

**Subject:** Re: [gbird] GBIRD Website & COMMs check-in

**From:** Todd Kuiken <tkuiken@ncsu.edu>

**Date:** 3/1/2017 3:07 PM

**To:** Heath Packard <heath.packard@islandconservation.org>, gbird@lists.ncsu.edu

Hi Heath,

Are we meeting on skype or having a call to talk about the presentation? I can't remember

todd

On Wed, Mar 1, 2017 at 10:55 AM, Heath Packard <[heath.packard@islandconservation.org](mailto:heath.packard@islandconservation.org)> wrote:

Some questions that we're using to guide the website preproduction conferences attached. We'll use this as our agenda for the meeting in 5...

Cheers,

**Heath Packard**

Director of Marketing & Communications

Island Conservation

[360.584.3051](tel:360.584.3051) (mobile)

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----- Forwarded message -----

From: Heath Packard <[heath.packard@islandconservation.org](mailto:heath.packard@islandconservation.org)>

To: "gbird@lists.ncsu.edu ([gbird@lists.ncsu.edu](mailto:gbird@lists.ncsu.edu))" <[gbird@lists.ncsu.edu](mailto:gbird@lists.ncsu.edu)>, Claudio Uribe <[claudio.uribe@islandconservation.org](mailto:claudio.uribe@islandconservation.org)>, Sara Kaiser <[sara.kaiser@islandconservation.org](mailto:sara.kaiser@islandconservation.org)>

Cc: Royden Saah <[royden.saah@islandconservation.org](mailto:royden.saah@islandconservation.org)>, Karl Campbell <[karl.campbell@islandconservation.org](mailto:karl.campbell@islandconservation.org)>, "Piaggio, Antoinette J - APHIS"

<[Toni.J.Piaggio@aphis.usda.gov](mailto:Toni.J.Piaggio@aphis.usda.gov)>, Daniel Tompkins <[TompkinsD@landcareresearch.co.nz](mailto:TompkinsD@landcareresearch.co.nz)>

Bcc:

Date: Wed, 8 Feb 2017 02:02:18 +0000

Subject: GBIRD Website & COMMs check-in

Hi all,

For tomorrow's GBIRD website brainstorm session, please be prepared to answer these questions as succinctly as possible. I've suggested some answers that I'm suspecting aren't far from the mark...

What is the key objective of the site?

- Demonstrate the GBIRD partnerships values, principles, and step-wise investigation to our target audiences; establish and grow brand awareness and a positive reputation for GBIRD.

Who are our target audiences?

- Donors
- Potential partners
- Researchers
- Stakeholders & key publics (social engagement targets)
- Policy makers
- Media

What are the key elements you'd like included?

- Home page menu

- About Genetic Biocontrol
- Values & Guiding Principles
- Who we are
- Our work

§ Details for every partner & their GBIRD roles

- Publications and Science
- News/Blog
- How to help

What kind of 'personality' should the site have?

- Users should get the impress that GBIRD is:
  - Responsible & Precautionary
  - Values-driven & transparent
  - Visionary & Hopeful

What is the best model for coordinating the development of the content and design?

- Heath will coordinate content development. Circulate drafts with firm review deadlines. No response interpreted as approval.
- Each organization identifies a Website team lead to help develop content, review website designs, etc.
- Key design elements

Please look at these two examples of websites to inspire your brainstorm. The connections to our project and relevance as models should be self-evident.

<http://targetmalaria.org/>

<https://www.islandconservation.org/>

If you cannot make the meeting, please send us your thoughts so that we can integrate them with the feedback collected in our meeting tomorrow!

Thanks folks,

**Heath Packard**

Director of Marketing & Communications

Island Conservation

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