Admissions will identify, ATTRACT, admit, and enroll TODAY’S BRIGHTEST SCHOLARS and most promising future leaders. We will counsel and evaluate prospective students as individuals with unique strengths, needs, and paths as we build an increasingly diverse, talented, and dynamic student body at Western Washington University.
How can Admissions improve outreach to better attract today’s brightest scholars?
Provide them with the information they want. But what do they want?
The #1 QUALITY important to students in their college search is availability of SPECIFIC ACADEMIC PROGRAMS.

SOURCE: WWU’S 2014 ADMITTED STUDENT SURVEY
What kind of information can prospective students easily access specific to academic programs?
Meeting prospective student expectations?

- Content and list of majors outdated
- Not responsive to mobile devices
- Our audience has an attention span of 8 seconds, and there is too much text and there are too few visuals to pull them in
- Outcomes and opportunities beyond the classroom are important to prospective students and there are few included
- Doesn’t encourage them to take a next step, such as apply
Meeting prospective student expectations?

- List of majors not easy to navigate, especially for those unfamiliar with Western’s colleges or degree types
- Too much text, most of which doesn’t apply to 1st-year students
- This is information overload for prospective students who just want a brief overview of Western’s program
- There are few, if any, outcomes and/or beyond the classroom opportunities
- Doesn’t encourage them to take a next step, such as apply
After determining we weren’t meeting prospective students’ expectations, we created this...
Biology—Molecular and Cell Emphasis

The Biology—Molecular and Cell Emphasis major is part of an interdisciplinary program between the Biology and Chemistry departments. Cell Biology is the study of cells at the biochemical or molecular level. Molecular Biology investigates the interactions among DNA, RNA, and protein synthesis to understand how these interactions are regulated using the basic and principles of genetics and bioinformatics—vital in many rapidly growing fields, and is making strides with recent accomplishments such as the sequencing of the entire human genome.

BS. Degree in Molecular and Cell Biology places emphasis on the molecular biology and biochemistry that create conditions. Students take courses in earth, physical, and chemical sciences along with the core biology curriculum. Once in 408-level biology and molecular biology courses, students get to pursue their specific interests.

The integrated conceptual foundation in biology, the critical thinking skills, quantitative problem solving skills, leadership with team building skills, and scientific research skills that students obtain from lecture and laboratory courses in Western’s Molecular and Cell Biology curriculum are among critical for post-graduate studies and for future job performance.

Western's Biology Department is part of the School of Science and Engineering.

Richee Jimenez, Student

"I chose a major in Molecular and Cellular Biology because I am fascinated with the molecular processes that control our daily existence. My childhood experience at Whitemarsh prepared me for my future by teaching me to think critically and get involved in research experiences and presented opportunities to the many theories connected with my major."

Beyond the Classroom

The Biology program provides a wide variety of opportunities for applied practice of knowledge and skills gained in lectures and labs. Undergraduates are encouraged to engage in research alongside faculty, serve as teaching assistants for biology courses, join the Biology Club, and have opportunities to develop their own extracurricular experiences through the independent study options. Additionally, some upper level classes follow a project-based curriculum that resembles research experiences.

Careers and Graduate Studies

Students in the Biology—Molecular and Cell Emphasis program often begin their postbaccalaureate jobs in clinical centers such as MultiCare, PeaceHealth, or TSHA (manufacturer of antimicrobials for the food sciences) or continue their education with graduate studies.
Western’s academic majors pages were relaunched February 2016.
The results.

- BOUNCE RATE: 12.75%
- AVG VISIT DURATION: 6.43%
- PAGE VISITS: 14.55%
- PAGE VIEWS: 7.38%

WWU HOMEPAGE GOOGLE ANALYTICS

FEBRUARY 1, 2015 - NOVEMBER 9, 2015 COMPARED WITH FEBRUARY 1, 2016 - NOVEMBER 9, 2016