

Creating a smart, sustainable solution for

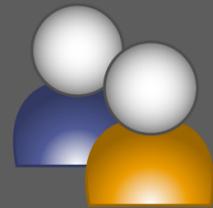
Colorado College

mStoner

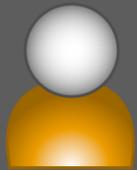
Our company



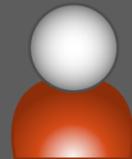
Your team



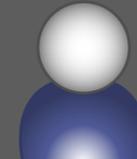
Senior Strategist
(Voltaire Santos Miran)



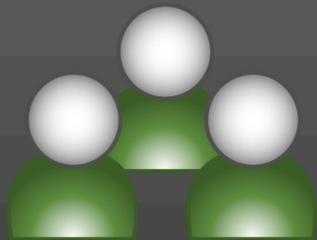
Project Manager
(Jeremiah Worth)



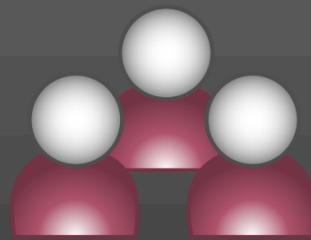
Creative Director
(Doug Gapinski)



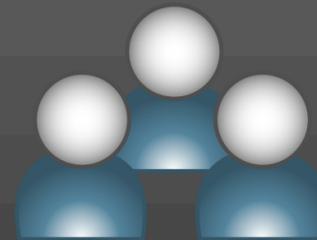
Technical Strategist
(Rob Cima)



Writers & Editors



Interactive
Developers



Interactive
Designers

What we know about you

You need a partner
who will help you
build a world class
web presence.

What we know about you

- You aspire to offer the best liberal arts education in the nation. You need a site to help support this goal.
- You need a site that makes life easier for your visitors.
- You need to facilitate action engagement from key audiences.
- You need to differentiate yourself from other competitors in the tier one liberal arts segment.

What we know about you

- You need a site that better highlights the Colorado College experience, including block plan education.
- You need a site that provides some consistency.
- You need a site that is forward thinking with regards to social media integration and mobile / tablet delivery.
- You need special attention paid to key areas of the site.

What we know about you

You need to be
able to sustain it.

How do we get there?

Stake a claim.

Tell your story.

Build it.

Sustain it.

Stake a claim.

Discovery

- Clarify our goals and objectives.
- Define success criteria.
- Evaluate current materials, research, and planning documents.
- Review marketing challenges, budgets, technology, and staffing concerns.
- Survey the technical landscape.

Plan development

- Formulate information architecture (IA).
- Present a creative brief outlining recommendations for content and design.
- Draft technology recommendations and technical specifications.
- Create a detailed timeline and budget.

Tell your story.

Design

- Draft a full suite of wireframes.
- Work out key messages and features.
- Create a spectrum of design concepts.
- Survey concepts with target audiences.

Content

- Evaluate what exists and decide what needs to be written.
- Determine where content will be deployed and syndicated.
- Put into place a production and review cycle.

Build it.

Design

- Build out template suite.

Technology

- Develop functional specifications based on approved designs.
- Code HTML templates and CSS files.
- Implement templates and features in CMS and tie in additional systems.
- Test functionality and ADA compliance in an array of browsers.
- Configure users, roles, workflows.
- Migrate content.
- Test the site, refine it, and launch!

Sustain it.

Training

- Deliver documentation.
- Conduct systems/user training.

Sustainability

- Agree on procedures for governance.
- Define necessary staffing needs, both immediate and long-term.
- Measure against success criteria.
- Refine, refine, refine.

Why would we be a good fit?

What does working
in education mean
to you?

Why would we be a good fit?

We see a top tier brand that is atypical. Is that how you see yourselves?

Why would we be a good fit?

We see you as
ambitious while still
being collaborative.

Do we have that
right?

Why would we be a good fit?

What does
sustainability
mean to you?

Why would it be a good fit?

We've got your
back and we know
that we're in this
together.

Questions?

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and Technical Strategist**

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Thanks :)

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