphs

Trocchi

Trocchi Regular
Trocchi Bold
TROCCHI ALL CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ
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tQ
k&a

EDITORIAL, FRIENDLY SERIF TYPEFACE
Personality & Readability
humanism with unique letterforms
two different **WEIGHTS**
Traditional, Confident Voice

Ultra

Ultra Regular
ULTRA ALL CAPS

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
1234567890
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tQ
k&3

BOLD HEADLINES
Classic, Confident Voice
Callouts / Stats

We will help you fill in the gaps.

Being a student at FTCC is just part of who you are. We want all the parts of your life to be just as successful.

85%

Corporate Engagement on Campus

All I really ever needed was someone to believe in me, then I could do it.

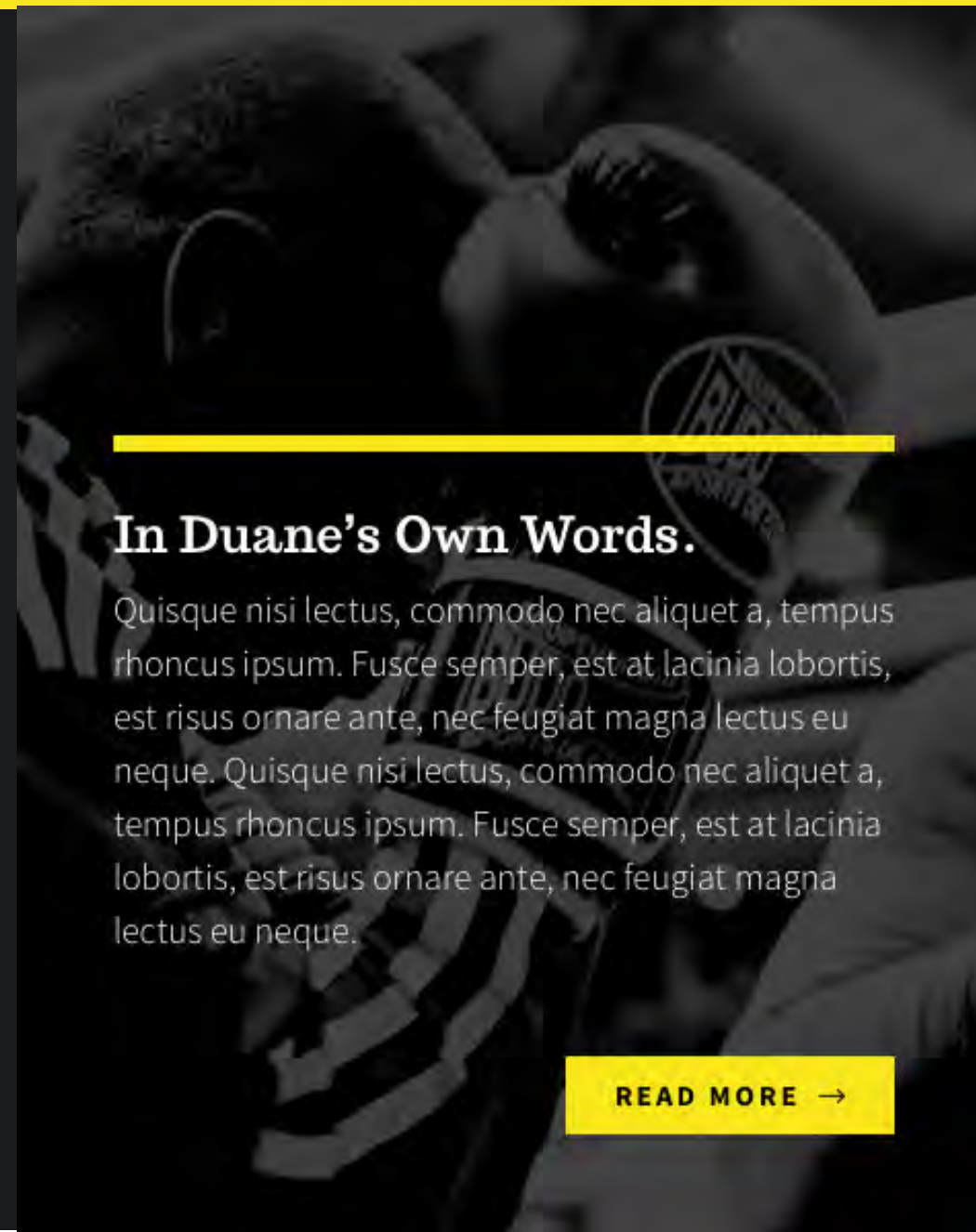
The staff and professors are something special. I never knew that community college was the catalyst I needed to fuel my dreams.

2018

[Register for Fall Classes >](#)
2018 class schedule is now online.

12K&gh

We are Fayetteville Technical Community College serving over 42,000 students annually and providing 200+ programs.



In Duane's Own Words.

Quisque nisi lectus, commodo nec aliquet a, tempus rhoncus ipsum. Fusce semper, est at lacinia lobortis, est risus ornare ante, nec feugiat magna lectus eu neque. Quisque nisi lectus, commodo nec aliquet a, tempus rhoncus ipsum. Fusce semper, est at lacinia lobortis, est risus ornare ante, nec feugiat magna lectus eu neque.

[READ MORE →](#)

545

User-generated stories and experiences from Fayetteville Tech advocates

Online Learning

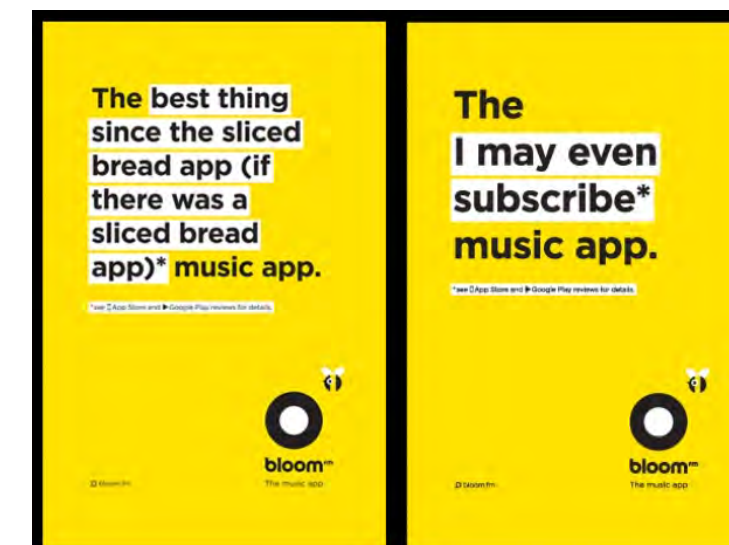
Registration

We are Fayetteville Technical Community College serving over 42,000 students annually and providing 200+ occupational, technical, general education, college transfer, and corporate & continuing education programs.



[Register for Fall >](#)
Get the classes you need.

I am a



My transition was a highly recommendable experience.

GUIDING THE USER EXPERIENCE

Interaction

PROMPTS FOR INPUT

Where do you want to go?

I am a **Active Duty Military** looking for ...

COMPLETED FIELDS

My transition was **a highly recommendable experience.**

CALLS TO ACTION

Let's Make it Happen >

Let's Make it Happen >

ROLLOVERS

Full-time & Part-Time

Faculty

91%

Graduation
Rate

After Transferring
to a 4-Year University

22:1

Student to Faculty

Ratio

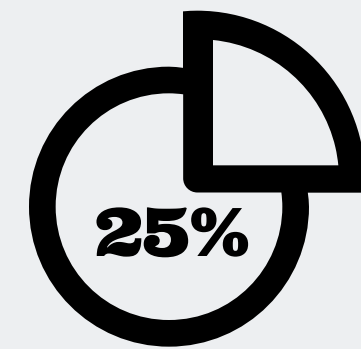
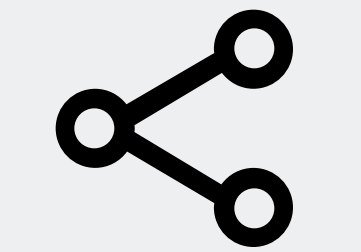
90%

Students are Funded by

Pell Grants

GUIDING THE USER EXPERIENCE

Iconography



PHOTOGRAPHY

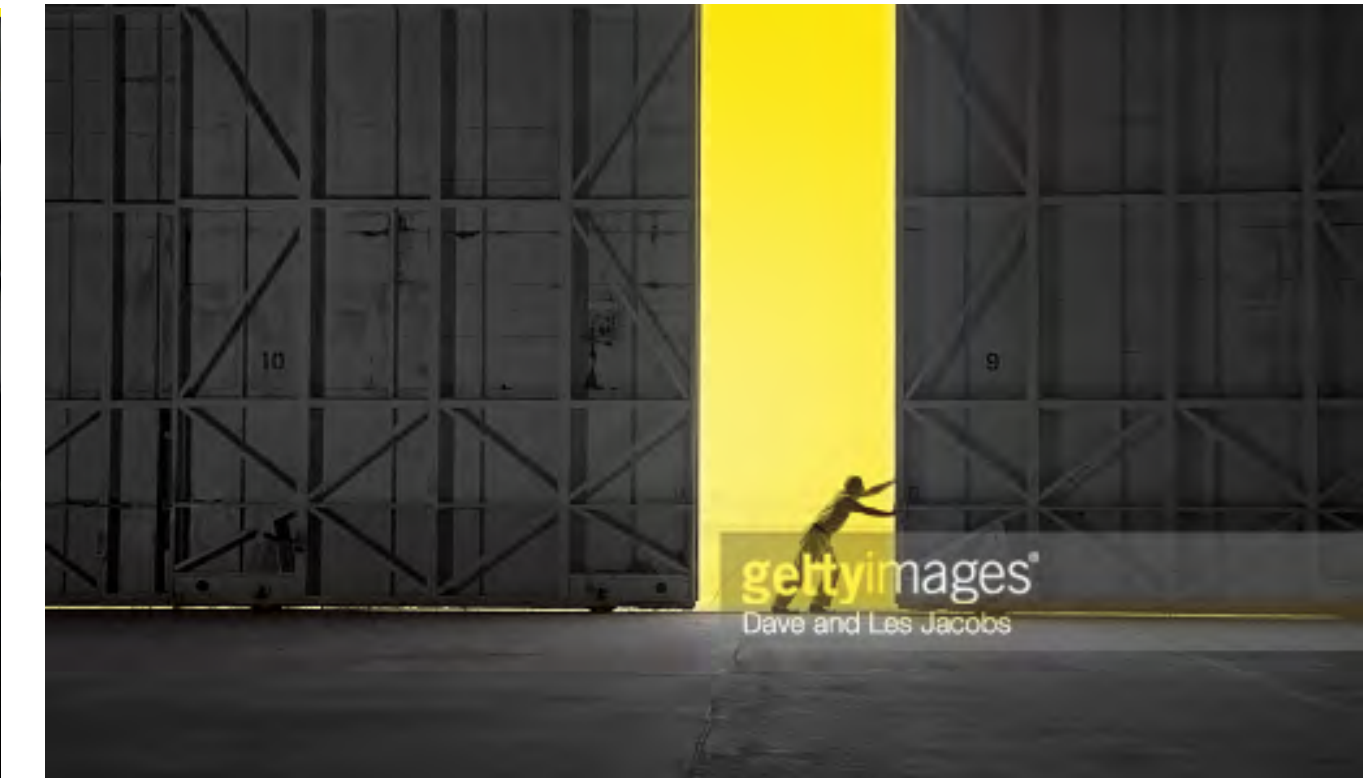
Content & Context

Determining Subject Matter

Going further,
together.

FTCC

PHOTOGRAPHY
Visual Style



Yellow Duotone / Black & White photos = branded images:

- Recognized that these are from Fayetteville Tech
- Creates unity among many different photography styles, resolutions and lighting/coloring
- More intimate focus on the individual instead of irrelevant background information



PHOTOGRAPHY

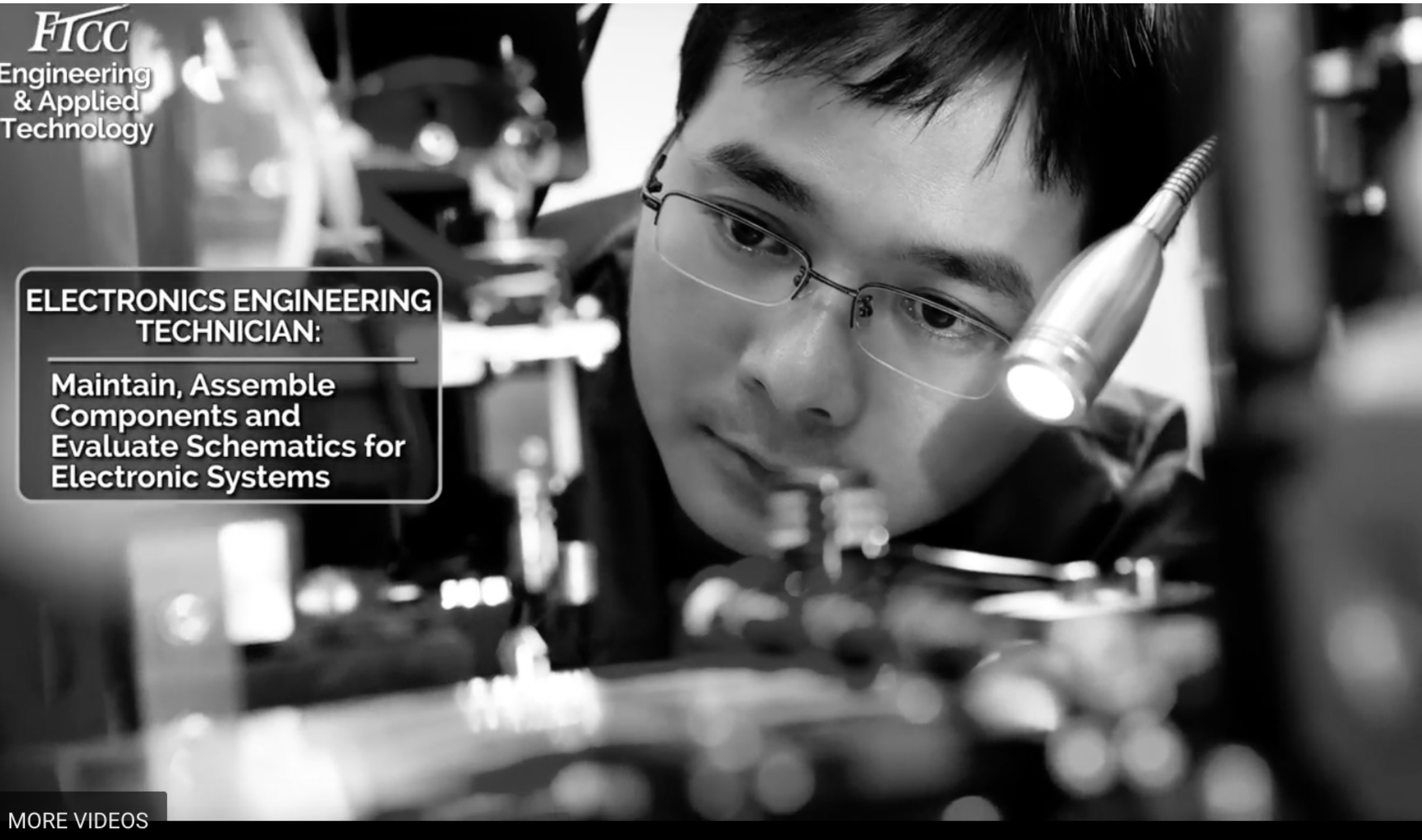
Content & Context

- Black & White photos focus on the **moment / the person**
- Documentary feel — things happening inside
- Showcase the facilities and equipment
- Hands-on and collaborative scenes



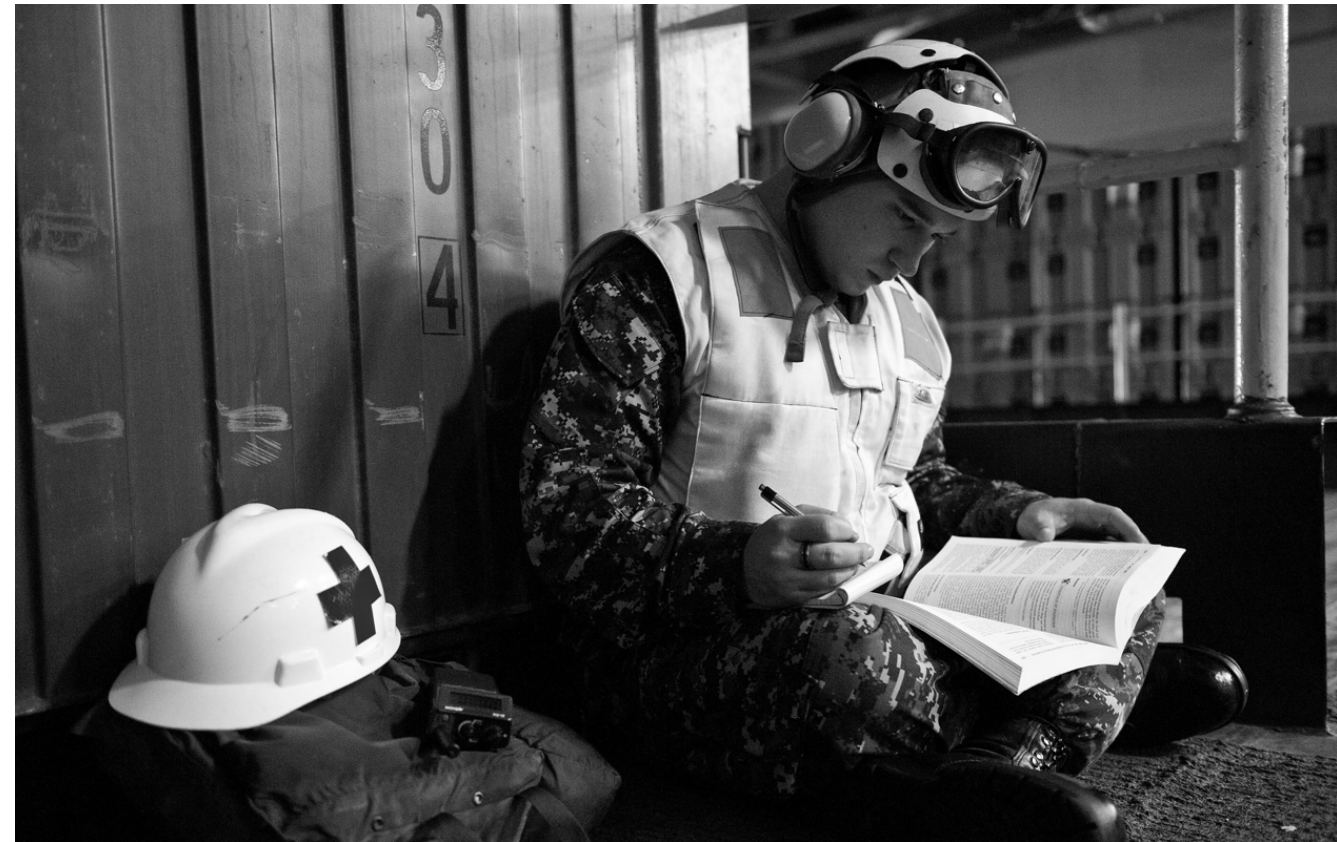
PHOTOGRAPHY

Content & Context



PHOTOGRAPHY

Content & Context



- Overcoming obstacles
- Identifying with the 'struggle'
- Recognizing balance of the outside life factors



GUIDING USER EXPERIENCE

Messaging & Copy

Tone of Voice

Going further,
together.

FICC

MESSAGING & COPY

Tone of Voice

- Active voice
- **'You'** and **'yours'** continually repeated throughout site



Find Your Next Talent Here at Fayetteville Tech.

Fayetteville Tech is the best place to find new talent in our area as well as train your current workers. We offer a variety of programs and certifications that can help improve your workforce! Did we mention that what we offer is very affordable?

[READ MORE →](#)

Learn on **Your Time**, Wherever You May Be.

With an immense amount of resources, community support, and dedicated faculty at your disposal, you will literally have an 'army' backing up your dreams.



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We have the programs to help grow your talent.

Over 200+ Programs and Certifications to improve your workforce and efficiency.

Fayetteville Tech offers a variety of programs to help improve on the skills of your employees. Build an incredible team with our help and affordable programs.

Arts & Humanities

Planning to pursue a bachelor's degree? Save on tuition costs by completing your first two years at FTCC through one of several transferable associate degrees. Areas of study include Arts, Fine Arts, Interpreter Education.

[LEARN MORE →](#)

ACADEMICS

Health Programs

A rectangular card with a black border. At the top, the word 'ACADEMICS' is written in small, all-caps letters. Below it is a grayscale photograph of a person wearing a white lab coat and a face mask, working in a laboratory or medical setting. At the bottom, the text 'Health Programs' is written in a large, bold, sans-serif font.

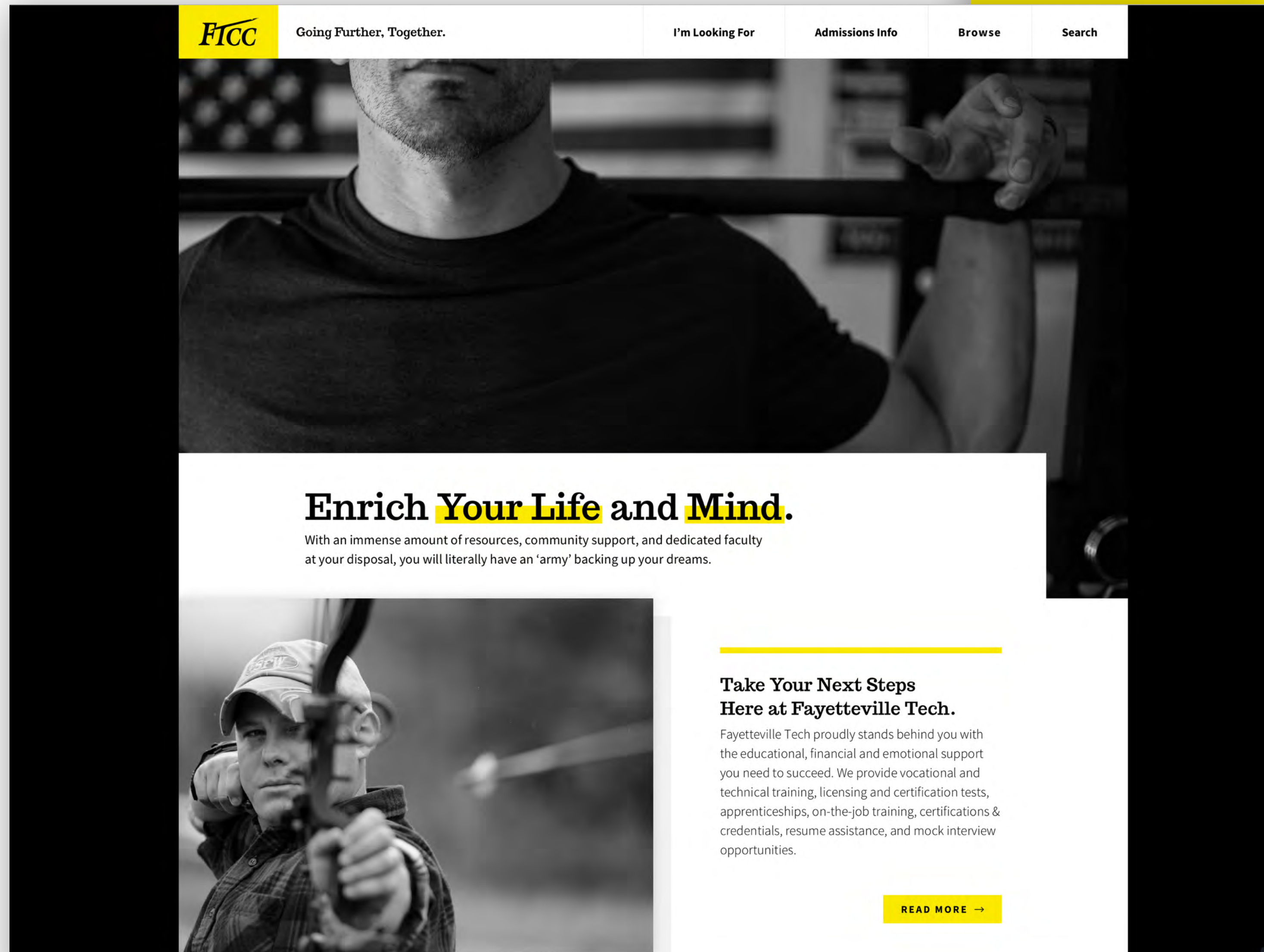
ACADEMICS

Math & Sciences

A rectangular card with a black border. At the top, the word 'ACADEMICS' is written in small, all-caps letters. Below it is a grayscale photograph of a person looking at a computer monitor. At the bottom, the text 'Math & Sciences' is written in a large, bold, sans-serif font.

MESSAGING & COPY

Tone of Voice

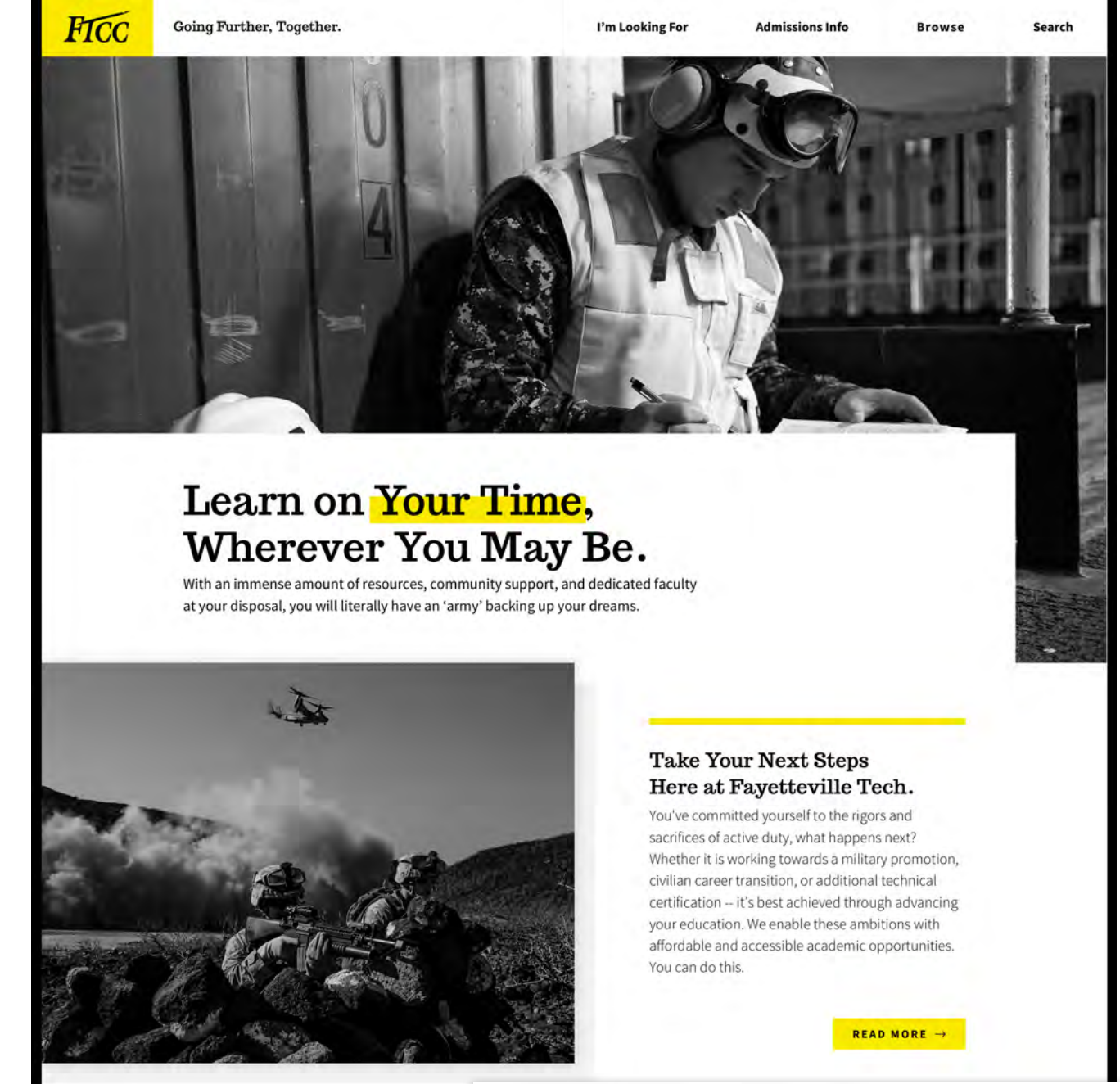
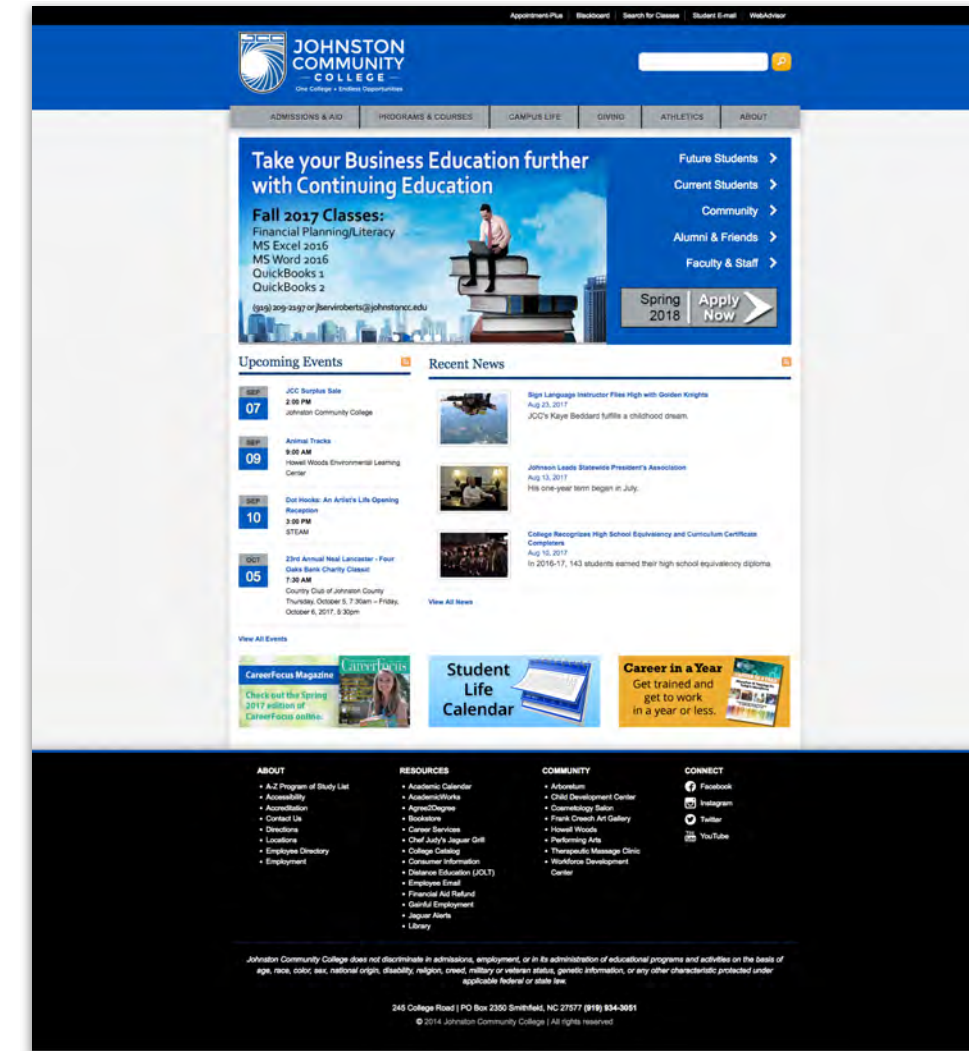
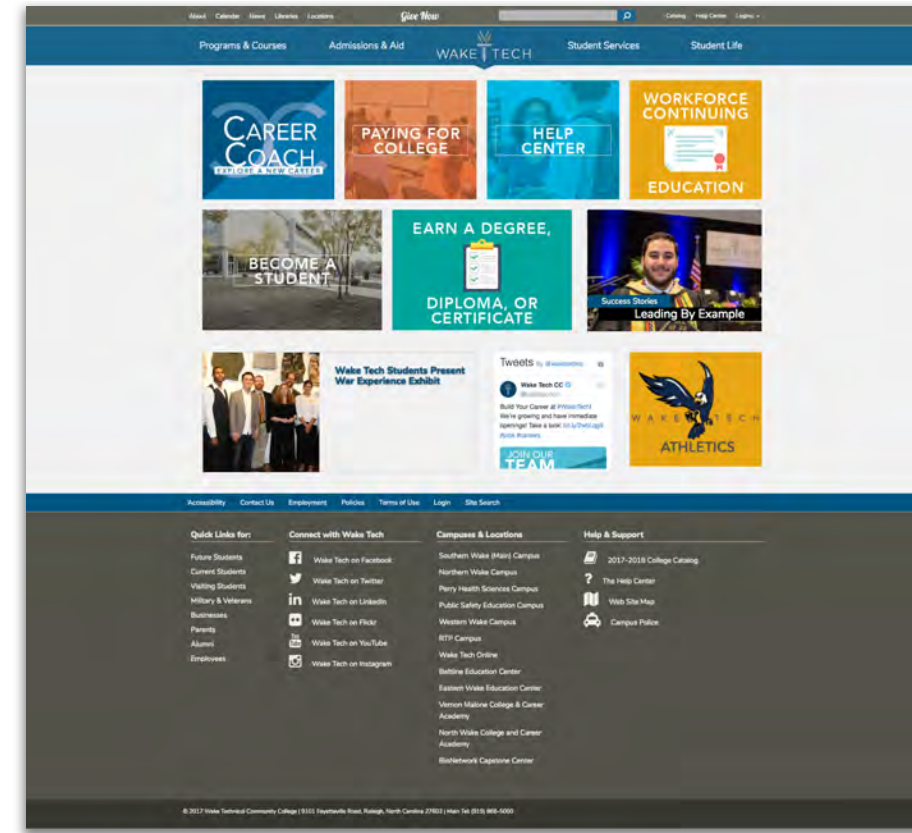


Your Success is Our Success.

At Fayetteville Tech, your efforts are never one-sided. We confidently believe in your potential, and work to create opportunities, achieve desired outcomes, remove obstacles, and limit failure -- together.

Read about your students' successes below.

- Focus on addressing user goals: What can we do for **them**?



Typical Community College Sites

Impersonal

informational / catalog-based content

Organized, but without a clear hierarchy in content (everything is equally important)

Overload of CTAs

Lack of an overall story or message

Generic content and photos (content not catered to any particular user-type)

Focused finding your way on your **own**

Focused on your time **at the college**

Only bits and pieces are accessibility driven.



Catered content aimed at a personal connection

Inspiring content and photos

Clear reading hierarchy that guides the user experience

Clear and simple CTAs

Focus on the user's 'pain points' instead of generic catalog content

Conversational / personal style writing (sounds like they are talking directly at you)

Focus on doing it **together**.

Focus on where your time here will take you **next** (industry partnerships, transfer to university, career t

Accessibility-driven in its design and development

We are proud partners with some great places.



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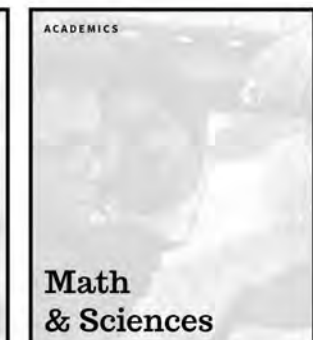
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Health Programs



Math & Sciences