

The background of the slide features a large, faint, circular seal of the State of Indiana. The seal contains the text "THE STATE OF INDIANA" around the top and "1816" at the bottom. In the center of the seal is a landscape with a rising sun, a river, and a person on horseback.

Learn More Indiana Website and Indiana State Fair Update

Allison Kuehr, Associate Commissioner for Marketing & Communications

Doug Linter, Creative Director

Arlen Taliaferro, Business Community Engagement Coordinator

WHAT IS LEARN MORE INDIANA?



LEARN MORE INDIANA IS...

- ▶ The Commission's public-facing brand that serves **students, families and educators**.
- ▶ Helps Hoosier of all ages explore post-high school education options and the ways to pay for it.
- ▶ Primary source of communication to students and 21st Century Scholars
- ▶ Provides yearly shipments of informational materials to 2,000+ K-12 schools around the state
- ▶ Fun and approachable look, tone and feel
- ▶ Discover Your Path. Discover Your Future.



LEARNMOREINDIANA.ORG

- ▶ Learn More Indiana's website
- ▶ Serves as the information hub for college and career exploration, financial aid, filing the FAFSA and all things 21st Century Scholars
- ▶ Materials library with printable flyers for school counselors, educators, students and families
- ▶ Does not look/feel like a state government-managed website
- ▶ Used by Outreach Coordinators in schools and at events

CREATING A BETTER EXPERIENCE

- ▶ Improving accessibility: ADA compliance
- ▶ Available in 5 languages (English, Spanish, Burmese, French and Swahili)
- ▶ Improve navigation, search functionality and design
- ▶ Easily find and connect with an Outreach Coordinator
- ▶ Spotlight other resources such as the School Finder Tool and My College Core
- ▶ Create **NEW** *Indiana Pre-Admissions* landing page
- ▶ Improve backend capabilities for CHE staff

INITIAL ADA COMPLIANCE



Mark, thanks for that info!

Here are the results for learnmoreindiana.org

Status

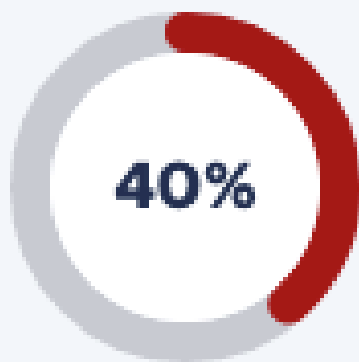


Not Compliant

Your site is **not complying** with WCAG 2.1 AA.



Accessibility score



Websites with a score of **70%** or lower are considered at high risk.

Lawsuit Risk



High

101 violations may be exposing your site to legal action.

TIMELINE

- ▶ Proof Digital – Vendor
 - ▶ Indianapolis-based marketing agency
 - ▶ Certified Women’s Business Enterprise
- ▶ June 6, 2023: Initial Meeting
- ▶ August 28, 2023: Go Live Date
- ▶ Week of September 11: Press Release



LEARN MORE INDIANA WEBSITE & INDIANA STATE FAIR UPDATE

SITE WALKTHROUGH



INDIANA COMMISSION *for*
HIGHER EDUCATION

INDIANA STATE FAIR

- ▶ Staffed a booth at the Ag/Hort Building
- ▶ Provided flyers about the FAFSA, financial aid, Workforce Ready Grant, Outreach Coordinator map and 21st Century Scholars financial means testing
- ▶ Also provided branded promotional materials
- ▶ INvestEd provided materials about affording college
- ▶ DWD provided flyers with INDemand Jobs



INDIANA STATE FAIR

- ▶ July 28 – August 20
- ▶ Connected with 5,122 visitors
- ▶ 36 volunteers – including partners from INvestEd and DWD
- ▶ 170 volunteer hours





INDIANA COMMISSION *for*
HIGHER EDUCATION