

McDonogh Web Working Group

May 21, 2008

Meeting Notes

Free Writing/Small Group/Big Group

After meeting as small groups to discuss the words and feelings that described McDonogh, the large group reviewed each chart and agreed that the following terms were the most prevalent:

Tradition (enduring)

Welcoming (family/connections)











Beautiful

Diverse

Opportunity

Unique

Directed Web Site Flash Cards

-  The Bryn Mawr School -colorful, great use of pictures, kidcentric, ease of use, good choice of language and age-appropriate. You can tell that this is a girls school. Needs pictures of campus/reminder of the physical structure of campus.
-  Winward School – too large, too busy
-  Suffield Academy – love the sense of direction, the building in the left hand corner with the theme carried across the page, very clean
-  Peddie School – traditional, reflective, nice large picture on the top, not enough photography to reflect what the school is, seems one dimensional, liked the top but not the bottom half of the page
-  Notre Dame Prep – clean, seemed to be well liked
-  Groton School – traditional, polished, seal is a nice touch
-  Branson School – green, looks too left aligned
-  Kimball Union – scrapbook-ish
-  Greensboro Day School – flat, wordy
-  Pine Crest School – like picture, looks bare, not sure of the format of the 3rd level categories (tabs under school news) seems like those should just be listed down the page

Conclusion:

A blog will be started where people can look at and share ideas/comments. Watch your email for the link.

Next scheduled meeting: Jack hopes to have everyone meet again on June 18th around 6:00 p.m. (possibly 5:00.) Watch your email for time/date.