

Subject: [gbird] GBIRd Website; get in on the ground floor of the design!

From: Heath Packard <heath.packard@islandconservation.org>

Date: 3/9/2017 5:00 PM

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

CC: Claudio Uribe <claudio.uribe@islandconservation.org>, Sara Kaiser <sara.kaiser@islandconservation.org>, Emily Heber <emily.heber@islandconservation.org>, Sally Esposito <sally.esposito@islandconservation.org>

Heath Packard has invited you to [gbird] GBIRd Website; get in on the ground floor of the design!

Title: [gbird] GBIRd Website; get in on the ground floor of the design!

Location: GoTo Mtg. & Large Conference Room

When: Tuesday, March 14, 2017 6:00 PM – 7:00 PM

Organizer: Heath Packard <heath.packard@islandconservation.org>

Description: GBIRd Website pre-production conference

Tue, Mar 14, 2017 3:00 PM - 4:30 PM PDT

Please join my meeting from your computer, tablet or smartphone.

[REDACTED]

You can also dial in using your phone.

United States: +1 (571) 317-3122

Access Code: [REDACTED]

First GoToMeeting? Try a test session: <http://help.citrix.com/getready>

Hey Folks!

For Tuesday'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
 - o About Genetic Biocontrol
 - o Values & Guiding Principles
 - o Who we are
 - o Our work
- § Details for every partner & their GBIRD roles
 - o Publications and Science
 - o News/Blog
 - o How to help

What kind of 'personality' should the site have?

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

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

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

- o 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

From: gbird-owner@lists.ncsu.edu<<mailto:gbird-owner@lists.ncsu.edu>> [<mailto:gbird-owner@lists.ncsu.edu>] On Behalf Of Heath Packard
Sent: Monday, March 06, 2017 1:04 PM
To: gbird@lists.ncsu.edu (gbird@lists.ncsu.edu<<mailto:gbird@lists.ncsu.edu>>)
<gbird@lists.ncsu.edu<<mailto:gbird@lists.ncsu.edu>>>
Cc: Claudio Uribe
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Subject: Re: [gbird] GBIRD Website; get in on the ground floor of the design!

Gregg Howald participated on Wednesday's call as well!

Sorry for the omission, Gregg!

Cheers,

Heath Packard

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

360.584.3051 (mobile)

From: Heath Packard

Sent: Saturday, March 04, 2017 2:37 PM

To: gbird@lists.ncsu.edu (gbird@lists.ncsu.edu<<mailto:gbird@lists.ncsu.edu>>)
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Subject: GBIRD Website; get in on the ground floor of the design!
Importance: High

Hey folks,

Claudio, Sara and I had another great GBIRD website pre-production conference Tony Piaggio, John Godwin, Royden and Jacob on Wednesday.

We're trying for one more website pre-production conference with the remaining GBIRD leads and communications and outreach subcommittee members...This is an important first step to ensure we're on the right path with our initial designs and content development. Please complete the doodle poll below with your availability. I've tried to pick times that will work for our friends in AUS & NZ...If you cannot attend this meeting, and you want your ideas in on the ground-floor of the website design...do let me know and we'll set up a separate time to talk, 1:1. Please complete the poll by COB Wednesday, Pacific time...



Best,

Heath Packard
Director of Marketing & Communications
Island Conservation
360.584.3051 (mobile)

Learn more www.islandconservation.org<<http://www.islandconservation.org/>>
Network www.linkedin.com/company/island-conservation<<http://www.linkedin.com/company/island-conservation>>
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[/preventingextinctions>](#)

Talk to us www.twitter.com/noextinctions<<http://www.twitter.com/noextinctions>>

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Attachments: [about:blank](#)

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Emily Heber <emily.heber@islandconservation.org>
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Attachments:

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