



A Project of DGME280
Digital Media Management
Mount Washington College
3 Sundial Avenue
Manchester, NH 03103

Thank you for meeting with us and considering 280 Design to help maximize your Internet presence. Based on our conversation, this is how we interpret your needs.

We propose the following deliverables:

1. Improving Online Presence
 - a. Need more overlap between the college's media outlets
 - b. Online Program video reedit *Suggested*
 - i. Make the online point throughout the video not just at the end
 - c. YouTube Channel needs updating
 - i. Videos need to be uploaded sooner - *production*
 - d. Facebook Page needs more oversight
 - i. More links to MWC's media
 - e. Twitter Page needs more oversight
 - i. Twitter needs to be used more - *date of last post*
2. College's website
 - a. Information is out of date - *need spec. examples*
 - b. Some information misleading
3. Promo Videos
 - a. Content needs to reach a larger demographic
 - b. More of the Videos should have the style depth of the Medical Program video
4. Recruitment
 - a. Increasing recruitment for campus programs

We would like to thank you for the opportunity of allowing us to work with Mount Washington College. We look forward to meeting your needs and exceeding your expectations. Please feel free to contact us with any questions or concerns

Best Regards

Joseph Cardello

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