

Paula Londe

Paula, the online marketing manager in the Communications and Marketing division, is being recognized tonight for her leadership in the redesign of the Emory College admission website.

Paula's contributions in the work environment went above and beyond the call of duty in her leadership of and vision for this sprawling website redesign project, which took 11 months to complete, and required roughly 1,000 hours of work by all involved. Paula guided the work of 21 Emory colleagues from Communications and Marketing, UTS, the Emory College web department, and the Emory College admission office. More than 30 departments within the University were consulted for content, and 58 students and faculty were profiled for the site. The 250-page website is the largest site to adopt Cascade, the University template and content management system (CMS), to date.

As a testament to Paula's dedication and hard work, the new website creates a positive impact on the recruitment of undergraduate students, one of the strategic plan's central themes. The newly redesigned website has also increased customer satisfaction for prospective students. Paula's project leadership has resulted in Emory saving an estimated \$50,000 in expenditures for website redesign consultants.

Enrollment Management and Emory College admission leadership repeatedly express their satisfaction with Paula's work done on their behalf. It is due to this commitment and enthusiasm that Paula has also been named the 2009 "Friend of Oxford" for her "skills, focus, interest, energy, and efforts" in undergraduate marketing and recruitment support."