The Redesign Process: 
A Step-By-Step Guide

An Honors Thesis (HONRS 499)

by

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Abstract

The members of Kappa Delta Sorority at Ball State University decided that their Web site needed a redesign. The redesign was started in order to make the site more visually pleasing and informative for all types of viewers. The redesign strictly followed a plan of action. This plan included a current site analysis, defining the target audience, estimating site traffic, and defining site objectives. After this, it was time to create preliminary sketches of the new site. The sketches were implemented and a new site was created and launched. By working toward the three goals of making the content clear and easy to read, making the information easily accessible, and creating a visually appealing site, Kappa Delta Sorority should be pleased with the new site.
Acknowledgements

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Last, I would like to thank Kappa Delta’s Technology Chair, Nicole Meewes, for her dedication to this project. After weeks of training and teaching her the programs, I know she will be able to keep the site clean and current.
The Redesign Process: 
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Design is all about paving the way for readers to move through a publication or Web site almost effortlessly, while enjoying the experience. When a Web site goes through a complete redesign, it is important to think about all aspects of the change. The transition needs to be well-researched and carried out following a plan of action.

The plan of action requires a number of steps, including a current site analysis, defining the target audience, estimating site traffic, and defining site objectives. Once these steps are taken, the site can be sketched and created while incorporating the main site objectives and goals (Garcia, 188-189).

The members of Kappa Delta Sorority at Ball State University decided that their Web site needed a redesign. They felt as if their site was lacking many elements that would make it visually pleasing and informative for all types of readers.

Analysis of Current Site

As the first step in a redesign, it is important to take a close look at the current design of the site. By analyzing the old site, the designer can learn what does and does not work for the Web site. From here, improvements in both design and content can be made to the new Web site (Van Der Geest, 122). Overall, it seems as if the current site has a lot of strong design elements, but there is much room for improvement.

Target Audience

The design of every Web site calls for a look and feel that is appropriate to the content and audience for which it is intended. A Web site must fit in with its readers that it serves. Each site must have its own identity and personality (Van Der Geest, 62).
The Kappa Delta site has a broad target audience. The site is mainly for current sisters. However, alumnae, parents, and potential new members are also part of the target audience. It is important to keep all of these people in mind while determining such things as the overall design of the site as well as the information within the site.

Since the current members of Kappa Delta are the main users of the site, they were polled to see what characteristics they would like site to have. Of the sisters that responded to the survey, 35 percent wanted the site to be described as classy. On the other hand, 52 percent of the sisters wanted the site to be fun. The others responded that they would like the site to be a mixture of both of the characteristics.

**Site Traffic**

Another important aspect of a Web site redesign is to take a look at the current site traffic. Kappa Delta members were polled to find out how often they visit the site. Overall, the site traffic was low for current members. Of the sisters that responded, 52 percent rarely visited the site, and 28 percent of the sisters used the site sometimes. Only 20 percent of the sisters reported that they visited the site often. With this information, it is evident that the site traffic needs to be increased.

**Goals and Objectives**

When figuring out goals and objectives, it is important to decide how to best present the subject of the redesign, changes in content, and navigation of the new product. For the redesign of the Kappa Delta Web site, there are three main goals.

The first goal is to make the content easy to read. To do this, it is good use typography that is clear, easy on the eyes, and very legible (Garcia, 4-5).
The second goal is to make the information easy to find. By using navigational tools such as drop-down menus and photo slideshows, it will allow the readers to get the content they wish to read in the least amount of time possible (Garcia, 4-5).

The third goal is to make the site as a whole visually appealing. It’s important to make sure that all content is attractively displayed, increasing the number of readers who will use it (Garcia, 4-5).

With these three goals in mind, a redesign should have the overall objective of creating a publication that not only looks good, but increases readership and communicates clearly. It needs to be clean, elegant, usable, and true to itself (Garcia, 22).

Sketches

After goals and objectives are defined the designer is ready to work on sketches, to visualize abstract ideas, and to make them a bit more real. The designer prepares a version of the site on paper. The sketches can be changed many times until the designer is happy with the presentation. The concepts of the sketches are taken from here to implement the new site (Horton, 44).

Redesign Implementation

In the implementation phase, the designer creates the site and trains others for the launching of the new design. Throughout the entire process, files and templates were created to ensure that the site can be added to and changed by future site managers. Training is an important part of what happens here, since it guarantees that the design will be followed (Van Der Geest, 89-90).
Conclusion

After following the plan of action, the redesign was completed. The members of Kappa Delta Sorority at Ball State University wanted a Web site that was fun yet informative. By working toward the three goals of making the content clear and easy to read, making the information easily accessible, and creating a visually appealing site, Kappa Delta Sorority should be pleased with the new site.


This page is very simple and clean. This is a great starting point for a site. Readers typically do not have a lot of time to sort through everything and make sense of it all. In today’s informational age, readers often resort to surfing and scanning. Often times, less is more for all forms of design. Readers are attracted to single dominant elements, so there is a need to stay away from clutter. This is why it is so important to create storytelling structures that are simple and uncomplicated.

Although this home page has a good start as a clean and simple page, there should be a few adjustments. For instance, the font below the main graphic on the page is a
script font. For many graphic projects, script fonts only add that sense of clutter that should be avoided. It is best to stick with simple serif and sans serif fonts.

Also, the shield seems to be the main graphic element on this page. While having a main graphic element is a good thing, this graphic might not be exciting enough or big enough to draw in the attention of the reader. A cluster of photographs might be the solution to this problem.
The calendar does not seem to work well with the site. Web sites need to stay consistent from page to page in all aspects. This includes headlines, colors, photos, buttons, and text. The graphic treatment of all of these elements needs to be similar in order to let readers know that they are within the same site. The calendar for the old Kappa Delta site strays from the original color palette and layout. This can easily confuse the readers.

Also, the regular navigation buttons on the left-hand side have disappeared for this page. It is extremely important that all pages and buttons are accessible from many different ways. Make it easy to find. Use navigational tools that allow readers to get the content they wish to read in the least amount of time possible. In this instance, readers
would have to go back quite a few steps in order to find much of the information they are looking for. This is a complicated and aggravating process that can easily be avoided with the proper and consistent use of buttons.
Philanthropic Page

In 1998, Kappa Delta announced its national collaboration with this organization of three million girls and young women. With this partnership, Kappa Delta became the first and only national Panhellenic Conference group to adopt the Girl Scouts as a national philanthropy. Kappa Deltas across the country are working with Girl Scouts in a number of ways. Many are sponsoring troops or becoming troop leaders. Alumnae and collegians continue to help Girl Scouts earn patches including the Kappa Delta/Girl Scout patch. These activities include holding workshops and seminars on issues such as etiquette and self-esteem, performing civic work such as planting trees, and sharing in the fun of parties, bonfires, and sleepovers. Many Kappa Deltas celebrate the holidays with Girl Scout troops through Christmas parties and parades and Halloween costume parties, trick-or-treating and pumpkin carving.

In 1921, Kappa Deltas in our founding state became interested in the fine work being done by a pioneer in treating polio victims. William Tate Graham, M.D., became renowned for his revolutionary approaches, and never turned away any patient for inability to pay. Beginning with the support of two beds in the fledgling clinic, Kappa Delta made a commitment to help. Now, more than 75 years later, Children's Hospital treats all manner of children's problems. Still no one is turned away for financial reasons. Kappa Delta's support continues—donating the funds to build an operating room, develop a clinic, and buy a van to transport patients. The sorority is a primary sustaining supporter of the hospital, and Kappa Deltas serve on its boards.

The philanthropic page also has a good start at presenting the information in a visually appealing way. There are graphics to go along with each bit of text, and this will help to hold the interest of the readers. However, the script font is used again at the top of the page. It is best to use typography that is clear, easy on the eyes, and very legible.

The length of the text box is also something that needs to be considered. For instance, newspapers, magazines, and other publications always put text into columns. The flow of the text is a lot easier on the eyes, and it allows readers to follow the text better. In the Kappa Delta site, the readers have to move their eyes from one side of the page all the way to the other side. They can easily lose track of what they are reading.
The Kappa Delta photo album is one area that needs a lot of work. The photographs are split into various categories on the site. Once readers get into a category of photos, it is hard to navigate back to where they came from. For instance, the Twister Tournament is one category listed in the photo album. However, once you are there, it is impossible to go to the other categories of the photo album without going back to the general page for sisters. Again, it is extremely important to make the information easy to find. Use navigational tools that allow the readers to get the content they wish to read in the least amount of time possible.
The alumnae page does not need a lot of work, but there are a few changes that should be made. Again, the text should not run the whole width of the page. This makes it difficult for readers to follow the text.

Also, this page lists various famous alumnae of the sorority. It seems to be very bland and boring at the moment. There is no dominant visual element, and this is important. By adding a photo of each woman beside her description will easily increase the interest of the readers.
Zeta Kappa Web Site Redesign
Pre-production Survey Results

How often do you visit the site?

<table>
<thead>
<tr>
<th>Very Often</th>
<th>Often</th>
<th>Sometimes</th>
<th>Rarely</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>0%</td>
<td>20%</td>
<td>28%</td>
<td>52%</td>
<td>0%</td>
</tr>
</tbody>
</table>

The ZK Web site is helpful and/or informative for:

<table>
<thead>
<tr>
<th></th>
<th>Agree</th>
<th>Disagree</th>
<th>Not Sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Members</td>
<td>71%</td>
<td>25%</td>
<td>4%</td>
</tr>
<tr>
<td>Alumnae</td>
<td>53%</td>
<td>45%</td>
<td>2%</td>
</tr>
<tr>
<td>Parents</td>
<td>58%</td>
<td>30%</td>
<td>12%</td>
</tr>
<tr>
<td>Potential New Members</td>
<td>80%</td>
<td>10%</td>
<td>10%</td>
</tr>
</tbody>
</table>

The ZK Web site is visually appealing:

<table>
<thead>
<tr>
<th></th>
<th>Agree</th>
<th>Disagree</th>
<th>Not Sure</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>59%</td>
<td>35%</td>
<td>6%</td>
</tr>
</tbody>
</table>

What word would you most like to use to describe the new ZK Web site?

<table>
<thead>
<tr>
<th></th>
<th>Classy</th>
<th>Fun</th>
<th>Both</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>33%</td>
<td>52%</td>
<td>15%</td>
</tr>
</tbody>
</table>

Suggestions:

<table>
<thead>
<tr>
<th></th>
<th>Online sign-ups for events</th>
</tr>
</thead>
<tbody>
<tr>
<td>Updated frequently</td>
<td></td>
</tr>
<tr>
<td>Music</td>
<td>Sisters only section</td>
</tr>
<tr>
<td>More pictures!</td>
<td>Online calendar/events</td>
</tr>
<tr>
<td>Interactivity/animation</td>
<td>Member profiles</td>
</tr>
<tr>
<td>Alumnae and parent newsletter</td>
<td>Better design</td>
</tr>
<tr>
<td>More information</td>
<td>Variety of all different sisters</td>
</tr>
<tr>
<td>Easier links</td>
<td></td>
</tr>
</tbody>
</table>

Other Comments:
- A bit outdated and hard to navigate
- Boring, old school
- Good, but a little plain
Kappa Delta Site Map

http://kappadelta.iweb.bsu.edu

About KD
Who We Are: who.htm
Local History: local.htm
Fun Facts: facts.htm
Our Beliefs: beliefs.htm
Philanthropy: philanthropy.htm
KD Did It!: achievements.htm
Calendar: calendar.htm
National KD: www.kappadelta.org

Sisters
Get to Know Us: profiles.htm
Officers: officers.htm
Leadership: leadership.htm

Photos
Sisterhood: sisterhood.htm
Recruitment: recruitment.htm
Formals: formals.htm
Informals: informals.htm
Bid Day: bidday.htm
Twister Tournament: twister.htm
ShamRock ‘N’ Bowl: shamrock.htm
Big Sis Night: bigsis.htm
Girl Scouts: girlscouts.htm
Parents: rents.htm
Initiation: initiation.htm
Senior Tea: seniortea.htm

Join KD
Why join?: why.htm
Recruitment Info: recruit.htm
FAQ: faq.htm

Parents: parents.htm

Alumnae
ZK Alumnae: zkalum.htm
News and Information: alumnews.htm
Famous Alumnae: famous.htm
**Members Only**
Contact List: images/contacts.xls
Calendar: members/memcalendar.htm
Social Events: members/social.htm
Philanthropy: members/philanth.htm
Academics: members/academics.htm
Dues: members/dues.htm
Sisterhood: members/sisterevents.htm
Intramurals: members/intramurals.htm

**Contact Us:** contact.htm
Preliminary Sketches
Home Page

Kappa Delta Bell State
Flash Image
< Buttons -->

Welcome to KD!

Pics of Sisters
Introductory Text

Fun Facts
Complete Header
w/ Buttons

Colors
Green, White

Symbols

Jewels

Photos w/sisters mixed in to give visual appeal.

Sisters (Profile Links)
Header

Get to Know Us!
Omega-Pledge Class
Name
Hometown
Major

Ps. Pledge Class
Name
Hometown
Major

Green + White Table

Introduction (Index)

Zeta Kappa

Let us strive for that which is honorable, beautiful, and highest

Enter Site

Flash Image (Fading Photos w/Audio)

Photo Gallery Page
Complete Header
w/ Buttons

The Twister Tournament

Photo

Users click to see next photo in each group.

Profiles

Jane Smith

Campus Involvement:
Favorites:
Keystone:

Opens in New Page/Window
- Information sent to Alumnae Relations Chair
- Download Alumnae Newsletter

Do you need to update your contact information? Click here with any questions or comments.

Stay connected with the Alumnae News!

Join KA-FAQ

Q: Will I be able to keep up my grades?
A: Challenges?

Q: ?
A: ?
This page is a multi-media slide show. The photographs fade in and out, and there is the sound of sisters singing in the background. The song is upbeat and fun to match the tone of the page. The sorority letters holding the photographs are slightly tilted in order to go along with the fun and playful tone of the rest of the site.

The purpose of this introduction is to get the attention of viewers and make them want to visit and explore the site. Viewers have control over this page, because they can enter the site at the exact moment they want. With the “Enter Site” button, they do not have to wait for the slide show to finish before viewing the home page. The text “Let us
strive for that which is honorable, beautiful and highest” was placed on this page because it is the open motto of the sorority, which is very important to the sisters.
This page shows the overall design template for the site. The colors green and white were used because those are the sorority colors of Kappa Delta. The majority of sisters reported in a survey that they wanted a site with a fun and playful tone. The shade of green used, along with the other bright colors of the circles, gives that fun tone to the page. Also, the circles in the header slowly fade in and out to add some playfulness to the page.

The home page was designed to give viewers easy access to information. The buttons are clear and organized, and the page is not too text heavy. The group of three photos adds a dominant image to the page. Throughout the entire site, the photographs are tilted to add to the fun and playful tone. Also, there is a news brief column on the
right side of the page. This is so that the sorority can continually be showing exciting events and achievements to viewers.
This design is very typical of the main page of each section. When the viewers click on one of the eight green buttons, they are taken to the main page of that section. For most sections, there are many pages within that topic and a new row of light green buttons appears. This main page is used as an overview for the section. It has a cluster of photos as a dominant image. It also has a quote by one of the sisters at the Ball State Chapter. This quote makes the site more personal for the sisters. Like the other main section pages, the text directs the viewer to click on the light green buttons above to learn more about each topic.
This page gives the history of Kappa Delta. The quote at the top is emphasized with bold text and it makes the presentation of the information more interesting. The line length was kept fairly short in order to make sure viewers could easily read the text. There is also a local history page that shares the same design.
This page is designed to present the information in a very clean and simple way.
The tilted photographs add visual appeal and carry the tone of the rest of the site.
About KD - Beliefs

Open Motto
Takata OtoKomen
Let us strive for that which is honorable, beautiful and highest.

Creed
May we, Sisters in Kappa Delta, drive each day to seek more earnestly the honorable and beautiful things.

May we each day through love of those within our circle, learn to know and understand better those without our circle.

May the diamond shield that guards our love find us each day Truer, Wiser, More Faithful, More Loving, and More Noble.

Object
The object of Kappa Delta Sorority is the formation and perpetuation of good fellowship, friendship and sisterly love among its members; the encouragement of literature and education; the promotion of social interest, and the furtherance of charitable and benevolent purposes.

Again, this page is designed to present the information in a very clean and simple way. The photographs and text blocks alternate sides in order to keep one side from being too text heavy.
Kappa Delta Sorority Ball State University

About KD - Philanthropy

Giving to the Community...

Kappa Delta encourages every girl to be her best and continually give back to the community. Kappa Delta reaches out to more than just its members. Every year we put in time and effort to support both our national and local philanthropies. Kappa Delta has more national Philanthropies than any other NPC sorority.

Prevent Child Abuse America

Since 1984, Kappa Delta chapters and alumnae associations have held Shamrock Events—local fund-raisers that support the prevention of child abuse. Shamrock Events, staged by thousands of women in hundreds of communities nationwide, are held throughout the month of March and have earned local and national media attention. A full 80% of the money raised stays in the community and is donated to local child-abuse prevention agencies; the remaining 20% is donated to PCA America’s national office for its national programs. PCA America was founded by a Kappa Delta, the late Donna Stone, Lambda-Northwestern. Here at Ball State, Kappa Delta hosts Shamrock ‘N Bowl to get students, parents, alumnae, and the community involved in the fight against child abuse.

Girl Scouts of the U.S.A.

In 1996, Kappa Delta announced its national collaboration with this organization of three million girls and young women. With this partnership, Kappa Delta became the first and only national Panhellenic Conference group to adopt the Girl Scouts as a national philanthropy. Kappa Delta sororities across the country are working with Girl Scouts in a number of ways. Here at Ball State, Kappa Delta made friendship bracelets for the girls, held a pajama party for a local troop, helped with Girl Scout meetings, and much more.

Children’s Hospital of Richmond, Virginia

This page was designed very similarly to the “Beliefs” page above. There is a brief introduction at the top, and then the photographs and text blocks alternate sides in order to keep one side from being too text heavy.
Kappa Deltas at Ball State University are very competitive and hard working, so it is important to have a page to show off the sisters’ accomplishments. This page focuses on the information presented. At the bottom of the page, the list of sisters is presented in a very clean design. Green and white strips are used in order to help the viewer’s eyes stay on track. This is a very common design element for lists throughout the entire site.
Kappa Deltas have a very busy schedule. The purpose of this calendar is to show prospective new members, parents, alumnae, and other viewers the main events of the semester. It is not a full calendar, but an overview of the main events. The full calendar is not presented for all viewers to see because there are certain events such as Big Sis Night that are supposed to be a surprise to the new members that are not initiated yet. Also, in today’s world, posting the full schedules with event times and places could put the sisters in danger. For this purpose, there is a full calendar in the “Members Only” section.
The "Sisters" section is the place to learn a little more about the sisters in the Zeta Kappa Chapter. It includes a list of sisters with their profiles, a list of chapter officers, and a list of leadership activities that sisters are involved in. The main page has a quote and explains a little about what sisterhood means to the women. Again, it follows the overall layout of other main section pages.
This page is designed with the green and white strips to provide clarity to the page. These strips, in the sorority’s colors of green and white, make it easier for readers to stay on track and follow the information. The members are listed by pledge class. The information included is each sister’s name, hometown, and major.
The names in bold are the sisters that wished to have a profile. When the viewer rolls over a name in bold, it changes to green in order to show that it is a button. When the name is clicked on, a profile for that sister pops up. It includes a photograph of the sister, some of her favorite things, and activities that she is involved with on campus.

Each profile looks like a page out of a notepad. The design of the profile matches the rest of the site. The colors and fonts are consistent, and the circles in the bow are designed to look like the header of each page.
This page shows the names of the council and appointed officers. Again, the green and white strips are used in the list for organization and clarity. This way, viewers can keep their eyes on track with the information presented.
This page is mainly for showing prospective new members, parents, and the community how involved the sisters are in campus leadership activities. After a short introduction about Kappa Delta’s goals in leadership, the list is presented in the same simple and clear layout as the rest of the site.
This section contains 12 different photo galleries for viewers to take a look at. The main page is kept simple, and it directs the viewer to click on the photo gallery categories. The tilted photographs on the page match the design of the rest of the site and add a dominant image.
This is an example of one of the photo galleries. The photographs are large and dominant on the page. There are buttons to go forward or backward from picture to picture. When the viewer rolls over one of these buttons, it turns green to let them know it can be clicked on. Each photo gallery was designed in Macromedia Flash. This program enables each slide show to be navigated in a very smooth process.
Join KD - Main

The “Join KD” section is the place to learn a little more about joining the sorority. It includes a page with frequently asked questions and even links to Ball State University’s recruitment Web site. The main page has a quote and directs the reader to click on the buttons above to learn more. Again, it follows the overall layout of other main section pages.
This page is designed to give potential new members a close look at what sorority life is like. The bold and capitalized text gives emphasis to certain parts of the page. The information presented is a personal and specific account of what sisterhood means to the Zeta Kappa Chapter. Following the style of the other pages in the site, the photographs were added to give a dominant image to the page.
Join KD – Frequently Asked Questions

How will being in a sorority affect my academics?

Sorority women consistently have higher grade point averages than non-greek women. Kappa Delta holds weekly study tables that are mandatory for all sisters. These help us to stay focused and prepared, since our number one obligation at Ball State University is academics. We also have several events throughout the semester such as alcohol awareness seminars, national officer visits, recruitment events, and philanthropic events. Social development is encouraged but scholarship is a priority.

Will I be hazed?

No. Kappa Delta upholds a very strict anti-hazing policy.

Do you hang out with only one fraternity?

No. Kappa Delta encourages participation with all groups on campus. We like to get to know and

This page has the goal of answering any questions a potential new member might have about joining a sorority. The graphics on the left-hand side of the page were created to add a visual element to the page. These graphics also provide breathing room for the text. With the extra space, the page does not seem too text heavy. The questions are in bold to separate them from the answers.
After explaining to potential new members what sorority life is all about, it’s important to provide information about how to join. This page gives links to Ball State’s Panhellenic Web site, as well as Ball State’s overall recruitment Web site. Also, viewers can simply click on the button on this page to send an E-mail directly to Kappa Delta’s Vice President of Recruitment.

The photograph was specifically chosen for this page because of its content. The green banner matches the color of the site perfectly and it sends the message of the page. It names the sorority and also says “Go Greek”.
Parents

Kappa Delta Sorority Ball State University

About KD  Sisters  Photos  Join KD  Parents  Alumni  Members Only  Contact Us

Kappa Delta realizes that it is important for parents to be involved with and understand our collegiate chapters. Who is more interested in the welfare of our collegiate members than their parents?

At Ball State, we invite parents to various events throughout the year. These events include a Mom’s Day Luncheon, a Dad’s Day Softball Game, and our Senior Tea reception.

If you have questions about Kappa Delta or greek life in general, please feel free to take a look at Kappa Delta’s Parent Packet or visit our site’s Frequently Asked Questions page.

This page was designed to meet the needs of parents. If parents have questions, this page directs them to a parent packet from National Kappa Delta that can be downloaded. It explains the benefits of sorority life so that parents can be more informed. Also, there is a link on this page that takes parents to the “Frequently Asked Questions” page in the “Join KD” section of this site. The buttons are green and change to black when rolled over so that viewers know they can click on the text.
Alumnae - Main

Kappa Delta Sorority Ball State University

About KD | Sisters | Photos | Join KD | Parents | Alumnae | Members Only | Contact Us

Kappa Delta sisterhood does not end at graduation. In fact, you can be involved as an alumnae in many ways.

From local alumnae associations to Ball State's homecoming to our annual ShamRock 'N Bowl event, the Zeta Kappa alumnae get to stay active in Kappa Delta events throughout their lives.

Click on the links above to see our Zeta Kappa alumnae, get alumnae news and update information, and learn about famous Kappa Deltas.

The “Alumnae” section is the place to learn a little more about life in Kappa Delta after graduation. It includes a list of all Zeta Kappa Alumnae, a news and information page, and section about famous alumnae of Kappa Delta. The main page explains how Zeta Kappa alumnae stay involved in the sorority after graduation, and it directs viewers to explore the other pages of this section. Again, it follows the overall layout of other main section pages.
This page is designed with the green and white strips to provide clarity to the page. These strips, in the sorority’s colors of green and white, make it easier for readers to stay on track and follow the information. The alumnae members are listed by year of initiation since the chapter’s founding in 1992.
This page was designed to meet the needs of alumnae members of the Zeta Kappa Chapter. If alumnae have questions or comments, this page lets them send an E-mail to the current Alumnae Relations Chairperson. Also, alumnae are encouraged to update their contact information with the chapter on this page. Many times alumnae like to know about news and the events that are happening in the chapter after they leave. There is a link to download the latest edition of the Alumnae Newsletter that is published by the Zeta Kappa Chapter. The buttons are green and change to black when rolled over so that viewers know they can click on the text.
Alumnae – Famous Alumnae

Famous Kappa Delta Alumnae
Through the years, many Kappa Deltas around the United States have grown to achieve great things. Here are just a few of those outstanding women.

All Landry
Miss USA 1996, film actress, television actresses, Frito-Lay spokesperson “Combos Girl”, accomplished model. All was named by People Magazine as one of the 50 most beautiful people in 1998.

Suzy Spafford Lidstrom
Creator of the Suzy Zoo greeting cards and stationary products marketed worldwide. Suzy’s characters are recognized internationally. Beginning in 2004, Suzy’s Zoo calendars became the first commercially printed calendars to carry the designation of National Women’s Friendship Day, celebrated on the third Sunday of each September.

Ellen Albertini Dow
Stage, television, and movie actress, best known by the “Broadway Gals” video in...

This page was designed very similarly to the “Philanthropy” page in the “About KD” section. There is a brief introduction at the top, and then the photographs and text blocks alternate sides in order to keep one side from being too text heavy. Sticking with the tone of the rest of the site, the photographs are tilted to add an element of fun.
This section is password protected for current sisters only. There is no confidential information on these pages about Kappa Delta Sorority, but these pages contain information that is not pertinent for non-members to know. Also, in cases of the contact sheet and calendar, it might be dangerous to post the information for the whole world to see.

The text on this page directs the sisters to view the contact list and to get more specific information about chapter events, dues, and study tables. Most of the pages in this section have a similar design. Text is run on one side, with one dominant photograph on the other. This design is simple to update in order to keep the information on the pages very current.
The calendar in this section gives specific times and dates for chapter events, which should be a great reference for sisters. Just like the photo galleries, there are buttons to go forward or backward from month to month. When the viewer rolls over one of these buttons, it turns green to let them know it can be clicked on. Each month was designed in Macromedia Flash. This program enables each month to be navigated in a very smooth process.
This page is designed to keep sisters updated about all social events. Homecoming, Greek Week, formal dances, mixers, cookouts, and other events will be listed on this page from time to time. There is a link to RSVP to the formal dance, and even a place to E-mail the social chair in order to get more information about events. This should be a helpful resource for the sisters. Visually, the design stays constant with the rest of the site.
This page is designed to keep sisters updated about all community service and philanthropy events. When events are coming up, there will be a link to E-mail the Community Service Chairperson if any questions arise. Also, when certain community service activities come up, sisters will be able to sign up for the event on this page. This should be a helpful resource for the sisters in order to get involved in the community. Visually, the design stays constant with the rest of the site.
Kappa Delta Sorority holds study tables throughout the week with certain proctored times. Often, sisters don’t remember when the study times are. This page has a link to download the study tables time sheet. Now, sisters will have access to this document as long as they have access to the internet. This should be a helpful resource for the sisters in order to keep sisters performing academically. Again, the design stays constant with the rest of the site.
This page is very important because it answers questions about dues. Sisters can click on a link that visually matches the links on other pages. This link will download a document that shows what each sister owes for the semester in dues. Also, there is a link to E-mail the Treasurer of Kappa Delta to check balances, budgets, or ask other questions.
Kappa Delta Sorority holds various sisterhood events throughout the month. These events are not on the original calendar that is created at the beginning of the semester, so this page will post updated information about these events. Now, sisters will have access to the details of each sisterhood event, such as movie nights, dinners, bowling, and trips to Chuck E. Cheese. This should be a helpful resource for the sisters in order to keep attendance up at these events.
Sisters reported that communication for intramural events was a big problem. Often times, intramural times and dates were announced last minute. By posting the details of these events, sisters can be up-to-date and ready to play. It should greatly cut down on the amount of mass E-mails sent about these events.
The last page of the Kappa Delta site contains contact information. It includes a mailing address, and it also has the sorority’s suite location so that potential new members will know where to find it for events such as recruitment. Also, there are certain officers that other Greek chapters, alumnae, and parents might want to get a hold of. These offices include the President, Recruitment Chair, Social Chair, Alumnae Relations Chair, and Technology Chair. For these positions, there is a direct link to E-mail the sister. Viewers will be able to come to the site and get the exact information they were looking for.