MAC meeting
10/10/2023

Present: Prue Ruby (Project Manager, primary contact) Jamie Law (assisting) Logan Hoffman (Overall project strategy) Elizabeth Macomber (Strategist) , Jeff Jimerson (Designer) Peter Sapolsky (Brand strategist)
Beth Shields, Kenna Warsinske, Corey Gillen, Margaret Mellinger

**Review Scope
2 Phase approach that doesn’t include final development**

**PHASE 1 Research and Discovery**

**Key tasks that will consolidate into a final a report – findings and recommendations. Turn over raw data as well**

1. **Internal document review**
2. **Strategic communication planning.**
	1. **Send them the OSU Strategic Plan**
	2. **Share drop box**
3. **Look at IA for all sites – broken links, orphan**
4. **Content, type, tone and voice - leverage all kinds**
5. **Online form – Google form**
	1. **Various audiences**
6. **Follow up with focus groups**
	1. **Build from survey**
7. **Web Analytics for the last 12 months**

**PHASE 2**

1. **Universal theme – tie the three sites together**
2. **IA for all three sites**
3. **Uniqueness in CSS**
4. **Functional tech specifications (Kenna, Corey, Beth)**
	1. **Content types, etc.**

**2 HOME PAGE MOCKUPS**

 **10 templates which house content types**

 **Figma prototype**

 **User testing**

**CONTENT DEVELOPMENT IN ANOTHER CONTRACT was mentioned**

**Decision-Making process -** Margaret will sign off on the designs that LIT has the capacity to maintain.  Anne-Marie and Kerri, with input from OSULP, will choose from those options