



## Discovery brief

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### *Introduction: Discovery findings for LBL Early Learning Hub brand identity*

Below is a summary of what we've learned through documents and information provided by, and conversations with, the LBL Early Learning Hub board and stakeholders since beginning our Discovery process in early February. In this document we're also outlining our recommendations for going forward, including a list of deliverables for the first phase of work.

## Summary of findings

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### **What does the Hub do?**

The LBL Early Learning Hub supports underserved children and families in our region — Linn, Benton, and Lincoln counties, including the Confederated Tribes of Siletz — to learn and thrive by making resources and support more available, more accessible, and more effective.

The Hub achieves its goals through sharing information, distributing funding and other resources, and creating tools that help facilitate communication and collaboration between its partners and the community.

### **Who are the Hub's partners?**

The hub is an alliance of programs, agencies, and service providers including local schools, early education, health, human services, law enforcement, and businesses. A sample of its partners include:

- Benton County Health Department
- Boys & Girls Club of Albany
- City of Albany
- Confederated Tribes of Siletz
- Corvallis School District
- Family Tree Relief Nursery
- Linn County Health Department
- Linn-Benton Community College
- Old Mill Center for Children and Families
- Philomath Police Department
- Samaritan Health Services
- United Way of Benton & Lincoln Counties
- ...and many others

### **Who is the Hub's target audience?**

While ultimately impacting young children is the objective, the Hub primarily will focus its attention on reaching and equipping current and prospective partner organizations. Secondly, the Hub will effectively communicate with decision makers of potential funding sources (e.g. private foundations, state legislature, etc.), influential community members, parents, teachers, and the media.

## Deliverables

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A phased approach is recommended for rolling out the Hub brand identity and related communication tools. Here are the deliverables for phase 1:

1. Logo and tagline (including “in partnership with” versions)
2. Stationery (business cards, letterhead (including Word doc template) with #10 envelopes, blank-you cards with envelopes)
3. Website design, development, and training
4. HTML email template design and development, installed on MailChimp
5. Identity guide with details on logo usage, colors, fonts, etc.
6. Photo library (purchased stock images, combined with images provided by SHS)

Once the initial work is completed, potential deliverables for phase 2 include:

1. A public marketing campaign that could include video, print ads, and various templates for partner organizations to use
2. Annual report and quarterly report template

## Website functional requirements

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The following is a list of must-haves for the Hub website:

- The website content must be easily editable by non-technical staff. This includes editing text and images, adding new pages, uploading documents (e.g. PDFs), etc.
- The website must provide transparent access to information. This includes giving partners and community members access to download meeting minutes, templates and resources, the Hub logo files and identity guidelines, etc.
- The website must allow stakeholders to RSVP for upcoming meetings (e.g. governing board meetings and working group meetings and governing board committees)

- Allow participants to download meeting agendas ahead of time
- Send auto-responder emails to those who RSVP, with access instructions
- Currently using Adobe Connect to provide listen-only live streaming for the public
- The website needs to have an easy-to-use calendar of events, with selected upcoming events featured on the home page (e.g. hub governance meetings, Family Fun Day and other partner events).
  - Offer a publicly-accessible form to “submit an event.” Once the form is completed, an email should be sent to the website admin to approve before automatically posting to the calendar
  - See: <http://www.parentingsuccessnetwork.org/events/community/add>
- The website needs to display a photo of each board member, with a link to view bio information in a separate page or window
- The website must allow users to easily search/sort/find archived documents
- The website must allow users to subscribe to the Hub email list
- The website must allow site administrators to create multiple contact forms with unlimited fields
- The website must be mobile optimized for viewing on smart phones and tablets
- The website must be independently hosted (we can provide hosting recommendations)
- The website must follow ADA website accessibility guidelines
- The website must use Google Analytics, with scheduled reports emailed to website admin

In addition to the above functionality requirements, we learned that it would be helpful to provide you with a brief user guide for site administrators to keep track of passwords and/or special instructions on editing and maintaining the website. Lastly, we learned there is no need for Spanish translated pages on the website.

## Timeline

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All deliverables to be completed by December 31, 2015.

## Next steps

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1. Board to determine the final name for LBL Early Learning Hub
2. Julie Manning to approve MAC cost proposal for phase 1 deliverables (provided separately)
3. MAC to begin work, starting with creating a detailed schedule for milestones and review dates