

We asked what you thought about www.caltech.edu

CALIFORNIA INSTITUTE OF TECHNOLOGY



Caltech

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News for September 5, 2012

Showing the Way to Improved Water-Splitting Catalysts
Scientists and engineers around the world are working to find a way to power the planet using solar-powered fuel cells. Such green systems would split water during daylight hours, generating hydrogen that could be stored and used later to produce water and electricity. But robust catalysts are needed to drive the water-splitting reaction. Now Caltech chemists have determined the mechanism by which some highly effective cobalt catalysts work.

"X" Marks the Spot
Mark your calendars: The next TEDxCaltech will take place on Friday, January 18, 2013. The daylong event, titled TEDxCaltech: The Brain, will be held at Beckman Auditorium. Speakers, performers, and special guests will share their research, discoveries, and ideas—all having to do with the brain.

Princeton Review Recognizes Caltech's Commitment to Sustainability
The Princeton Review has named Caltech to its "2013 Green Honor Roll." Caltech is among 21 schools that received the highest possible score—99—in an analysis that looked at 806 institutions and rated them on environmentally related practices, policies, and academic offerings. These "Green Rating" scores will be published on each school's profile in the new 2013 Princeton Review guidebooks.

Caltech Today

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ATHLETICS

You Said...

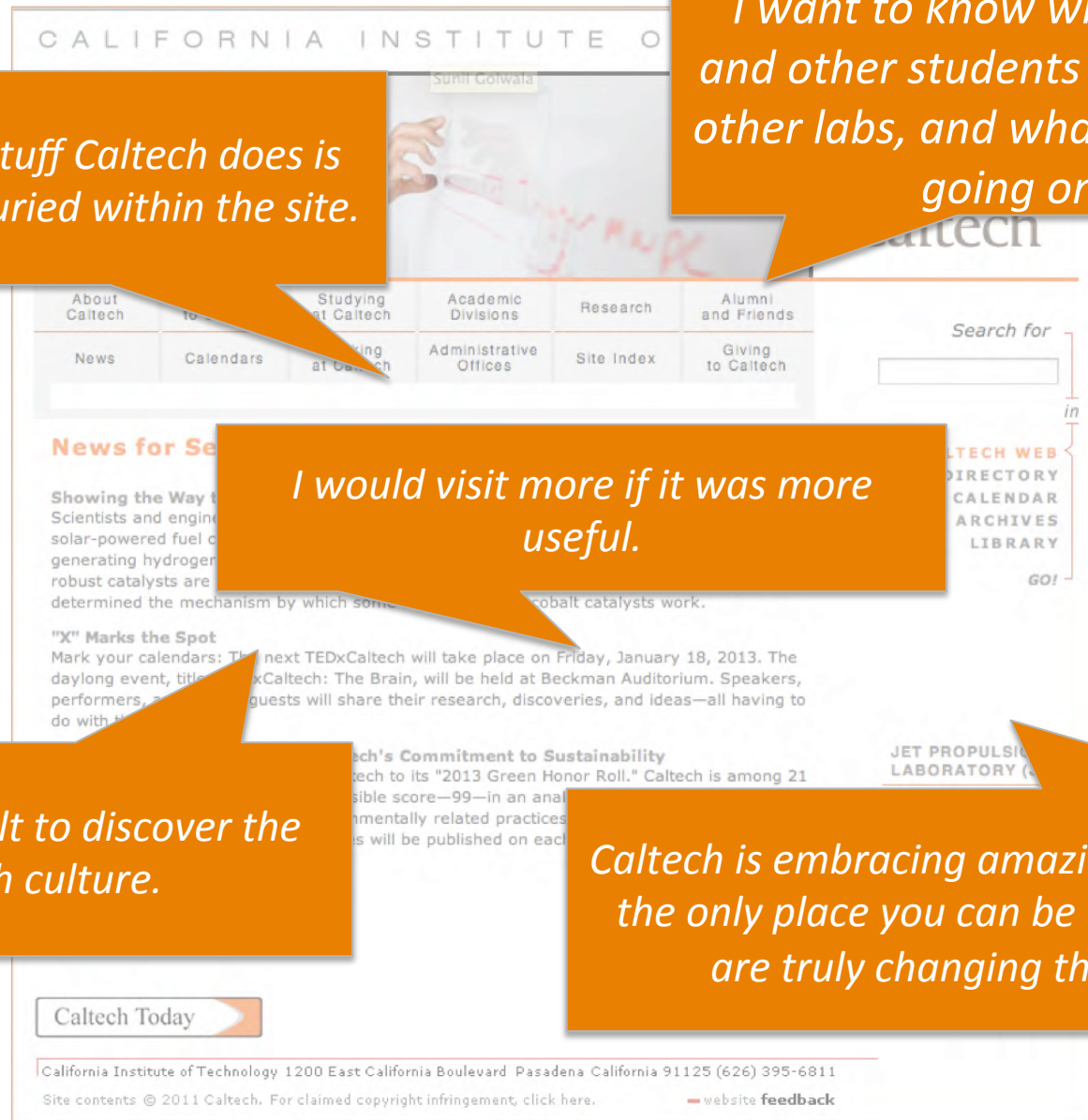
All the cool stuff Caltech does is hidden and buried within the site.

I want to know what faculty and other students are doing in other labs, and what research is going on.

I would visit more if it was more useful.

It is too difficult to discover the Caltech culture.

Caltech is embracing amazing science, it is the only place you can be where people are truly changing the world.



We heard you!



caltech.edu
BEFORE



It's an
extreme
makeover.



caltech.edu
AFTER

WWW
2012
CALTECH

DISCOVER
the new
caltech.edu

WWW
2012
CALTECH

Bold Design

Welcome to the
California Institute of Technology

EXPLORE THE **MENU**

ADMISSIONS | VISIT | DIRECTORY | ACCESS

What are you interested in?

HOME OF NASA'S
JET PROPULSION LABORATORY (JPL)

TEDxCaltech: The Brain

Men's Water Polo Teams Claims Victory

Whatever Happened To . . . the Mars Global Surveyor?

Matthew Elliott: A Model Network

Caltech Recognized for Commitment to Sustainability

Hotter Origin Possible for Martian Clays

CONNECT WITH CALTECH

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Dynamic.
Cool.
Cutting-edge.

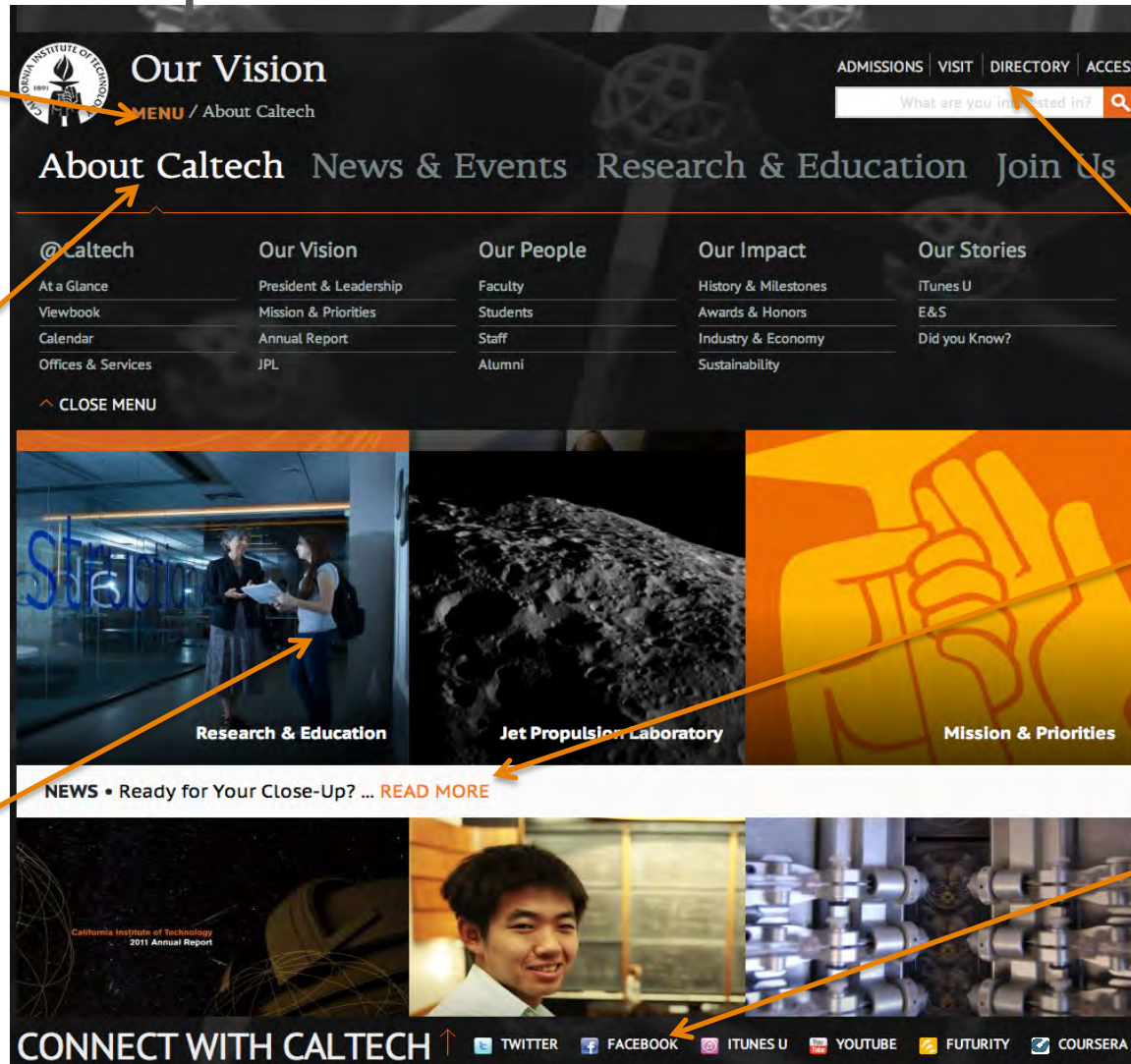
Intuitive Navigation

Explorers Welcome.

Breadcrumbs help you find your way

Rollover menus light up to show links

Clickable photos invite exploration



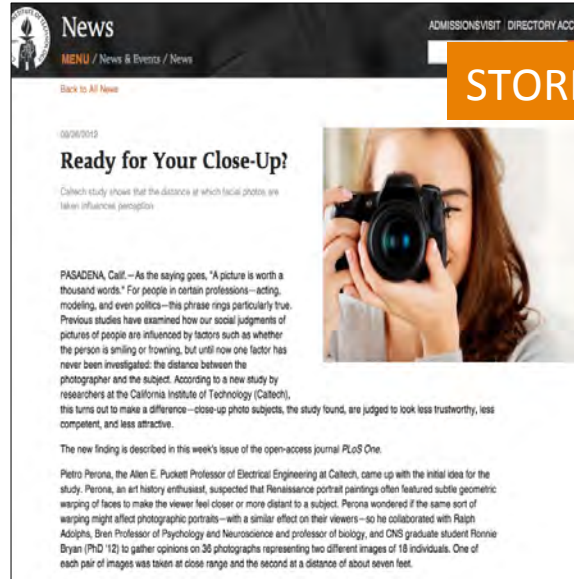
Frequently used links and search appear on every page

Easy access to current news

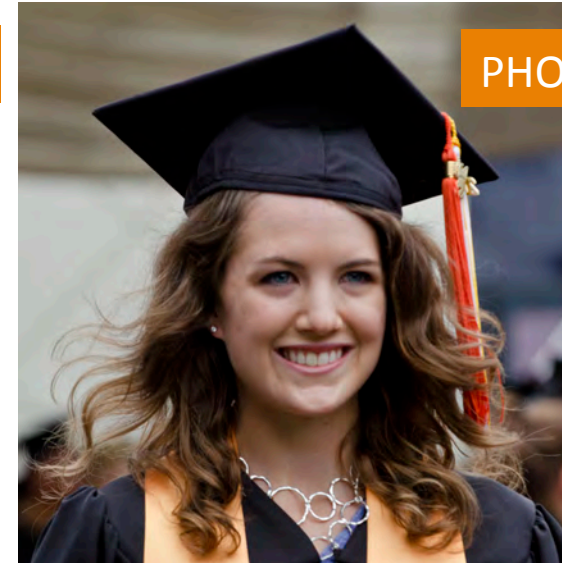
Social media apps keep you connected

Robust Content

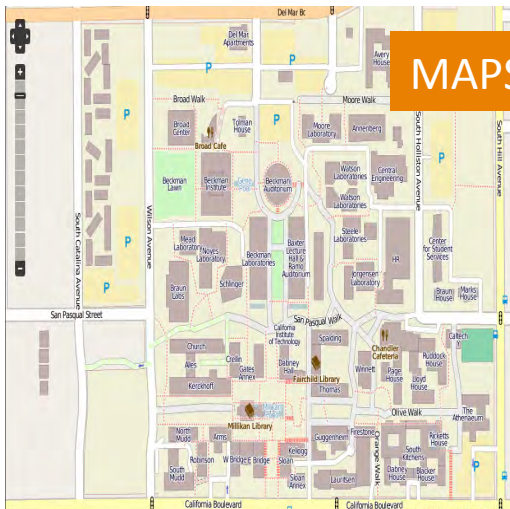
Find everything you're used to -- and so much more.



STORIES



PHOTOS



MAPS



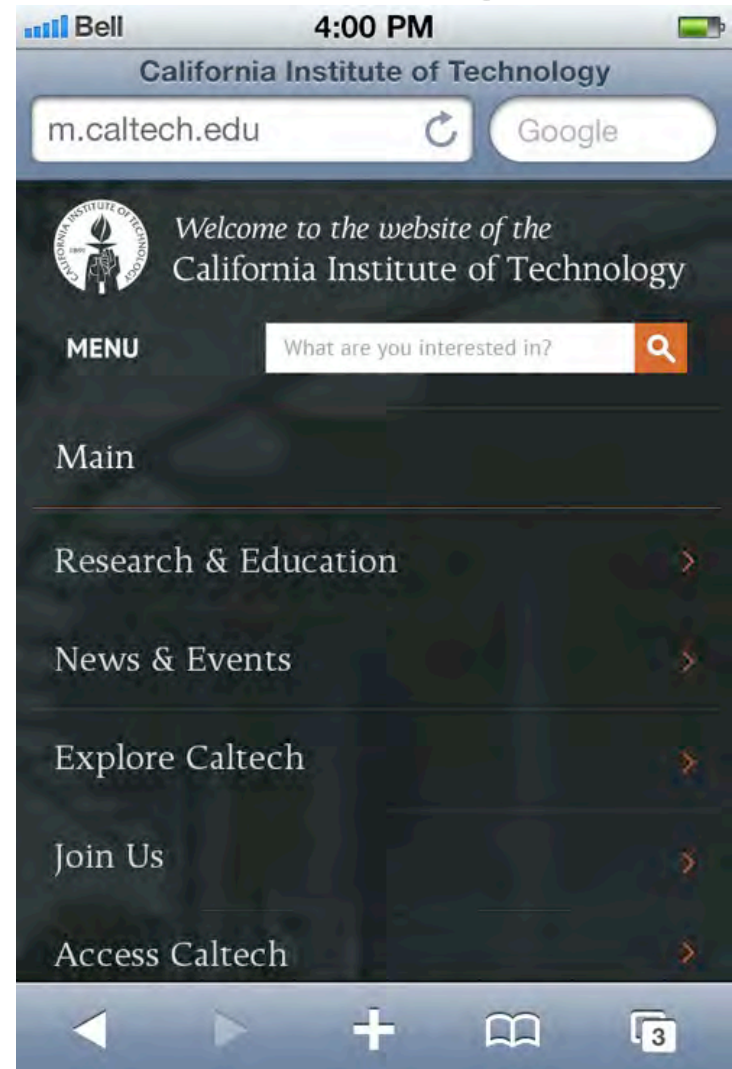
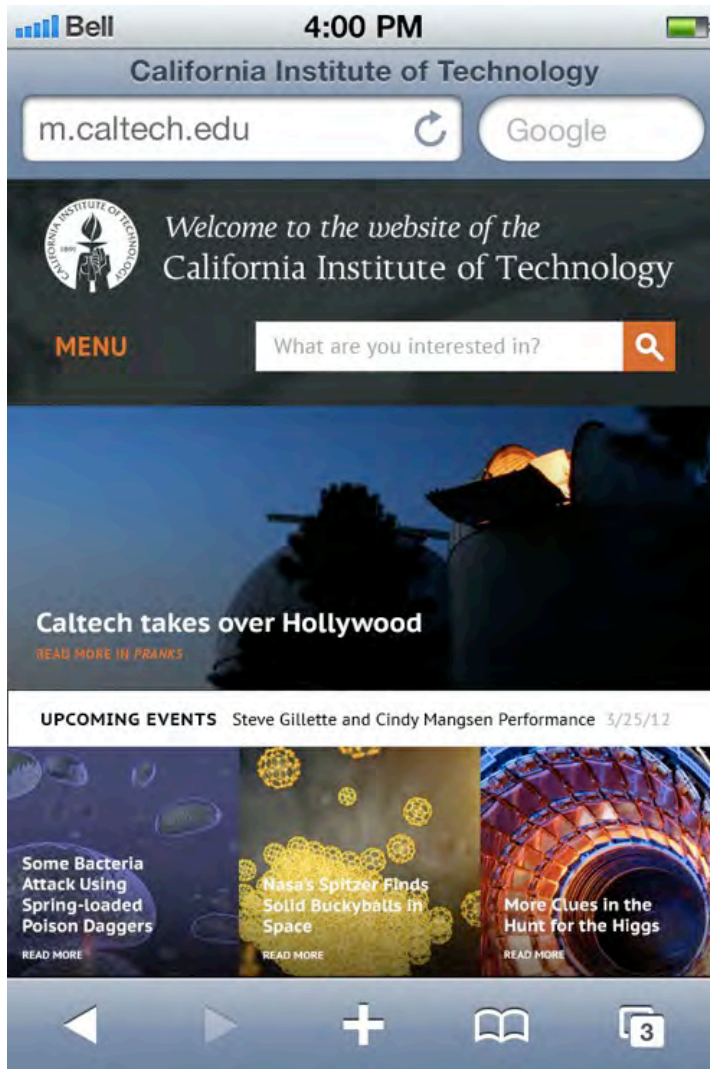
VIDEO



CALENDAR

Mobile

Take Caltech wherever you go.



Enhanced Search

Fast
answers –
no
Googling
required.

The screenshot shows the California Institute of Technology website with a search bar containing the word "mathematics". Below the search bar, there are navigation links for "Caltech Sites", "Directory", "www.caltech.edu", and "Events". The search results are displayed under the heading "advanced search" and include a "Pages" tab. The results list several items, each with a thumbnail image, a title, a brief description, and a URL. The items are: "Caltech Mathematics Department", "CMI-Center for the Mathematics of Information-CALTECH", "Computing + Mathematical Sciences", "Division of Physics, Mathematics and Astronomy", "Unreasonable Effectiveness of Mathematics - E. Wigner", "Mathematics", and "INTRODUCTION TO THE ECONOMICS AND MATHEMATICS OF ...".

Expanded options

Directory access

Refined results

What are people saying now?

Finally it looks like we're not afraid to talk about how awesome Caltech is!

The menus are intuitive and easy to use

Visually spectacular and highly dynamic. A great entry-point to Caltech.

Images were amazing and made me want to dig deeper.

What a colossal improvement!



WWW
2012
CALTECH

The new caltech.edu... It's all yours.

The collage features six panels:

- Top Left:** A microscopic image of a cell with a black arrow pointing to a green fluorescent spot. **Moving Targets: Migrating Cells**
- Top Center:** A screenshot of the Caltech website homepage. It includes the Caltech logo, the text "Welcome to the California Institute of Technology", navigation links (ADMISSIONS, VISIT, DIRECTORY, ACCESS), a search bar, and a menu titled "EXPLORE THE MENU". Below the menu are sections for "About Caltech", "News & Events", "Research & Education", and "Join Us".
- Top Right:** A woman holding a muffin and a green apple. **Making the Healthy Choice**
- Bottom Left:** A woman holding a professional camera. **When Judging Portraits, Distance Matters**
- Bottom Center:** A black and white portrait of Albert Einstein. **13th Volume of Einstein's Papers Published**
- Bottom Right:** A chemical structure diagram of a cobalt complex with phosphorus and ligands. **Chemical Insights About Catalysts**

Time to
take it for
a spin.