Saint Louis University + mStoner

This project goes beyond the redesign of top-level web pages and includes a strategy for the University’s web presence, content, and architecture. The goal is SLU’s web presence will be recognized as one of the best among its peer institutions.

During a series of meetings on campus, our partners from mStoner will listen and discover. Information gathered during these meetings will allow mStoner to assess ways to showcase SLU. The discovery meetings on campus will form a foundation for their recommendations about key site features, messaging, content development, information architecture, technology, governance, and project planning. mStoner will help us create a vision for SLU.edu and map out a plan to accomplish it.

What questions will be asked of meeting participants?
The meetings will be conversational and no preparation is required. We hope you’ll think of these meetings as an opportunity to share your thoughts and impressions about Saint Louis University. You might be asked to respond to questions like these:

• What should the SLU website represent, specifically, about the experience we offer to students?

• If, after an initial visit to our website, a person could walk away remembering three things about SLU, what would you have those three things be?

• How well does the current website serve SLU? What improvements do you suggest? What could the website do to make your job easier?

• Of all the places you could teach, work, or study, you chose Saint Louis University. Why? What do you like about being here? What do you dislike?

• How is SLU different from the other places you’ve taught or studied or worked? Whether it’s style, substance, or both, what distinguishes SLU from its major peers and competitors?
The mStoner team will be on campus on April 29-30, 2015.

SUSAN T. EVANS, SENIOR DIRECTOR FOR STRATEGY (Project Lead)

Susan currently leads website relaunch projects for Johns Hopkins University and University of North Carolina School of the Arts. She was the lead strategist on the SUNY.edu relaunch and a new website for Fordham University. Susan speaks and writes regularly about digital strategy, social media, marketing, and communications in higher education.

Susan has 25 years of communications and marketing experience in higher education, and joined mStoner after a 22-year tenure at the College of William & Mary. As director of creative services at William & Mary, she successfully led a team of 13 professionals, oversaw the College's online presence and print publications, and managed the creative vision, scope, and planning for campus-wide marketing and communications.

During her time at William & Mary, Susan spent 12 years on the CIO’s management team as director of web services. She has significant experience managing visible campus initiatives and large-scale, web application development projects. Susan has presented at regional and national conferences including HighEdWeb, edUi, CASE, UCDA, and the American Marketing Association Symposium. Projects she led at William & Mary have earned many industry awards, including three gold medals and two bronze medals from CASE (Council for Advancement & Support of Education).

Susan holds a bachelor’s degree in Spanish language and literatures from James Madison University. Susan leads mStoner’s content strategy and social media strategy practices. Her mStoner clients include Wilfrid Laurier University, Columbia University, Capital University, and the College of Arts and Sciences at University of Miami.

SARAH EVA MONROE, SENIOR CREATIVE DIRECTOR

In her work for Obama for America, Sarah Eva drove digital strategy in online advertising, as well as web and email communication optimization. Sarah Eva’s approach to solving client challenges is to create beautiful work that achieves functional goals, following a process that flexes the creative work in response to analytics and user data. She has more than 10 years of digital creative and strategy experience.

Sarah Eva’s career in higher education spans three institutions: The Chicago School of Professional Psychology, Columbia College Chicago, and Tulane University. At these institutions she held a variety of positions including web designer, art director, and digital marketing lead, and
has a track record of exceeding recruitment, marketing, and advancement goals. In 2011, she joined Lipman Hearne, where she led digital/social media strategy for clients such as Whitman College, University of Miami, Brown University, Southern Illinois University, William Paterson University, and the University of Chicago Booth School of Business. Sarah Eva is an alumna of President Barack Obama’s 2012 digital team, where as a senior advertising strategist she managed the copywriting, design, and production of creative assets for mobile, social, desktop, and gaming platforms. She holds a bachelor of arts in studio art (photography and glassblowing) from Tulane University and a master’s in integrated marketing communications from Northwestern University. Sarah Eva’s current clients include Loyola Marymount University, Tufts University, Harvard Graduate School of Education, and Brown University.

GREG ZGUTA, TECHNICAL LEAD

Greg is our most senior technical consultant and head of our analytics practice. He recently consulted on a CMS selection effort for Swarthmore College and a website analytics project for Vassar College. Greg is the technical lead for projects with Wilfrid Laurier University, the College of Lake County, and Heartland Community College.

Greg, an application development consultant since 1994, has experience that spans the technology spectrum. He has provided technical leadership and project management on software teams for projects from eCommerce websites to business intelligence implementations. He has experience working within and leading the full lifecycle of software development in fast-paced environments. During his time with mStoner, Greg has worked as an application engineer and project lead on multiple internet and web projects. Greg holds a bachelor of arts in English and environmental studies from Oberlin College, and has certifications from Microsoft and Cognos. Greg leads mStoner’s analytics practice area. His mStoner clients include Princeton University and the Kellogg School of Management at Northwestern University.
BILL MCLAUGHLIN, CHIEF OPERATING OFFICER AND TECHNICAL DIRECTOR

Bill heads our technical team, runs our project management office, and manages mStoner’s St. Louis office. He understands the complexity and nuance of content management in higher education, and has extensive experience leading large technology projects and multi-year client engagements.

Bill has 17 years of experience in information technology, leading projects and software development teams in consulting, startup, and corporate environments. Prior to joining the firm in 2007, Bill spent seven years at CNA Insurance in Chicago as director of application development. Bill holds a bachelor of science in mathematics and statistics from Miami University. His mStoner clients include Brown University, Northwestern’s Kellogg School of Management, Miami University, and University of Chicago’s School of Social Service Administration.

PATRICK POWERS, PROJECT MANAGER

Patrick led a responsive website redesign project at Webster University in 2012. He was the project manager for mStoner’s work with Fordham University. Patrick frequently shares thought leadership on social media, analytics, and search engine optimization throughout the higher education community. Patrick is an alumnus of SLU.

Patrick has more than 12 years of communications and marketing experience, and joins mStoner after seven years at Webster University. As director of digital marketing and communications at Webster, he provided leadership for the development and implementation of integrated marketing and communications strategies designed to attract students and enhance Webster’s reputation through the web and new media. In 2011-2012, he oversaw the complete redesign and launch of a new Webster University website. He has presented at regional and national conferences, including CASE Social Media and Community, CASE V & VI, AMA Symposium on Higher Education, ACBSP, and CoSIDA. Projects he led at Webster earned many industry awards, including two CASE Circle of Excellence awards for Best Uses of Social Media.

Patrick holds an MBA from Webster University; a master of arts in public affairs reporting from the University of Illinois Springfield; and a bachelor of arts in communication and political science from Saint Louis University. His mStoner clients include the State University of New York (SUNY) System Administration, Johns Hopkins University, and Wilfrid Laurier University.