On April 1, 2017, the Andrews University website homepage embraced the spirit of April Fool's Day by offering to the public a collection of articles and a video in the form of pranks and hoaxes. The idea behind this mini-campaign is to portray Andrews in a lighthearted manner and demonstrate that we can make fun of ourselves. Andrews University's reputation for serious and rigorous academics and being a frequent thought leader for the global Adventist Church is well-known, but it's only one part of the larger scope that makes coming here special.
For several years there has been a precedent of higher-ed institutions engaging in April Fool's humor. Reputable national marketing and development organizations such as CASE and HigherEdExperts have been publishing lists of top April Fool's pranks on university websites, and have gained a fair amount of traction on social media.

Although this is not a new idea, in 2016 Andrews was the first among Adventist institutions of higher education to engage with this tradition in a significantly visible way. We hope this will help students and others around the world realize that coming to Andrews can be a whole lot of fun.

**Campus Collaboration**

Several University employees worked together to create the 2017 April Fool's edition of the homepage. With the endorsement of University administration, the following is a list of the collaborators on this year's project.

Lathan Bidwell  
Ellie Chuah  
Darren Heslop  
Maxine Murray  
Becky St. Clair

**Full List of Stories**

[Andrews University: Going British](#)  
[Administration Announces Name Change for Andrews](#)  
[A Guide to British Vocabulary](#)  
[Left is Right](#)  
[Beefeaters Stationed at Gate House](#)  
[A Spoonful of Sugar](#)  
['No Going Halfsies'](#)  
[Treacle Tarts, Bubble & Squeak and Mincemeat Pie](#)  
['Big Ben' No Longer 'Big'](#)  
[Mooove 'Em Out!](#)  
[Our Daily Cuppa](#)
Screenshot of Homepage on April 1, 2017

Click on image to enlarge view
ANDREWS UNIVERSITY: GOING BRITISH

The President's Address

Administration Announces Name Change for Andrews
New British-style name reflects European connections

A Guide to British Vocabulary
Quick reference for upcoming transition

Left is Right
Campus map driving
Contact:
PR
pr@andrews.edu
269-471-3322