



GEWPennState.org: An Evaluation



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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.