Meeting with Women and Gender Studies – Jennifer Thomas

Date: 2/27/13

Notes:

**Vision**

Jennifer Thomas, Chair, believes there is too much copy on her site and realizes that it does not speak to her target audience in a voice they can relate to. She would like to highlight the WGS conference, newsletter and diverse interdisciplinary nature of the program. She dislikes the color pink.

**Copy Ideas**

* Text from current brochures and posters
* Examples of how WGS supports women’s efforts in the community
* Examples of how WGS supports women faculty projects

**Visuals**

* Rosie the Riverter
* In need of photographs, was removed from the John Sedor schedule and was never rescheduled
* WGS icon created by marketing

Problems- The site page needs more interactive links, which we identified. The WGS logo needs to be kept in a consistent color. There is no one to update the page, which she would like to happen often, Facebook was identified as a good outlet for updates. A few students would need to be identified as Facebook administrators.

The branding on WGS Wilkes page and Facebook would need to match. A short video promoting WGS could be created to alleviate much of the text on the current page and add an interactive element. No students were identified for this video.

Challenges- The WGS photo shoot is not scheduled in the near future. For now, mock photos in the style she likes, found on stock websites, will be used as placeholders. They will also be used to communicate some ideas to marketing when the photo shoot takes place. No student or script was identified for the video, therefore it can remain an idea that she can implement later, but will not be done within the time frame of this project.

**My Creation Agreement**

I have agreed to send a student to shoot photos at the 2013 WGS conference. I will edit the photos and create page graphics for her from them. I will also create a proposed page mock and new site copy will be written.