



Attract students and recruiters to career fair



Website home page

Business

Annual career and graduate school fair sponsored by the nine colleges and universities of the Oregon Liberal Arts Placement Consortium

Audience

Liberal arts college students, employers and graduate school recruiters

Challenge

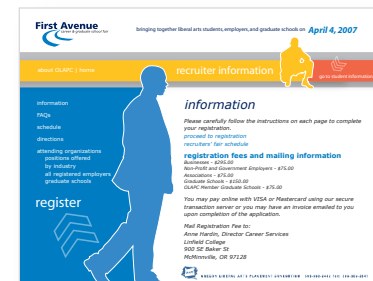
Attract more students and recruiters by creating an online brand; organize information for easier navigation

Strategy

Use existing logo and build a hip, attractive website with clearly marked portals and information tracks for each audience group

Results

Record participation at the career fair by students and recruiters; a fresh new visual identity that will be translated to print materials



Secondary web pages