

Guidelines for Callout Boxes on Home Page  
Revised June 2, 2010

#### DESCRIPTION

Near the bottom of the home page of [siena.edu](http://siena.edu) are four callout boxes. Some of these boxes are permanent (e.g., Make a Gift Online and Apply Now) and some are temporary. There is the capacity for 10 different callout boxes to rotate, with four appearing on the home page each time it is hit or refreshed.

#### PURPOSE

The purpose of the callout boxes is to advertise efforts of the College that have significant impact and support the mission.

#### TYPES OF CALLOUT BOXES

There are two types of callout boxes, permanent and temporary. The permanent boxes are Make a Gift Online and Apply Now. The temporary boxes are intended to notify users of something that's newsworthy at Siena. Newsworthiness includes the following characteristics:

- Advances the public's knowledge
- Interesting/entertaining
- Connects to a larger issue or trend

There are large-scale, annual events that occur annually that will be "advertised" with a callout box:

- MLK Lecture Series
- Commencement
- Reunion
- Move-in Day
- Orientation

#### DESIGN

The look and feel of the callout boxes is consistent with the overall design of the Siena Website. Where the callout boxes use four-color images, they are greyed back, so as not to detract from the four-color images that rotate in the features. At the request of the department that "owns" the initiative, Strategic Communications and Integrated Marketing will design the callout boxes to be consistent with other materials in the campaigns (e.g., Commencement, Reunion, Saints for Haiti, etc.) and with the overall look and feel of the Siena Website. It takes approximately two working days to design the callout box and program it.

#### DETERMINING HOW LONG THE CALLOUT IS LIVE

SCIM will provide periodic analytics for the home page to the WAC. If a temporary callout box receives a low number of hits for **60 days during the academic year**, it will be removed. For annual, large-scale events, the callout boxes will be live during the campaigns for those events.