

DELIVERY DATE:

October 1, 2018

Objectives

To evolve the Advancement & Alumni website according to existing strategic needs and to improve overall user experience and engagement by:



Restructuring the existing architecture



Enhancing design and functional elements



Revising or generating new web content



Amplifying access through promotions



Measuring results to inform future evolutions



Building a foundation of engagement pre-campaign

Rationale

The existing Advancement & Alumni website and, in particular, the Giving section is **not currently equipped to meet the needs of the department or the users we serve** through our communications and initiatives. Critical information about our activities is not easily accessible in the existing website architecture, nor is the content made relevant or engaging enough to help us in achieving our strategic goals. In addition, the current architecture does not allow for the promotion of timely, strategically relevant materials, hindering our ability to engage with audiences.

This project represents a **significant opportunity to improve how our key stakeholder groups interact with our key messaging and initiatives through our online channels**, particularly in the lead up to our first major fundraising campaign. By simplifying the overall user experience, optimizing content for online engagement and creating easy ways for audiences to access important and captivating content, the revitalized Advancement & Alumni website will become a central information hub for stakeholders and a major driver of engagement, participation and support among donors, alumni and prospects. Once this foundation has been set, we can more easily conceive and implement ongoing website evolutions to accommodate the new campaign, while also building the online component of our everyday fundraising program.

Goals



Implement all major website revisions by October 2018



Increase web traffic by 25% per month by end of 2018



Ensure all content is kept up-to-date on an ongoing basis



Reduce overall content by 50% across the Giving website

Deliverables

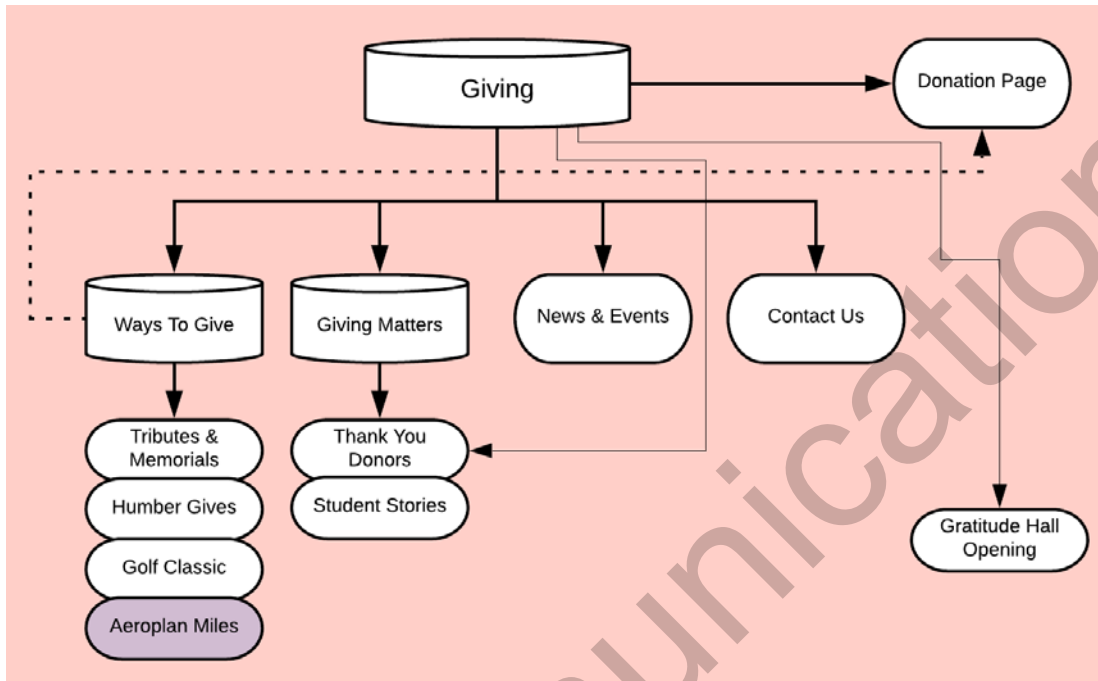
Revised Architecture	Overview comparison of both the existing and proposed frameworks for the Giving section of the website and demonstration of the revised user experience
Wireframes	Series of wireframe mock-ups for all new and revised individual landing pages in the Advancement & Alumni and Giving website architecture; includes sources and rationale for any additional elements
Integration Strategy	Overview of opportunities through both new and existing communications channels to incorporate and promote the revised website with key audiences
Process Map	Outline of all major tasks and responsibilities within the work cycle for this deliverable, including procedures and timelines for content submissions and updates to existing elements and/or copy
Editorial Plan	Sample editorial plan for the upcoming year, incorporating major College and departmental milestones and how these will materialize throughout the website
Reporting Plan	Summary of reporting metrics and frequency of collection

Timeline

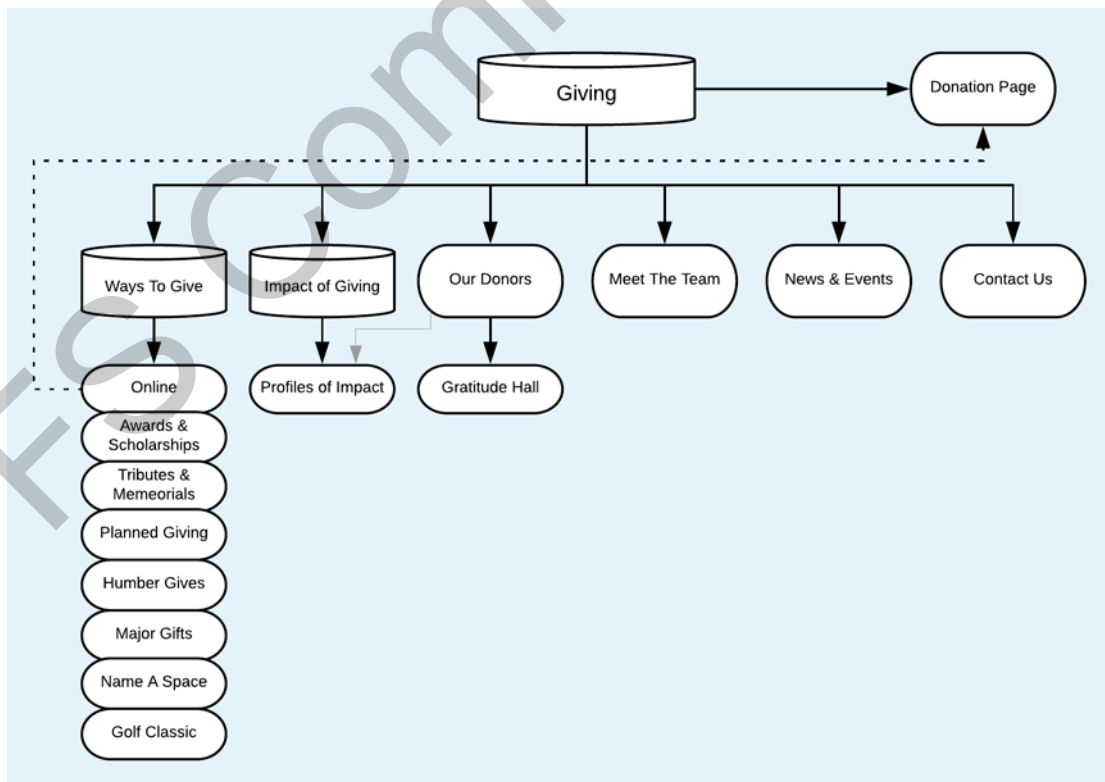
August 2018	Plan Approval; Consultation with Black Cat Advertising
September 2018	Content Creation, Curation & Review
October 1, 2018	Revisions Complete
October-December 2018	Metrics Collection
December 2018	Internal Review (in preparation for Campaign)

Architecture

Existing Architecture



Proposed Architecture



Wireframes

NOTE: All copy is in draft form and is meant to demonstrate space allowances; final copy will be compiled once project plan is approved.

Advancement and Alumni Homepage - replaces <http://humber.ca/advancementandalumni>

Dedicated giving links are standard across the industry. By making this button a permanent fixture on the navigation bar that covers all pages, we can increase awareness and potential participation in our fundraising efforts.



An Advancement and Alumni-specific mission has been added to help foster awareness of our function and to contribute to a culture of philanthropy at the College.

WE ARE WITH YOU ALL THE WAY
 Advancement and Alumni is committed to furthering the vision of Humber College as a leading polytechnic institute by engaging alumni donors, and cultivating philanthropy, sponsorships and partnerships with industry and the community.

AODA-compliant sliders with descriptive text have been used on other pages within the Humber architecture. This element allows us to optimize space on the page by promoting timely and relevant content on an evolving basis and reserving the other real estate for more permanent content. This specific slider will primarily feature imagery that best represents our function at the College.

Giving

Discover how our supporters are making a difference for Humber and our students, and why you should make an impact of your own.

[Find Out More](#)

Alumni

Stay up-to-date on the latest news and events while taking advantage of exclusive benefits and services available only to Humber alumni.

[Find Out More](#)

Awards & Scholarships

Learn how to apply for donor-funded financial support that eases the pressures of tuition as you complete your studies.

[Find Out More](#)

This news feed is meant to provide a simple means of keeping content fresh and updated on our homepage by pulling in all news and updates that are currently funneled into from the Giving News & Events page and the Alumni In The News page.

NEWS & EVENTS

June 2018

2018 Humber Golf Classic raises \$150,000 for Awards & Scholarships

[Read More >](#)

June 2018

The Barrett Family Foundation invests \$10 million in Humber College

[Read More >](#)

March 2018

Alumnus Gord Gillies honoured with Communication and Leadership Award

[Read More >](#)

January 2018

Celebrating the Opening of the Carol Reid Early Childhood Education Lab

[Read More >](#)

Tweets by @humbernews

Humber Alumni @humberalumni
Check out our latest #HumberStory video featuring Film and Media Production #HumberAlumni Sophia @KIDCOBALTZ Yah - a headliner and YouTube marketer with a cool sound!
Sit back, watch & listen: youtube.com/watch?v=EDApP... #Buscour #Hbus; #Fan #Hbus @HumberCollege

Humber Alumni @humberalumni
Humber Business Marketing grad Kateryna Iuchenko takes students on her journey from Humber to her career at @TheAgi!

MKTGHumber @MKTGHumber
Humber Business Marketing grad Kateryna Iuchenko takes students on her journey from Humber to her career at @TheAgi!
See her advice to new grads here >> humber.ca/2018/01/18/ Thank you Kateryna! #CrashGiveBack @humbercollege @humbernews

Content on all pages has been condensed and refined to optimize effectiveness for online and digital channels

Giving Homepage - replaces <http://humber.ca/advancementandalumni/giving>

Not only is the **header navigation** revised to reflect the new architecture, but **sub-pages** have also been included so that users can easily locate this content from anywhere on the site.

The screenshot shows the top navigation bar of the Humber College website. The main navigation includes: GUIDE, PROGRAMS & COURSES, ADMISSIONS, STUDENT LIFE, INTERNATIONAL, ABOUT. Below this is a sub-navigation bar for 'Advancement and Alumni' with options: Giving, Alumni, Awards & Scholarships, and GIVE NOW. A dropdown menu for 'Giving' is open, listing: Ways To Give, Impact of Giving, Our Donors, Meet the Team, News & Events, Contact Us, Online, Awards & Scholarships, Tributes & Memorials, Planned Giving, Humber Gives, Major Gifts, Name A Space, and Humber Golf Classic. The main banner features a brick wall with the text 'GRATITUDE HALL Dedicated to our supporters and alumni for their generosity and commitment to Humber College' and a photo of a modern building interior.

Whether you're an individual, corporation, foundation, or industry partner, your investment in Humber College is vital to students' success. We are here to work with you to ensure that your support accomplishes what matters most to you.

[GIVE NOW](#)

Slider with Giving-related content (news, events, initiatives, specific giving opportunities, etc.); would be updated based on a comprehensive editorial plan



Ways to Give

There are many ways to make show your support for Humber students - find the one that best meets your needs as a donor.

[Find Out More](#)



Impact of Giving

No matter the size, every gift made to Humber makes a significant difference for current and future generations of students.

[Find Out More](#)



Our Donors

By giving to Humber, you are joining a vast community of generous donors who have become committed partners in our vision.

[Find Out More](#)

This news feed will be dedicated to Giving-related content only

NEWS & EVENTS

June 2018
2018 Humber Golf Classic raises \$150,000 for Awards & Scholarships



[Read More >](#)

[More News](#)

June 2018
The Barrett Family Foundation invests \$10 million in Humber College



[Read More >](#)

March 2018
More than 100 students come together to celebrate Bob & Francine Barrett



[Read More >](#)

A regularly updated **donor spotlight** provides us with an additional form of digital recognition at various levels of giving; would be updated based on a comprehensive editorial plan.

DONOR SPOTLIGHT



Bob & Francine Barrett

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GIVING MATTERS

"Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam semper augue a nibh scelerisque efficitur."

- John Smith
2nd-year Humber student

Brief **student testimonials** are a valuable tool in demonstrating the power of giving, while this positioning connects our donors with the people they impact; would be updated weekly based on a comprehensive editorial plan.

Slider with pre-determined donor and student quotes will help encourage users who arrive on this page to continue the process of making an impact through a donation.

Ways To Give - replaces <https://humber.ca/advancementandalumni/giving/ways-to-give.html>



WAYS TO GIVE



Online

Support Humber students with the simple click of a button via your computer or your mobile phone. Choose between a one-time gift, a monthly pledge or a payroll deduction (for staff), or direct your towards a tribute or memorial fund.

[GIVE NOW](#)

Online giving is highlighted as the primary method of collecting donations, with the different options listed below (before the giving link).

Icons are used instead of images in order to help users easily navigate the page to their giving method of choice



Awards & Scholarships

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[Learn More](#)



Tributes & Memorials

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[Learn More](#)



Planned Giving

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[Learn More](#)



Humber Gives

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[Learn More](#)



Major Gifts

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[Learn More](#)



Name A Space

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[Learn More](#)



Humber Golf Classic

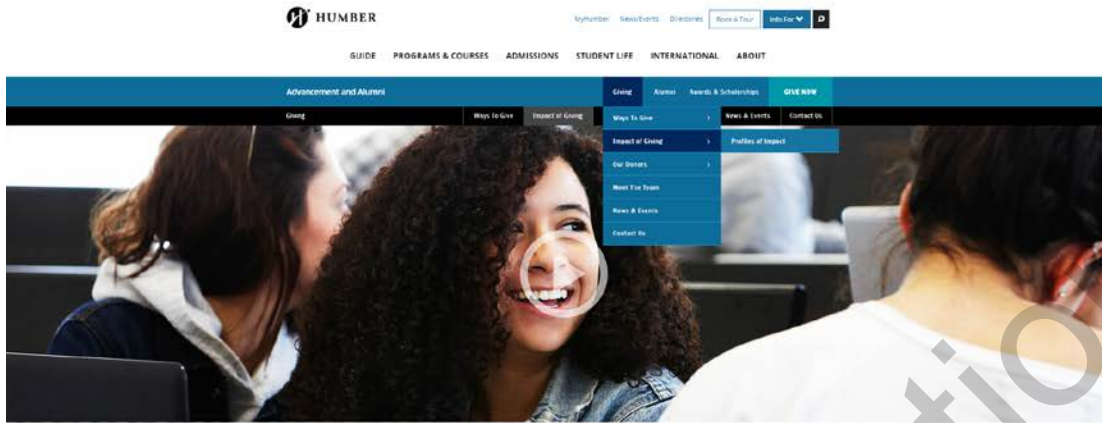
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque consectetur eros non ante placerat luctus. Cras tortor neque, viverra et eleifend id, consequat sit amet magna.

[Learn More](#)

Humber College is grateful to work with you to find the most appropriate giving method to meet your specific needs and intentions. If you would like to discuss other ways to give than those listed here, please contact giving@humber.ca.

In order to keep this page simple and short, each option only has brief summary text while a button leads to a dedicated landing page with additional information; several of these pages already exist (i.e., Humber Gives, Name A Space, Humber Golf Classic), while others will need to be created.

Impact of Giving – replaces <https://humber.ca/advancementandalumni/giving/giving-matters.html>



Video headers currently exist elsewhere in the Humber architecture; this header would open a shadow box to play our [existing Awards & Scholarships impact video](#).

Highlight significant fundraising statistics to demonstrate ongoing, quantitative success; once an **annual donor report** is instituted, this section will house the digital version and feature notable content from the publication.

IMPACT OF GIVING

Thanks to the generous support of Humber donors, our students have the resources needed to pursue their passions and gain the skills required to be successful in their careers. Our supporters play a pivotal role in building a brighter future for our students and the communities we serve – whether through financial assistance, innovative experiential learning opportunities, top-tier faculty, cutting-edge applied research initiatives, and state-of-the-art facilities.

 \$4.3M Total funds raised in 2017-18 in support of Humber College	 350 New donors to Humber College since April 2017	 1,300 Students supported by donor-funded awards & scholarships
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We are grateful to our donors, alumni and partners who support us in so many ways, and have helped us build our reputation for quality education, learning and applied research. These generous individuals, organizations, corporations and partners are providing opportunities for our students to make a positive impact across Canada and around the world, and building Humber's capacity to deliver a world-leading postsecondary education.

<h4>IMPACT ON STUDENTS</h4> <p>Research and advancement are integral to Humber. They create a number of education possibilities for innovative, creative and ambitious students to study here that would otherwise lack the funding to do so.</p>	<h4>IMPACT ON FACULTY</h4> <p>Encouraging opportunity, student-centered approaches, innovation in collaboration across disciplines and experiential student learning is critical to student success and high-impact research.</p>	<h4>IMPACT ON FACILITIES</h4> <p>State-of-the-art facilities, equipment and labs, create ideal teaching and learning environments. They also promote research and experiences beyond the classroom for the extended Humber community.</p>
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Select stakeholder (donor and student) quotes taken from larger Profiles of Impact (see below) to demonstrate qualitative impact; would be updated based on a comprehensive editorial plan and will be tied to Giving Matters testimonials from the Giving landing page.

Leads to another landing page with a library of Profiles of Impact (see following page for details).

IN THEIR OWN WORDS

Thanks to the generous support of Humber donors, our students have the resources needed to pursue their passions and gain the skills required to be successful in their careers. Our supporters play a pivotal role in building a brighter future for our students and the communities.

	<p>"Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam semper augue a nibh scelerisque efficitur. Nunc eu risus nibh. Curabitur lacinia tortor et sem molestie, in tristique odio faucibus."</p> <p style="text-align: right;">- John Smith 2nd-year Humber student</p>
	<p>"Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam semper augue a nibh scelerisque efficitur. Nunc eu risus nibh. Curabitur lacinia tortor et sem molestie, in tristique odio faucibus."</p> <p style="text-align: right;">- John Smith 2nd-year Humber student</p>
	<p>"Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam semper augue a nibh scelerisque efficitur. Nunc eu risus nibh. Curabitur lacinia tortor et sem molestie, in tristique odio faucibus."</p> <p style="text-align: right;">- John Smith 2nd-year Humber student</p>

[Discover More PROFILES OF IMPACT](#)

Profiles of Impact – replaces <https://humber.ca/advancementandalumni/giving/giving-matters/thank-you-to-our-donors.html> and <https://humber.ca/advancementandalumni/giving/giving-matters/student-stories.html>



Our Donors



The Barrett Family Foundation is breaking new ground at Humber
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[Learn More](#)

Our Students



How an entrance scholarship helped John Smith take his next step
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[Learn More](#)

The profiles distinguished between Donors and Students.

This profile library houses fulsome, 250-300 word (max.) profiles of donors, students and projects that demonstrate the impact of philanthropy at Humber; the tone of these profiles would be lighter and more emotional than content from the News & Giving pages; each profile is housed on a separate landing page; profiles and testimonials that exist elsewhere on the current website will be incorporated into this page during the transition.



How Cisco Systems is giving students a leg up on their future careers
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[Learn More](#)



Peggy Thompson is taking the world by storm thanks to one special donor
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[Learn More](#)

As new profiles are added, they will be cross promoted across the Giving website (see other wireframes for references to this).



Bringing outdoor learning to Humber's Early Childhood Education program
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[Learn More](#)



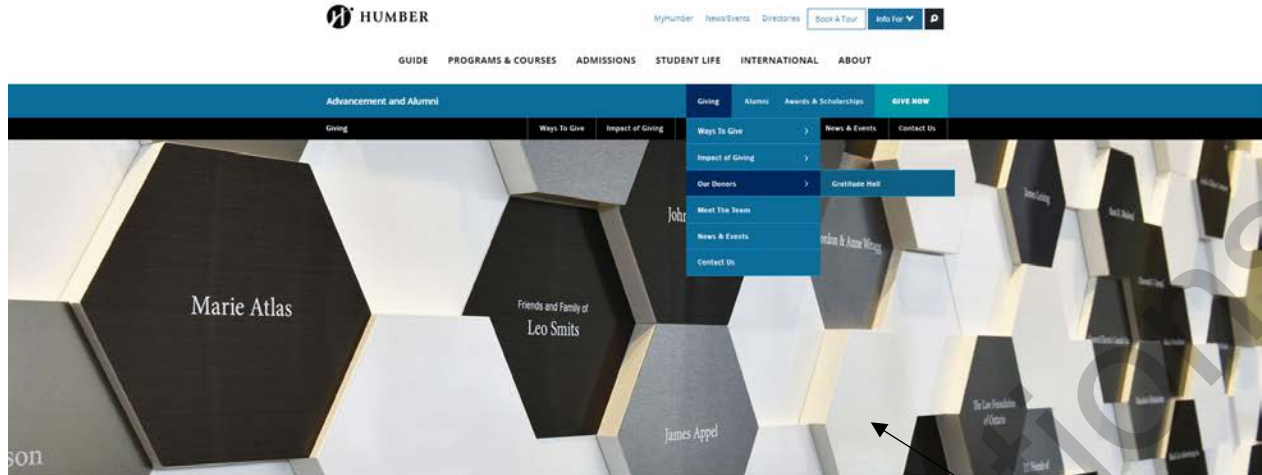
These Barrett Scholars are the future of technology innovation
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla metus magna, maximus at eleifend quis, posuere at urna. Quisque ut semper ipsum.

[Learn More](#)

The page is designed as a feed so that new stories can be added on an ongoing basis.

1 2 3 4 5 6 7 All

Gratitude Hall – replaces <http://humber.ca/advancementandalumni/giving/gratitude-hall-opening.html>



GRATITUDE HALL

Opened in November 2016, Gratitude Hall is dedicated to celebrating and recognizing the college's donors, supporters, alumni and friends. The hall's centerpiece is Humber's first donor and alumni recognition wall that combines unique hexagon-shaped plaques and digital interactive screens to recognize and show our immense gratitude for the more than 350 individuals and organizations whose cumulative contributions have reached or exceeded \$10,000. The wall is divided into four distinct levels.



This page transforms from a recap of the Gratitude Hall launch into a **general information page** meant to provide an overview of the wall and its purpose/history.

The Story

Humber College, geographically and historically, is tied to the Humber River. It is uniquely situated along the watershed, which historically provided an integral connection and meeting ground known as *Abigwaak* or *Place of the Sisters* in the Ojibwa language for aboriginal peoples between the lakeshore of Ontario and the Lake Simcoe-Georgian Bay region.

Bordering the North campus, the Humber River meanders south towards Lakeshore campus and eventually converges with Lake Ontario. All three campuses boast unique and engaging green spaces for student and faculty enjoyment.

The Humber College Donor Wall takes inspiration from these green spaces and the river itself. As a whole, the donor wall becomes like the river. Each tile represents a single stone in the riverbed, influencing and directing the flow of the water creating an ever-changing, shimmering surface. One that forms a memorable image and larger metaphor for the College. Like stones in a riverbed, our donors and alumni represent the foundation of the river supporting and influencing Humber students. Represented by the water and channelled by the riverbed, our students are able to flow through the College to pursue their dreams and advance in their career journey.

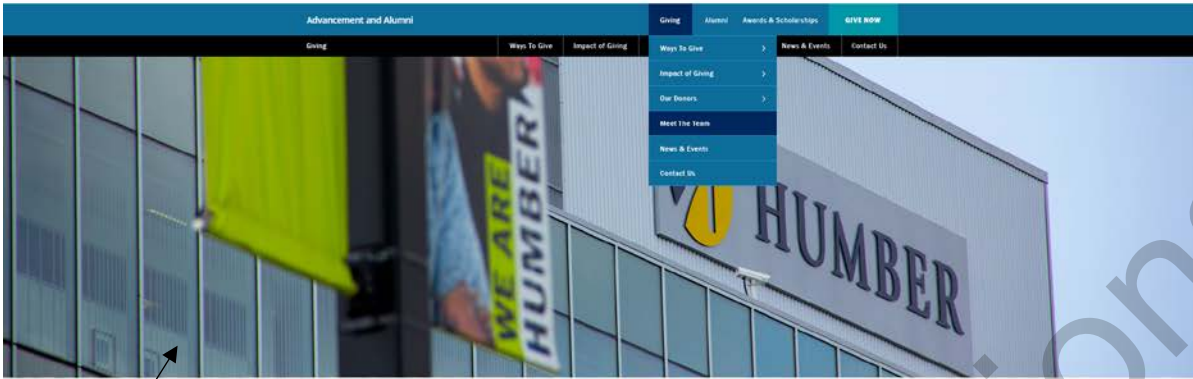
Existing multimedia content will still be incorporated



Content from the **current Gratitude Hall page (re-launch)** has been included towards the bottom of the page so that it is still accessible but not as prominent.

Celebrating Gratitude | November 2016





- Giving
- Alumni
- Awards & Scholarships
- GIVE NOW
- Ways To Give
- Impact of Giving
- Our Donors
- Meet The Team
- News & Events
- Contact Us

MEET THE TEAM

Thanks to the generous support of Humber donors, our students have the resources needed to pursue their dreams and gain the skills required to be successful in their careers. Our supporters play a pivotal role in building a brighter future for our students and the communities we serve - whether through financial assistance, innovative experiential learning opportunities, top-tier faculty, cutting-edge applied research initiatives, and state-of-the-art facilities.

A Message from **Krista O'Donnell, Chief Advancement Officer**



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Yours sincerely,
Krista O'Donnell



Message from CAO expanding on the department's mission and introducing the team.

Page is designed to help introduce all front-facing staff to our online stakeholders, increasing recognition and "putting a face to the name" in order to appear more relatable to donors and prospects.



Claudia Motelsky
Director, Major Gifts



Adelia Marchese
Director, Alumni and Annual Programs



Emelita Ervin
Senior Advancement Officer



Charles Gilmer
Senior Advancement Officer, Major Gifts



Irshad Osman
Senior Advancement Officer, Major Gifts



Nikolas Tsirgiellis
Senior Advancement Officer, Major Gifts



Jackie Clarke
Senior Advancement Officer, Stewardship



Cynthia Luey
Annual Giving Officer



Marlene Barbosa
Student Awards Officer

Each individual team member will receive a content block with their name, title and link to their contact information; new headshots would be required.

This page largely remains unchanged in design elements and layout, however, thanks to a comprehensive editorial plan, content will be posted **more frequently** – thus keeping it current.

News & Events – replaces <http://humber.ca/advancementandalumni/giving/news-and-events.html>

HUMBER MyHumber News/Events Directories Book A Tour Info For

GUIDE PROGRAMS & COURSES ADMISSIONS STUDENT LIFE INTERNATIONAL ABOUT

Advancement and Alumni Giving Alumni Awards & Scholarships **GIVE NOW**

NEWS & EVENTS

HUMBER AND CISCO JOIN FORCES TO ENHANCE TECHNOLOGY-DRIVEN EDUCATION
 June 28, 2018
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RECORD-BREAKING \$176,000 RAISED FOR STUDENT SUPPORT AT THE 2018 GOLF CLASSIC
 June 28, 2018
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla metus magna, maximus at eleifend quis, posuere at urna. Quisque ut semper ipsum. Donec iaculis lobortis neque, vitae interdum velit blandit eu. Nunc vitae iaculis diam.

CELEBRATING THE OPENING OF THE CAROL REID EARLY CHILDHOOD EDUCATION
 June 28, 2018
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla metus magna, maximus at eleifend quis, posuere at urna. Quisque ut semper ipsum. Donec iaculis lobortis neque, vitae interdum velit blandit eu. Nunc vitae iaculis diam.

HUMBER CELEBRATES THE OPENING OF GRATITUDE HALL
 June 28, 2018
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla metus magna, maximus at eleifend quis, posuere at urna. Quisque ut semper ipsum. Donec iaculis lobortis neque, vitae interdum velit blandit eu. Nunc vitae iaculis diam.

HUMBER GRAD RON SUTER WINS 2016 PREMIER'S AWARD
 June 28, 2018
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1 2 3 4 5 6 7 All

HUMBER
 Programs
 Admissions
 Student Life
 Humber Number

Future Students
 Current Students
 International Students
 Faculty & Staff
 Alumni
 Students' Organizations
 Partners & Employers

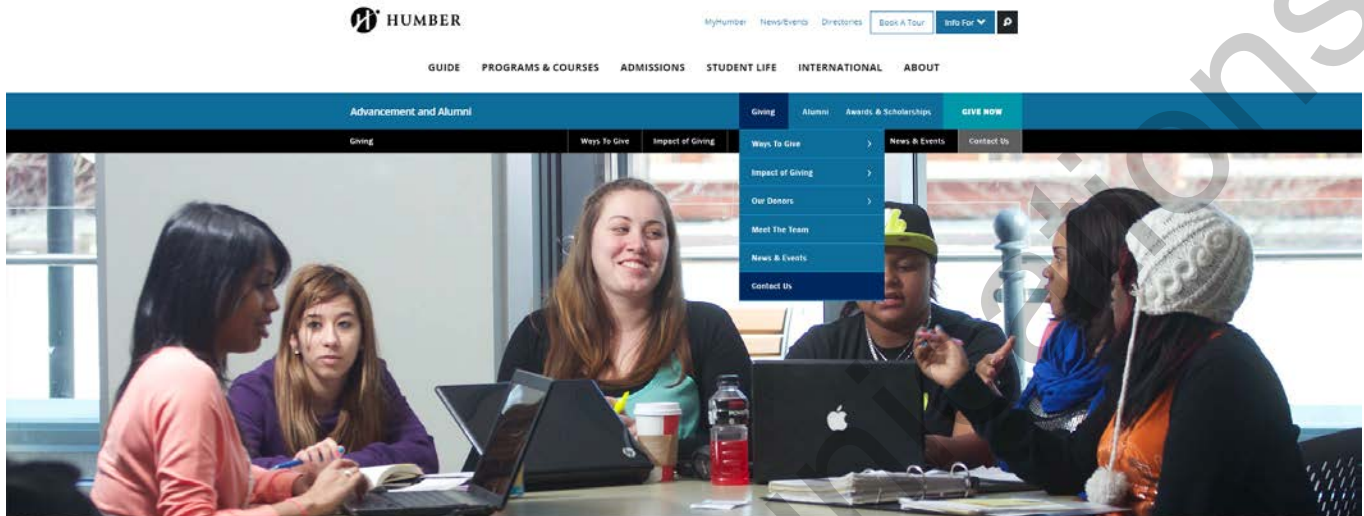
MyHumber
 Library
 Book & Course
 Contact Us
 Book a Tour

647.676.3111
 www.humber.ca
 Contact Us

2017 Humber College

Privacy Policy Terms of Use Code of Student Conduct Request Access Form

Contact Us – replaces <http://humber.ca/advancementandalumni/giving/news-and-events.html>



CONTACT US

Advancement and Alumni
205 Humber College Boulevard
Institute of Technology & Advanced Learning
Learning Resource Commons, 5th Floor
Toronto, ON M9W 5L7
humber.ca/advancementandalumni

Focus for this page placed on the **primary contact vehicles** to improve user experience; the potential also exists for this page to feature a fillable form in a future evolution.



416.673.0152
1.877.373.0152
toll-free







giving@humber.ca
alumni@humber.ca

Charitable Registration Number: 10749 7273 RR0001



Integration Strategy

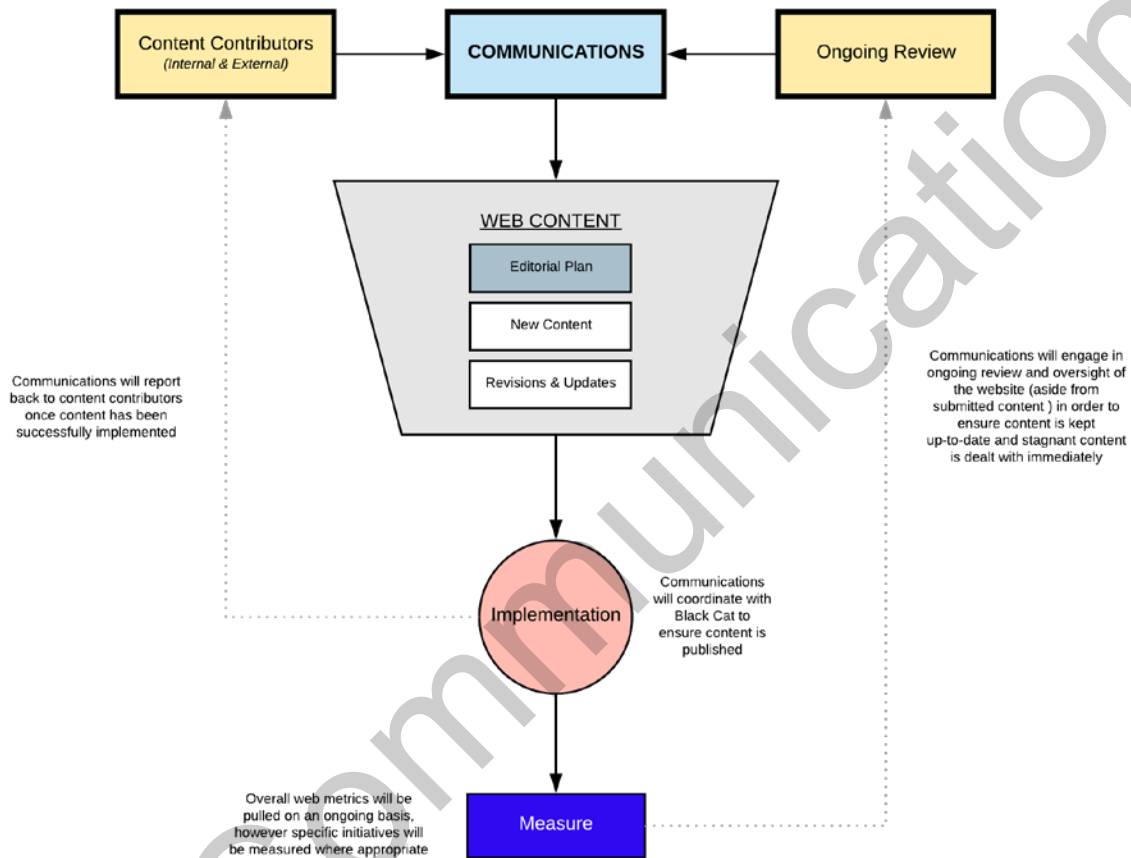
In order to communicate the revised website out to key stakeholders, and to help encourage increased traffic as the department measures the impact of these revisions, a **comprehensive integration strategy** will be initiated once the website has been finalized in order to consolidate the new website with our existing communications.

Editorial Platforms <i>Beginning w/ October 2018 Issues</i> 	Social Media 	Email Marketing 	Donor Communications 
<p>Alumni News</p> <ul style="list-style-type: none"> Revised email header with link to the main Giving landing page Monthly fundraising story links to page hosted on the Giving website Giving link at bottom of publication redirected to new Ways to Give page to foster greater understanding of different methods of giving <p>Gratitude Magazine</p> <ul style="list-style-type: none"> Website links included alongside articles where appropriate to promote cross-channel engagement 	<ul style="list-style-type: none"> All new content (i.e., news and profiles) shared on the appropriate channels on an ongoing basis “Profiles of Impact” shared with links and custom graphics or images using overlaid pull quotes 	<ul style="list-style-type: none"> All email templates, wherever possible, include a link to the Giving page in the header (or in the copy) New email sent to interested alumni prospects mirroring the Ways to Give page 	<ul style="list-style-type: none"> Existing major donors on the donor wall invited to visit the “Our Donors” page to view their recognition Website specifically listed as recognition opportunity in donor appeals “Profiles of Impact” promoted to prospects in conjunction with appeals as a demonstration of philanthropic impact, as well as existing donors to encourage participation

While our initial integration will include the actions and examples listed above, this list is non-exhaustive and will evolve over the course of the new website’s implementation. Any significant new content (i.e., a new landing page or portal for a specific initiative, the launch of a new and/or ongoing initiative with an associated landing page) will be accompanied by communications plan that will incorporate all channels uniquely (including those listed above) in order to maximize exposure.

Process Map

To maintain quality and brand standards among all pages in the Giving section, **all content and updates will be managed through the Communications function** of Advancement & Alumni. Through this process, we can achieve a consistent look-and-feel across the channel (including elements such as copy length, incorporation of key messaging, selection of imagery and creative elements, etc.) and can



Reporting Plan

In order to ensure the success of this evolution, it is imperative that we remain abreast of how the website is performing on a regular and ongoing basis through a dedicated reporting plan. Below is an overview of the metrics we will seek to collect on the **first business day of each month post-implementation**. As Black Cat currently holds the access to Google Analytics for the Humber website overall, it may be necessary to request a monthly report be pulled with our desired metrics.

- Total Traffic
- # of Unique Visitors
- Page Views (Overall and Specific)
- Traffic Sources
- Bounce Rates
- Time Spent on Site
- # of Pages Viewed (Pathways)
- Visitor Conversion Rate (re: donations)

Editorial Plan *Sample*

Editorial Overview (8-month period)

	2018				2019			
	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR
Advancement and Alumni Website								
Advancement and Alumni - Homepage								
Header Slider		x1		x1		x1		x1
Giving - Homepage								
Header Slider	x3	x3	x3	x3	x3	x3	x3	x3
Donor Spotlight	x1	x1	x1	x1	x1	x1	x1	x1
Giving Matters (Quote)	x2	x2	x2	x1	x2	x2	x2	x2
Giving - Ways To Give								
Header Slider (Profiles)		x1		x1		x1		x1
Giving - Impact of Giving								
Profiles of Impact (Highlights)		x1		x1		x1		x1
Giving - Profiles of Impact								
Profiles	OG	OG	OG	OG	OG	OG	OG	OG
Giving - News & Events								
Articles	OG	OG	OG	OG	OG	OG	OG	OG
Giving - Other								
Overall Content (Images/Copy)	REV		REV		REV		REV	
Impact of Giving (Reporting)				REV				REV
Donor Listing				REV				REV

x(#) – number of revisions | OG – ongoing | REV – review and revise

Detailed Monthly

September 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
						1	
	2	3	4	5	6	7	
			POF (D) POF (S)			8	
	9	10	11	12	13	14	
	Header		Spotlight (D)			15	
	16	17	18	19	20	21	
	Header News			POF (S)		22	
	23	24	25	26	27	28	
	Header		POF (D)			29	
		Content Review					
	30						

Date	Deliverable
Profiles of Impact	
5	John Smith (Donor)
5	Peter Thomas (Student)
20	Patricia Newman (Student)
26	The Gordon Family Foundation (Donor)
Header Sliders	
10	Revise (Homepage) - include slide A, slide B, slide C
17	Revise (Homepage) - replace slide C with Gift Announcement
24	Revise (Homepage) - replace slide A with slide B
News & Events	
14	Gift Announcement
Spotlights	
12	The Barrett Family Foundation (Donor Spotlight)
12	Chris Topper (Giving Matters - Student)
27	Barb Fenway (Giving Matters - Faculty)
Other	
24-28	Review (Overall Content - Images/Copy)