

PHASE 1 · KICKOFF & DISCOVERY

Page-Type Inventory & Template Plan

A first-pass audit of **guilford.edu** (Drupal 11), and the consolidation of its page types into a refreshed primary template, five reusable templates, and a portable brand frame for the non-Drupal systems it links to.

CLIENT

Guilford College

ENGAGEMENT

Website & Analytics
Refresh

PREPARED

Jun 2026 · Ellis Agency

STATUS

Internal · Confidential

00 The refresh, in one page

Phase 1 is a facelift & UX refresh of the existing Drupal 11 site — **not a rebuild**. The contract covers a refreshed **primary theme** plus **five reusable Drupal templates**, with a portable **HTML/CSS/JS frame** for the non-Drupal systems it links to — bringing consistency to every page type across guilford.edu.

10

distinct page types inventoried

1+6

primary + reusable templates
(incl. a portable frame)

3→1

bespoke listings unified
(news · events · directory)

a1

access dependency to finalize the audit

STATUS OF THIS AUDIT

This is a **public-site first pass** from a crawl of guilford.edu. A complete content-type audit needs **Drupal 11 admin + GA access** (prerequisite task a1). The template count & mapping should be re-confirmed against the real content model once access lands — see §6.

Biggest finding

Program-detail is fragmented. There is no standardized program template today — /AnalyticsMajor is an old news-style page, and structured data lives in a separate system (catalog.guilford.edu). This is the top consistency opportunity, and the main in-vs-out decision for the five.

DECIDED SINCE v1

Audience priority is locked — Jean confirmed Ty's order, so the homepage & hub CTA emphasis is final (no longer pending). And a **portable brand frame (T6)** has been added for the linked **non-Drupal** systems, which stay out of scope to rebuild.

Governing directives — every template honors these

Audience priority — locked

Far-more-prominent Give CTA

Clear Apply / Enroll

Image focal-point fix

Mobile + desktop

WCAG AA

“Modern Heritage” look

01 Current-site page-type inventory

Ten distinct page types observed on the live site — with audiences, prevalence, and the problem each one carries (tied to crawl evidence and the kickoff directives).

01 Homepage

Highest leverage

Front door; route every audience to its path; surface news, events & giving.

AUDIENCE
All audiences

ISSUE The Give section sits **after** the academics/admissions pathways and is only “moderately prominent” — the kickoff wants it far more prominent. Hero subject to the crop bug.

02 Section / Landing (Hub)

High · the backbone

Top-of-section overview that routes to child pages — the dominant, most-reused pattern.

AUDIENCE
All (skews per hub)

ISSUE Visually **inconsistent** hub-to-hub: hero, card-grid, stat-callout and sub-nav treatments all vary. The single biggest consistency problem.

03 News / Story article

Highest volume

Editorial article, press & magazine story.

AUDIENCE
All · alumni/community heavy

ISSUE A long tail of legacy articles with drifting formatting; dated share row; no consistent footer CTA; ADA risk on heading order & alt text.

04 News / Story listing

1 index + category views

Filterable, paginated feed of stories by category.

AUDIENCE
All

ISSUE Canonical index path unreliable (/news 404s); filtering/pagination not shared with events or directory listings.

05 Program / Major page

Many programs · no template

Describe an academic program or major.

AUDIENCE
Prospects (+ current)

ISSUE **No standardized program-detail template.** One-off news-style pages; structured data split into `catalog.guilford.edu`; `/program-finder` is a landing, not an index.

06 People directory

1 index

Searchable faculty / staff directory.

AUDIENCE

Current students · faculty · prospects

ISSUE A-Z / Faculty / Staff filters + “Load More” work, but it is a bespoke pattern not aligned with the other listings; ADA risk on filter controls.**07 Person profile**

One per person

Individual faculty / staff / counselor bio.

AUDIENCE

Audience-dependent

ISSUE Standalone profile layout is inconsistent with the counselor blocks embedded on hubs; photo focal-point risk; uneven field completeness.**08 Events listing + detail**

Recurring

Calendar feed plus individual event pages.

AUDIENCE

Current students · community · prospects

ISSUE Yet another bespoke listing/detail pattern; event-detail formatting & CTA inconsistent; mobile calendar usability; ADA on date/time semantics.**09 Interior / general content**

Very high · long tail

The long tail: policies, history, mission, aid detail, FAQ, Title IX.

AUDIENCE

All

ISSUE Body + breadcrumb + sidebar drifts page to page; ADA risk in legacy tables, heading order & link text; weak or absent CTAs.**10 Conversion / campaign landing**

Several one-offs

Single-goal page (apply, viewbook, giving initiative).

AUDIENCE

Prospects · donors

ISSUE Inconsistent one-offs; a strong candidate to standardize so enrollment & giving conversion pages share a focused, distraction-light shell.**Cross-cutting problems — fix once, globally****Buried Give CTA**

Giving is under-emphasized site-wide; make it far more prominent, the homepage especially.

Image focal-point bug

Drupal crops wrong (a tree instead of a student). Fix at the media focal-point / crop config, not page-by-page.

Consistency drift

Heroes, card grids, stat callouts, sidebars & CTA bands differ across types — the biggest UX issue to solve.

Mobile & ADA

Most students are on phones; legacy body & bespoke filters carry the most accessibility risk. Mobile + desktop, WCAG AA.

02 One primary + six reusable templates

Templates can't cover every one-off, so we prioritize by reuse and leverage — absorbing the highest-volume, most-inconsistent types first. Each is built from a **shared component kit**, so a small count covers a wide surface. **P0 + T1-T5** are Drupal templates; **T6** is a portable frame for the non-Drupal systems the site links to.

P0

Primary • Homepage / Front Door

The refreshed primary theme, expressed as the homepage (detailed in §3).

Audience-pathway block

Prominent Give

Clear Apply

News + events feeds

Focal-point hero

WHY Sets the Modern Heritage baseline every other template inherits.

T1

Section / Landing Hub

Absorbs all hubs — Academics, Admissions, Student Life, Who We Are — and the “Information For” audience landings.

Section hero + CTA cluster

3/6-up card grid

Stat callout band

Promo banner

Sidebar / sub-nav

WHY Standardizes the most-reused, most-inconsistent pattern — the core consistency win.

T2

Article / Story

Absorbs the highest-volume type — news & editorial — into one clean reading template.

Breadcrumb

Hero + focal-point

Pull / inline quotes

Category tags

Footer CTA band (incl. Give)

WHY Tames the biggest legacy volume into one AA-clean template, and finally gives every story a conversion exit.

T3**Filterable Listing / Index**

Unifies three bespoke listings — news, events & the people directory — into one pattern.

Compact hero

Filter / sort controls

Type-aware cards

Profile card

Pagination / Load More

WHY Collapses three one-off listing UXs into one accessible, mobile-friendly index. Fixes the /news index reliability.

T4**Profile / Person + Program detail**

Unifies person profiles, event detail and — pending the \$6 decision — program / major detail.

Identity / banner hero

Structured meta

Rich body

Related cards

CTA band

WHY Directly answers the program-detail fragmentation finding — a real, repeatable detail shell that can surface catalog data.

T5**Interior / General Content**

Absorbs the very-high long tail: policies, history, mission, aid detail, FAQ, Title IX.

Compact title hero

Rich body

FAQ accordion

Accessible tables

Section sidebar + inline CTA

WHY Brings the long tail into one consistent, AA-correct body shell — and adds CTAs to otherwise dead-end pages.

T6**Portable Brand Frame — non-Drupal systems**

A standalone HTML / CSS / JS shell (header · nav · footer · CTA system · brand tokens) a system administrator drops into the linked systems that are **not** on Drupal 11 — catalog, events, giving — to keep them visually consistent. Those systems stay out of scope to rebuild; this brands them.

Drop-in header / nav / footer

CTA system

Brand tokens (CSS vars)

Framework-agnostic

No backend assumptions

WHY Extends the refreshed look beyond Drupal without owning those systems — one frame, many platforms.

SCOPE — NON-DRUPAL SYSTEMS

Systems the site links to that are **not** on Drupal 11 — `catalog.guilford.edu`, the events platform (if third-party), `giving.guilford.edu`, and similar — are **out of scope to rebuild or template**. Instead they receive the **portable T6 frame**: a drop-in HTML/CSS/JS shell a system administrator applies so they read as one brand with the refreshed site.

Folded in / handled as variants (no extra template)**Conversion / campaign landing**

A distraction-light **variant of T1** (or T5). A fully bespoke, nav-stripped conversion shell would be a **change order**.

Audience landing pages

Folded into **T1** — they share the hub pattern — rather than spending a template slot.

03 Primary (homepage) template — P0

The refreshed theme, instantiated on the homepage. It must serve **all** audiences (no repeat of the 2018 enrollment-only narrowing) while ordering emphasis by the governing priority — now **confirmed by Jean and locked**.

AUDIENCE-PATHWAY BLOCK · GOVERNING ORDER · LOCKED ✓

- 1 **Prospective students & families** — lead pathway; clear Apply / Request Info / Visit (keep HS · Transfer · Graduate · Adult · International sub-paths).
- 2 **External constituents** — (a) donors, (b) alumni, (c) wider community.
- 3 **Current students** — **~60% of traffic is direct/repeat**; give them a fast, prominent re-entry path despite lower stated priority.
- 4 **Faculty & staff.**

02 **Far-more-prominent Give CTA** — a distinct, high-contrast action in the hero / primary CTA zone, not buried below the fold.

03 **Clear enrollment CTA** — unmistakable Apply Now + Request Information + Schedule a Visit.

04 **News + events feeds** — standardized to the T3 listing card styles, so home feeds match their index pages.

05 **Giving + viewbook promos** — retained but re-prioritized so giving reads as a primary action.

06 **Faculty/staff news + social** — retained (serves audiences 3–4).

07 **Hero focal-point control** — fixes the tree-instead-of-a-student crop on the highest-traffic page.

08 **Modern Heritage** — visual system · mobile + desktop · WCAG AA throughout.

04 Page-type → template mapping

All ten observed page types map onto P0 + T1-T5 (Drupal). Linked **non-Drupal** systems get the portable **T6** frame. Remaining trade-off: program-detail rides T4 pending the §6 decision; conversion landings are a T1 variant rather than a dedicated template.

#	CURRENT PAGE TYPE	TEMPLATE	NOTE
01	Homepage	P0	Audience-priority pathways; prominent Give; clear Apply; focal-point fix.
02	Section / Landing (Hub)	T1	Includes the “Information For” audience landings. The core consistency win.
03	News / Story article	T2	Highest volume; adds a standardized footer CTA band (incl. Give).
04	News / Story listing	T3	Fixes /news index reliability; shared filter UX.
05	Program / Major page	T4	Drupal pages → T4 (client decision, §6). Catalog system is non-Drupal → T6 frame.
06	People directory	T3	Profile-card variant of the shared listing.
07	Person profile	T4	Unifies standalone profiles + embedded counselor blocks.
08	Events listing	T3	Event-card variant.
08	Event detail	T4	Structured-record + body + CTA variant.
09	Interior / general content	T5	The long tail: policies, history, FAQ, Title IX, aid detail.
10	Conversion / campaign landing	T1*	Distraction-light variant; bespoke shell = change order.

COVERAGE P0 + T1-T5 cover **all 10** Drupal page types; linked **non-Drupal** systems (catalog · events · giving) get the portable **T6** frame. T1* = distraction-light T1 variant.

05 Shared component kit

The Drupal templates are built from one modular kit — so consistency, the focal-point fix, and ADA/mobile become one-time global efforts, not per-page work. The portable **T6** frame reuses the same brand tokens and header/footer/CTA components, so non-Drupal systems match too.

Hero variants

full-width · section-title · compact · identity — all with focal-point control

CTA system

primary cluster (Apply / Request Info / Visit) + prominent Give; audience-priority order

Card grids

3/6-up teasers · story card · event card · profile card

Stat callout band

e.g. “52% people of color”

Promo banner

affordability · Rise · viewbook · Guilford Gives

Filter + pagination

one accessible filter/sort + “Load More”

Article body

pull/inline quotes · FAQ accordion · accessible tables

Wayfinding

sidebar / sub-nav · breadcrumb · social share · tags

THE PAYOFF

Because every template draws from this one kit, the **image focal-point fix** and the **ADA / mobile** work are done **once, globally** — not re-solved page by page. The same kit powers the T6 frame, so the look carries onto the non-Drupal systems with no extra design.

06 Open questions, dependencies & decisions

What the account lead and client need to settle for the design phase to proceed cleanly.

HARD DEPENDENCY — BLOCKS A COMPLETE AUDIT

a1 — Obtain Drupal 11 admin + GA access. Required to enumerate the real content types, paragraph/block types & view modes, see unpublished/low-traffic types, and validate the volume & priority assumptions against GA (e.g. the ~60% direct/repeat figure). Re-confirm the template count & mapping against the actual content model once access lands.

RESOLVED ✓

Audience priority — locked (Jean confirmed Ty's order). **Sixth template — added:** the portable T6 frame for non-Drupal systems, which are confirmed **out of scope to rebuild/template**.

Decisions still open for the client / account lead

- 01 Is program-detail in or out of the five?** For the **Drupal** program pages: recommended **in** via T4 (high consistency leverage). A true program content-type + filterable index would be a **change order**. (The catalog system itself is non-Drupal → T6 frame.)
- 02 Inventory the linked systems.** Confirm which are **Drupal** (get a template) vs **non-Drupal** — catalog, events (Localist / LiveWhale?), giving — which get the **T6 frame**. Drives the T6 build list.
- 03 Image focal-point fix scope.** Confirm the Drupal media focal-point / crop config is the root cause and we can set focal points + crop styles (touches the editorial workflow).

Handoffs to sequence from this audit

SEO — redirects (/news canonical), schema, sitemap (before launch)

Art Director — Nav/UX + Modern Heritage primary, then the 5 templates + T6 frame

Copywriter — Give + enrollment CTA copy, hub intros, pathway labels

Analytics — validate volume/priority vs GA once a1 lands

→ **Where this leaves us**

- **Inventory:** 10 distinct page types on the live guilford.edu.
- **Consolidation:** 1 primary (PO) + 5 reusable Drupal templates (T1 Hub · T2 Article · T3 Listing · T4 Profile/Program · T5 Interior) + a portable **T6 frame** for non-Drupal systems — all from one shared component kit.
- **Audiences locked:** Jean confirmed the priority order, so homepage & hub CTA emphasis is final.
- **Scope:** linked non-Drupal systems (catalog · events · giving) are out of scope to rebuild — they get the T6 frame.
- **Still open:** program-detail in/out of the five; the focal-point root cause; and a complete audit needs Drupal 11 admin + GA access (a1) — this is a public-site first pass.

NEXT 3 ACTIONS

1. Land a1 (Drupal admin + GA) and re-confirm the inventory against the real content model.
2. Inventory the linked systems — Drupal (get a template) vs non-Drupal (get the T6 frame) — to set the build list.
3. Kick off Nav/UX concepts → Modern Heritage primary template → the 5 templates + the T6 frame (mobile + desktop).