

Letter from the President



Office of the President, president@uidaho.edu

Dec. 5, 2025

Dear Vandals,

Well before most students visit the picturesque University of Idaho campus, the vast majority of their first impressions come from a laptop or phone. The university's website gives prospective students a glimpse into their future while guiding visitors quickly and efficiently to their destinations.

The U of I's old website was not able to market to prospective students in the most effective and measurable way. The volume of pages and inconsistency of messaging left Google unsure of how to rank our site. The old platform was outdated and no longer supported by the vendor, or Microsoft. Staff spent hours each week simply trying to stop the site from crashing.

We launched a new site in August with rich content that is optimized to perform well in search engines. It guides a clear journey for its two key audiences — prospective students and prospective donors. Since launching in August, the site continues to improve across a number of metrics.

"Early data indicates the site is performing as designed," said

John Barnhart, U of I marketing director. “Search engines are discovering U of I and driving impressive organic traffic numbers to our site.”

The new site’s quality assurance score, which rates how quickly and accurately users can find what they need, is 25% higher than the old site. Accessibility scores for the new website have improved 33% over the old version. And more than 2,200 users clicked the “start your application” button on the U of I Admissions page over the past month.

The new site’s design lays the groundwork for the university to deliver customized content to the user, much like they find on large retail sites like Nike or Apple.

“We must remember, we’re in an attention economy,” Barnhart said. “We’re competing for attention not just against higher ed brands but brands our audience engages with every day. We don’t get a pass for a poor user experience simply because we’re in higher ed.”

We are grateful for the critical financial support the UI Foundation provided for the development of the site. U of I staff continue to make additions and improvements to site content and welcome feedback from the Vandal Family. Like most private organizations, our intranet, serving our internal audience, is now separate from the marketing site. It provides the everyday information the university needs to operate. The new intranet is a work in progress as we continue to build out needs and content.

Meanwhile, a market-leading site with the latest technology is what our university has deployed to engage students, drive collaboration and meet students’ expectations. It’s our best tool for telling our story, sharing our value and building the Vandal Family.

Go Vandals!

C. Scott Green
President



Snapshots

U of I senior investing in the next generation

Paul Myers, a teacher at Fernan STEM Academy in Coeur d'Alene, will earn his bachelor's degree in elementary education next week, and is headed toward a master's degree. Myers has overcome several life challenges, including enduring painful tattoo removal, to become a mentor for the kids he teaches.

[Learn more.](#)

U of I engineering professor leads mining data project

U of I College of Engineering Professor Xiaogang "Marshall" Ma is leading a project to improve mineral data and strengthen Idaho's role in mining research and workforce development. The OneMineralogy project is backed by a \$1.25 million National Science Foundation grant.

[Learn more.](#)

Caron takes reins at Idaho Foundation

Seed Program

Chris Caron joined the U of I as director for the Idaho Foundation Seed Program and the Parma Research and Extension Center last month. The program maintains certified seed varieties of wheat, barley, oats, beans, potatoes, peas, lentils and more. Caron previously worked at Nutrien Ag Solutions in Bozeman, Montana.

[Learn more.](#)

Did
you?
know

The Vandal football team signed 20 new student-athletes on Wednesday. The class of new Vandals was the highest rated class in the Big Sky Conference.



University of Idaho