GEWPennState.org: An Evaluation

Samantha Baskin, Brian James, Jugaad Sawhney
Goals of GEWPennState:

- **To inform** people of their mission & objectives
- **To encourage** people to pursue entrepreneurial goals
- **To receive** feedback from students/ideas about possible events
- **To create** a discussion surrounding global entrepreneurship in a blog format
- **To showcase** other student’s success with the program and other important/exciting events from past GEWs
What could be changed:

● “home” title on homepage
  ○ change it to GEW slogan: “Start Something Here”

● utilize white space in header
  ○ highlight some upcoming GEW events underneath the “November 15-20, 2015” text
  ○ ex: “Join us at [location x] for [event y] from [time z]!”

● change static picture to a slider
  ○ include links to blog entries or pictures from past events to make the site more interactive

● include links to Twitter/Facebook on homepage
  ○ for an example of button use, see visual →
Overall, our impression was positive.