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GEWPennState.org: An Evaluation

The Global Entrepreneurship Week is a week dedicated to giving aspiring entrepreneurs a space to connect with each other and network for future projects. Young college students nowadays have some great ideas but don't know how to put these ideas into effect and make them come to life to generate money. This website was made to encourage people to pursue their entrepreneurial goals and to inform people of the website's mission, objectives, and how to get in touch with the people involved in The Global Entrepreneurship Week. During this week there are many events located on the website that provide aspiring participants with an application to opportunity, one of which is the Innovation Challenge, as well as to get feedback from students on ideas about possible events. The website also highlights important or exciting events from past Global Entrepreneurship Weeks, creates a discussion surrounding global entrepreneurship in a blog format, provides Penn state or the community with resources for aspiring entrepreneurs, and promotes the Global Entrepreneurship Week Penn State 2014 documentary. Many students have benefitted from going to events during the Global Entrepreneurship Week and this website highlights other student's success with the program and shows that anyone who has an idea can achieve great success with the right help and strategic approach.

After careful analysis, our group found some aspects of the website that could be changed. At first glance, the website is a bit bland. We feel that the "home" title on the first

page could be changed to something more engaging, like the Global Entrepreneurship Week tagline, “Start Something Here.” We also think your group could utilize some of the white space under the “november 15-20, 2015” text in the header to highlight some of your upcoming events, further engaging your audience and promoting increased attendance at your events. An example of what this text could look like is as follows: “THIS MONDAY: Join us at [location x] for [event y] from [time z]!” This section, if added into your site design, would need to be updated weekly - which may seem like a hassle, but will be worth the return on participation in your events. Additionally, we suggest that your static picture be changed to a slider, with various pictures from your events or links to your blog articles that you would like to highlight. including a slider would make your page more interactive and keep users on your site longer, as they’d have more click-through options on the homepage to explore. For an example of what this slider may look like, check out metadeliberation.com, a blog that is run through a Penn State CAS 409 class. The slider consists of “Featured” blog posts, each with their own image and interesting tagline, which engages the site user and provides them with more opportunities to explore the site without digging through the interface. We also suggest that you move some of your contact information to your homepage, specifically the links to your twitter and Facebook pages. Most sites have a section of small buttons somewhere at the bottom of the homepage that link the user directly to specific twitter and/or Facebook pages, usually located next to a logo or other contact info (like an address, or phone number). For an example of this, see usatoday.com. Scroll down to the very bottom of the homepage to view the buttons.

We did feel that some of your efforts were successful. We really like the inclusion of both the Penn State logo and the Global Entrepreneurship Week logo, to show that both

entities work in tandem to support each other and your organization's mission. We also like the interactive buttons on your homepage, but suggest that you move these buttons to a different location so that a slider can be implemented. Regarding the buttons, we also suggest that you change the "GEW 2015 Schedule" button to a subsection of the website located in the header bar. The schedule is one of the most important things on your website, and probably what a lot of your users are searching for, so it deserves its own section on the site. We also like how clean the design of the site is, and recommend you keep the white background and rounded font style.

Overall, our impression of the site was positive. We really enjoyed the site's design, font style, and color scheme. We also enjoyed the use of logos throughout. We liked the subsection headers that made it easy to find blog entries, resources, and contact information, though we recommend moving your twitter and Facebook links to your homepage to make the social media sites more accessible to your users. We like how the blog entries aim to create a discussion surrounding your organization and its mission, and how it has helped better the lives of its participants and volunteers. We also like how the site showcases student involvement and successes within the program/organization. Your site is simple, and gets the point across to the viewer, but could be improved in its visual content/click-through usability through the use of a slider on the homepage.

We can tell that your organization is trying to reach students and potential community volunteers and participants, based on the information you've provided on your homepage and in your blog entries. We suggest that you continue shaping your website to appeal to this audience, as they are the main participants in your program and any events that are held leading up to the big week.

There are many possible ideas that could be implemented that may benefit the event as a whole. Since one of the main goals for the upcoming events in State College is to attract a lot more people than the previous year, visual images of the event are highly recommended. On the website more pictures are needed of people actually participating in the events, both in State College and the partner countries. This makes the event more real, relatable and more approachable to students who may have hesitated to sign up to the event due to obscurity and perceived lack of information. This should be used in conjunction with an Instagram account, which would have bulk of the pictures being taken at events, promotions and other miscellaneous related events. Care should be taken not to flood the website or Instagram with pictures as this may over saturate one's interest and dilute interest.

Since this is now an annual campus wide event and numbers of participants are high and are projected to be even higher, this event needs to be a part of Penn State culture. Having speakers come to the First Year Seminar can do this, therefore all freshmen will at the minimum have an understanding of what the Global Entrepreneurship Week is, as opposed to people of a business background or other subgroups.

Brian contributed to the paper and presentation by completing the section and slide on background and initial findings. Samantha contributed to the paper and presentation by completing the section and slide on our analysis. Jugaad contributed to the paper and presentation by completing the section and slide on our future ideas.