

Susan Stout
Public Relations, MediaCoordinator
Tel.707.245.6414
sstout4mcf@sbcglobal.net

1000 Hensley CreekRoad
Ukiah,California95482
www.mendocino.edu

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FOR IMMEDIATE RELEASE

Foundation launches new website

UKIAH -- A new website for the Mendocino College Foundation is debuting this fall under the domain name <http://foundation.mendocino.edu>. Designed by Karen Adair of DG Creative, Ukiah, and programmed by Marc Carson, the website incorporates pages to assist Mendocino College students, Foundation donors and prospective supporters, and past and present Foundation directors.

Wanting to create a more viable, current presence on the Internet, the Foundation's Marketing Committee sought assistance from the graphics designer and website programmer to develop an appealing website with easy-to-navigate, informative pages. Individuals interested in the Foundation's fundraising events and gift giving opportunities, student scholarships, and helpful publications will find resources on the new website.

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"The Foundation is happy to see the product developed by Adair and Carson," said Marketing Committee chair Wilda Shock, Lakeport. "Our committee members were impressed with the design ideas shared by Adair and with the manner in which Carson addressed concerns about the website's functionality."

Adair presented three different design proposals to the Committee, and subsequent recommendations from Adair and Carson were reviewed during the Marketing Committee's regular meetings. Work was done to outline the website "architecture" and identify elements desired for the various pages of the site. A web hosting account was activated with *pair Networks*, and the domain name was obtained.

In presenting the designs, Adair told the Marketing Committee she wanted to deliver something “efficient and cool.” Her designs were aimed at students and people interested in the Foundation, she noted.

“My goal was to provide a design that gave the Foundation an inviting, user-friendly, resource-rich, productive, and long-lasting web-presence,” said Adair. “There is a lot of behind-the-scenes development and work that goes into doing it right.”

Carson programmed the site to work with Adair’s design for the website. In addition, he recently presented a “front-end” preview to the entire Board of Directors.

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“I’m excited to be working with the Foundation on this website. It is very feature-rich and useful,” said Carson, a former computer graphics instructor at Mendocino College. “We’ve included features that essentially future-proof the website; its design allows us to add in neat features that may be important down the road. The web changes often, and this (site planning) means that future work will be made a great deal easier.”

The website is also being developed for ease of use by staff, allowing individuals to learn and operate portions of the site to keep it current. In preparation of the website Carson, who has his own web design and programming business, created and provided a selection of tutorial videos to train staff who will maintain the site.

For more information about the Foundation, visit the website at <http://foundation.mendocino.edu> or call the Foundation office at 707-467-1018.

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