

SIMPSON
COLLEGE

EduADAWARDS

SIMPSON COLLEGE

Website

2024

SIMPSON COLLEGE

Simpson College Website

The Simpson College website redesign project featured a collaborative partnership with OHO Interactive, which provided primarily leadership and counsel for the design and execution of the new site. The project focused on the primary goal of creating a clear and compelling web presence that fueled enrollment growth in both the traditional and continuing/graduate learning spaces. Additional goals included:

- Refine the College's brand positioning into a more cohesive, focused narrative via the website
- Create a new design that is modern, engaging, responsive, and accessible
- Elevate awareness of and access to all academic offerings
- Streamline and enhance site content to better engage audiences and improve the user experience

These goals were achieved through the use of updated and compelling imagery, student and alumni stories, and programmatic information provided by the institution's academic departments, in addition to the migration of the site from a Drupal CMS to WordPress.

[Simpson.edu](https://simpson.edu)

Simpson College Website Assets



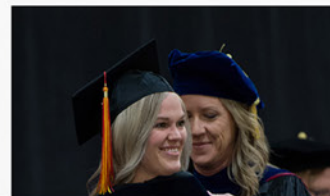
Take Your Future by Storm.

ONLY AT SIMPSON



On-Campus and Online *Opportunities*

Whether you are deciding what to study after high school, considering a graduate degree, or looking for career enhancement, Simpson has an academic program for you.



Opportunities Beyond the Classroom



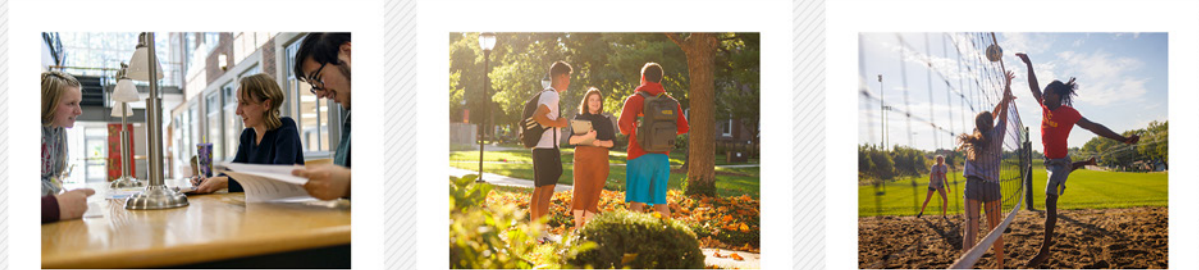
Finding Right Where They Belong



"By being active, I've gotten to know a lot of people. I especially like being in Latinos Unidos—to be part of my community and helping to educate the Simpson community on important topics. Simpson has made me

How We Support & Encourage Your Success

Whether related to the classroom or career, you'll find support when you need it at Simpson. You'll also have the chance to gain marketable skills and gain leadership experience through a host of extracurriculars related to your professional interests.



Take Your Future by Storm

Prime flying conditions. That's why Iowa is a haven for hot air balloons. As part of the Storm community, you will soar too.

100%

of full-time undergraduate students receive financial aid

92%

complete a high-impact learning experience, such as research or study abroad

#1

for value in Iowa, and #5 in the Midwest U.S. News & World Report, 2023

