

## WHAT'S NEW AT WWW.EXETER.EDU? PLENTY.

Any financial analyst will tell you—almost doubling your investment ain't bad. It's not too different for websites. According to several measures, that's exactly the kind of growth Exeter's website has seen since it launched a new design in spring 2006. Back then, the website had about 30,000 visits per week. In recent months, weekly visits have peaked at 58,000, with 50,000 on average during the school year.

And it appears that visitors are more curious than ever. In spring 2006, they spent six minutes per visit; now they're almost doubling that exposure to 11. And with good reason. The content on the website has grown more than six-fold, from 1,000 pages and 600 images in spring of 2006 to the current 7,000 pages and 3,600 images.

What does all of this mean? One thing's for sure: prospective students and parents are using Exeter's website, [www.exeter.edu](http://www.exeter.edu), to research the school. Over and over again, we get reports of students and parents scouring the website for information. Prospective parents call faculty to ask very specific questions about items they found online. Students and parents approach faculty during "Experience Exeter," the return visit program offered every spring to all admitted students, and introduce themselves with this line: "Hi. I saw your profile on the website, and I'd like to ask you a few questions..." And, even better, some students identify the website as a key factor in attending Exeter. They've reported picking Exeter from the beginning, over competitor schools, because they like the vibrancy and diversity communicated by the website.

The website continues to play an important role with prospective students and families who live far from New England. This year, 12 percent of our students hold foreign citizenship, with students coming from around the globe. New this year are students from Australia, Bahamas, Bosnia, Colombia, France, Guatemala and Poland.

Here's a summary of some recent website highlights:

**What's my day like?** This feature, which presents Exonians in their own words and with lots of pictures, is a hit with prospective and current students. The profiles touch on every aspect of life at Exeter—from dorms to classes, socializing to History 333, dance to math. We've doubled the original line-up to eight students, and will continue to add more. If you haven't seen this feature, check it out at [www.exeter.edu/whatsmydaylike](http://www.exeter.edu/whatsmydaylike).

**Meet the Teachers.** We've added four faculty members to the original 14, giving prospective students and parents even more examples of Exeter's friendly, creative and highly skilled faculty. See [www.exeter.edu/teachers](http://www.exeter.edu/teachers).

**Lion's Eye.** Published three times weekly during the school year, the Lion's Eye column on the home page covers virtually all aspects of students' lives on campus: sports, clubs, classroom activities, visiting speakers, concerts, assemblies, dances, student projects, graduation, you name it. The Lion goes everywhere on campus, hunting out good stories. Read the current Lion's Eye on the home page, or click on the Lion's Eye Archive link to read previously published perspectives.

**Phelps Science Center.** This summer, the Phelps Science Center section was redesigned and updated with new photography and content. Check out these lively new pages at: [www.exeter.edu/phelpsscience](http://www.exeter.edu/phelpsscience).

**College Counseling.** Check out this brand-new section for information on applying to college, including tips for seniors, test dates and how to get transcripts. Learn more at: [www.exeter.edu/college](http://www.exeter.edu/college).

**Arts at Exeter.** See the recently launched Arts at Exeter page, which highlights activities relating visual and performing arts. There you can also access the redesigned Lamont Gallery pages, showcasing exhibitions, such as *RedHOUSE: Architecture for Art*. Learn more about the arts at Exeter at: [www.exeter.edu/art](http://www.exeter.edu/art).

—Nicole Pellaton

The screenshot shows the Phillips Exeter Academy website. At the top, there's a navigation bar with links for 'ABOUT US', 'ADMISSIONS', 'ACADEMICS', 'LIBRARY', 'STUDENT LIFE', 'ARTS', 'ATHLETICS', 'SUMMER PROGRAMS', 'GIVING', and 'NEWS & EVENTS'. Below this is a 'Home > Admissions > What's My Day Like - Mustafa' breadcrumb trail. The main content area is titled 'What's my day like?' and features a profile for 'Mustafa, senior'. The profile includes a photo of Mustafa and a text box where he describes his day. To the left of the profile is a grid of eight small photos of other students, each with their name below it: Natalie, Jarrett, Mustafa, Molly, Liani, Ben, George, and Sally. Below the profile is a list of daily activities with timestamps and brief descriptions, such as '9:20 AM: Free time - There's plenty to do at the Academy Center, dorm and library. More...' and '10:50: Calculus - Problem solving through discussion: a new approach to my favorite subject. More...'. The page also has a search bar and a 'LOGIN | CONTACT US | SEARCH' link at the top right.

*Exeter's redesigned website continues to grow in size and content, offering both prospective students and long-time Exonians a vibrant look at Academy life today.*