

INTRODUCING EXETER'S REDESIGNED WEBSITE

If you're a web surfer, you've probably noticed already. Exeter has changed dramatically—or at least our website, www.exeter.edu, has. On March 10, Exeter launched a dynamic new website that's full of graphics, color and action, not to mention information about all aspects of the Academy. The goal is to provide a richer, fuller portrait of Exeter as it is today.

Why did we change the website? More and more people are using the Internet these days, and that includes students researching high schools, both those they apply to and those they choose to attend. Exeter's website was well-worn; it needed to portray a more accurate, vibrant view of the school.

The Internet is a particularly important form of communication for Exeter, where reaching out to prospective students and parents has become a priority. Nine percent of our current students are international, hailing from 25 countries; 20 percent are day students, who often connect online from home. The new website makes it easier for all students—current and prospective, domestic and international—to learn about Exeter, to get a firsthand view of the school, to explore its academic offerings and resources, and to stay in touch. The same is true for parents and alumni/ae.

The new website incorporates 1,065 new pages, 618 new images and nine new slideshows, with more to follow as additional sections of the website are redesigned. Initial response to the redesign has been positive. Exeter students like the visual liveliness of the site and the in-depth content about student lives, and parents appreciate having easier access to all sorts of information that helps them better understand day-to-day life at Exeter. Alumni/ae continue to have access to the alumni/ae websites, and they also have a special page on the new site. Statistics indicate that the average visitor looks at over five pages per visit, as opposed to two pages on the old website.

Here are some must-see sections of the redesigned website:

What's my day like? follows four Exeter students through a typical day, using photos and the students' own words. www.exeter.edu/admissions/147_927.aspx.

Big Questions offers student views on matters of great concern to prospective students: Why Exeter? Why a Boarding School? And How Smart Do You Have to Be? www.exeter.edu/admissions/147_947.aspx.

Meet the Teachers introduces 14 teachers from all across the school, all of them bright and multifaceted, approachable and engaging. www.exeter.edu/admissions/147_meet_the_teachers.aspx.

Lion's Eye, which appears on the home page, is a twice-weekly column that highlights activities on campus. The Lion casts a curious eye on everything from the opening of the new Academy Center to athletics contests and visiting artists. The Lion—who's very happy to have been given a voice after all these years of silence—invites students, parents, alumni/ae and faculty to submit story ideas at lionseye@exeter.edu.

Don't worry. The school hasn't changed. The website's just catching up.

—Nicole Pellaton



There's much that's new at www.exeter.edu, which was recently redesigned to provide a richer, fuller portrait of Exeter today, and to better serve prospective students.