

**Effective Website Formats:
A Proposal for Farmville Cares Living Community**

**Prepared for:
Farmville Cares Living Community
Human Resources Department**



**Prepared by:
H. K. Bates Consulting**



May 1, 2018



1384 Burgundy Road
Farmville, VA 23909

April 10, 2018

Michelle Tate
Chief Consultant
H.K. Bates Consulting
3682 Terry Court
Chesterfield, VA 23829

Dear Ms. Tate:

Subject: Farmville Cares Living Community website report commission

The Human Resources Department of Farmville Cares Living Community is dedicated to providing a safe, caring, and fun living community for members over the age of 55 who can no longer live on their own. We are creating a website that will provide information on our community and its services to prospective occupants.

Our company would like to commission your firm to conduct a study of three websites for assisted living facilities. We would like recommendations that will help us in the creation of our website that will provide potential occupants with the most helpful information.

We would like to have the website up and running by June 1, 2018. To meet this deadline, we will need your report by May 2, 2018.

We look forward to receiving your report and recommendations. If we can help you by providing any additional information, please contact our public-relations coordinator John Black at (555)357-8295, ext. 51.

Yours sincerely,

Taylor Wilson

Taylor Wilson
Director of Human Resources



3682 Terry Ct
Chesterfield, VA 23829

April 30, 2018

Katie Hue
Director of Human Resources
Farmville Cares Community Home
2273 Forrest Road
Farmville, VA 23897

Dear Mr. Webber:

Subject: Assisted living facility website analysis complete

It is our privilege to present our complete nursing Home analysis that was requested in your letter on April 10, 2018. Our report has analyzed the following websites:

- The Woodland Inc.
- Lucy Corr
- Morningside of Bellgrade

As you will note from our report, each website offers unique, useful, and easy-to-use techniques to cater to the needs of its users and aid in the creation of your own Farmville Cares Living Community website.

We would like to thank Amy Williams for helping us prepare this report. If you have any questions or comments about the report, we would be pleased to meet with you or with a member of your staff. You can reach us directly at 555-767-9020 or by email at hkbates@gmail.com.

Yours sincerely,

Michelle Tate

Michelle Tate
Chief Consultant

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Executive Summary

Rising numbers of seniors retiring and moving into assisted living facilities is on the rise in the United States, therefore assisted living communities are becoming more and more important of a resource for older people and their family members.

Prospective residents of these assisted living communities are more likely to first look into these facilities online before actually visiting the location. There are hundreds of ways to present websites online, but essentially, a facility's website is going to be potential residents first impression. Farmville Cares Living Community requested that H.K. Bates Consulting recommend three websites that provide quality content, user-friendly, and visually appealing information about assisted living communities for potential residents. These websites will be used for Farmville Cares Living Community's own website that will be created.

H.K. Bates Consulting was tasked with providing a detailed report of three websites that provide users with quality information and design that will help determine how best to appeal to Farmville Cares Living Community's future users. As part of our analysis, visual appeal, content, and ease of navigation of these websites were evaluated.

Each website was analyzed and evaluated using the following criteria:

- **Visual Appeal:** effective use of color, images, and format
- **Content:** information is easily located, clear, and put into simple, everyday language
- **Ease of navigation:** access to contact information, pricing, and information of amenities are easy to locate, links are appropriately labeled and are active

The results of our analysis, which were carefully evaluated by H.K. Bates Consulting staff led us to recommend the following websites for Farmville Cares Living Community's website:

- The Woodland, Inc.
- Lucy Corr
- Morningside of Bellgrade

Introduction

Roughly five percent of the +65 population is living in assisted living as of 2011 (see Figure 1). With more and more baby boomers retiring every day, seniors are relocating to assisted living communities. Living in an online driven world, the importance of creating a reliable, informative, and easy-to-use website has never been more crucial to businesses.



Figure 1: Farmville Cares Living Community independent living floorplan

Farmville Cares Community Living is an assisted living community for seniors +55 who are in need to long-term care. With live-in specialists for Alzheimer’s and dementia patients, the goal is to provide a safe and active living environment for residents and to ensure peace of mind for loved ones. Located in Farmville, Virginia, Farmville Cares Living Community receives hundreds of applications a day for volunteers from surrounding colleges. Residents have the option to live in independent housing or in the facility where they will receive round the clock care by medical professionals. Amenities include daily access to a gym and pool area, participation in game nights, access to visiting entertainers and more at this rural facility.

H.K. Bates Consulting was tasked with the goal of analyzing and recommending three websites for Farmville Cares Living Community’s own website, to ensure maximum effectiveness in the above categories. The three websites we have chosen; The Woodland Inc., Lucy Corr, and Morningside of Bellgrade provide both positive and negative examples of what a site for assisted living should follow in order to attract prospective residents.

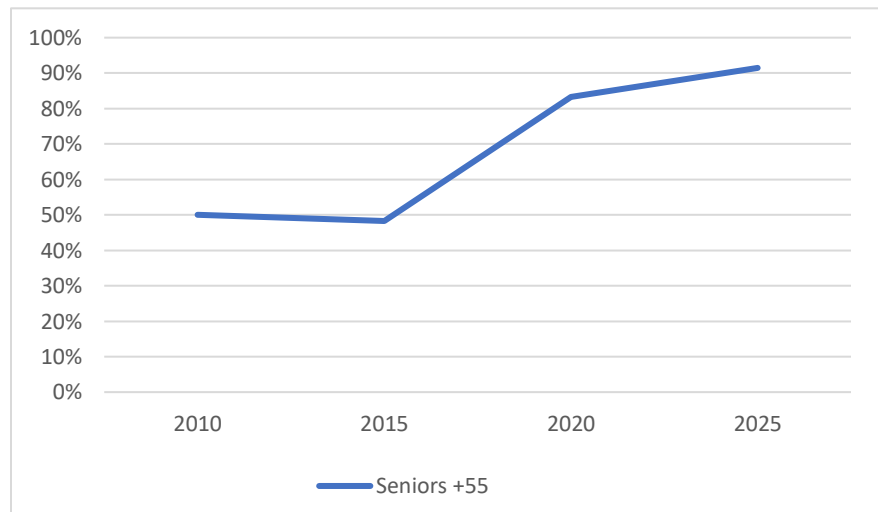


Figure 2: Increase in seniors living in assisted living 2010-2025

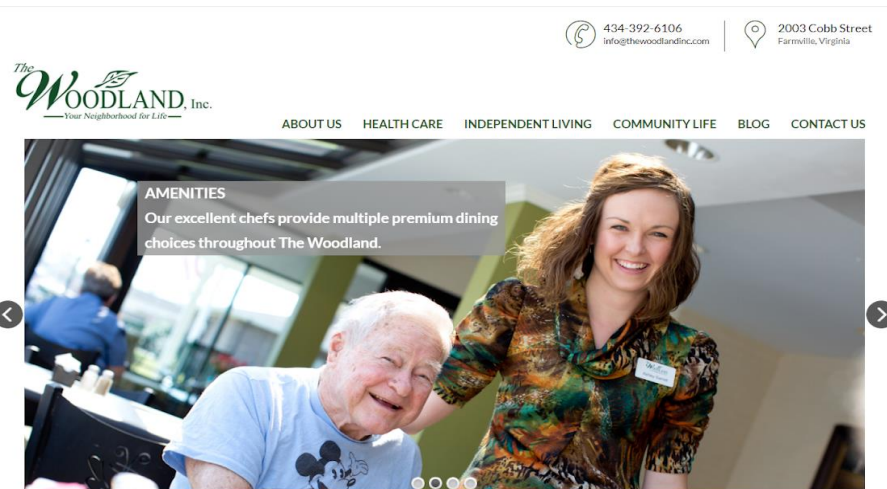
H.K. Bates Consulting is based in Chesterfield, Virginia and has been consulting on web-based companies for the past five years.

The focus of our analysis will examine the three websites and carefully analyze them using the following criteria:

- **Visual appeal:** use of color, use of images, format
- **Content:** simple, descriptive language, straightforward information
- **Ease of navigation:** access to contact information and pricing and links are appropriately labeled and work

Along with the analysis that was performed, a survey was sent out to 100 people to test how they felt about the website's effectiveness through the three criteria. The results of our survey can be found later in the analysis.

The Woodland, Inc.



Your Neighborhood for Life
Figure 3: The Woodland, Inc. homepage

The Woodland Inc. is a retirement community that provides residents with assistance from health care providers, as well as fellow community members. Located in Farmville, Virginia, The Woodland Inc. was established by Dr. Ray Moore, whose mother needed round the clock care, and he wanted her close by. As a result of this, The Woodland was created, originally as the Southside Community Nursing Home, but soon was expanded in March of 1970 and renamed Holly Manor. Expanding from a 60-bed facility in the '70s The Woodland opened The Courts, an independent living community, growing from 12 small cottages to now 60 units of living for its residents. Throughout the years The Woodland Inc.'s mission statement has remained the same: "Quality Rehabilitation Services, Skilled Nursing Care and Retirement Living at Affordable Costs".

Visual Appeal

The format of The Woodland Inc.'s website is fairly straightforward and to the point. The color scheme consists of a natural forest green on a white background. In the top left corner of the site a large logo for The Woodland Inc. is present, and the top right corner contains contact information, as well as an address. These colors are consistent throughout the site, however they are used sparsely, leaving the website full of white space. Aside from the logo in the top left corner of the site, the rest of the homepage lacks any eye-catching design. On the homepage, the first element that grabs the user's attention is a slideshow of residents of The Woodland Inc., presenting a positive picture of the community (see Figure 3). Overlapping the images also include captions that highlight some of the amenities, healthcare, and "our story" of the facility.

Your Neighborhood for Life

The Woodland provides **carefree, active living** in a dynamic retirement neighborhood with both assisted living and independent living apartments at affordable prices.

Located in Farmville, The Woodland is nestled in the Heart of Virginia. Our full continuum of health care gives you the freedom and security to enjoy a carefree, active lifestyle. You will experience a warm, family atmosphere and an extraordinary variety of recreational activities and programs, both within The Woodland neighborhood and in the vibrant, two-college town of Farmville.

Your health and well-being is our number one priority and passion.



Figure 4: The Woodland Inc. homepage

Scrolling further down the homepage users can find quotes from residents, a synopsis of life at The Woodland, a video, and an option for more information. The formatting is linear, having each of these elements below the other. On the top of the homepage there is a menu which contains the following headings:

- About Us
- Health Care
- Independent Living
- Community Life
- Blog
- Contact Us

Content

The Woodland Inc. homepage contains contact information which includes a phone number and email address, as well as the address of The Woodland Inc. At the bottom of the homepage is a button to request an appointment for more information.

Below the photo slideshow is a brief statement of The Woodland Inc.'s mission statement with the heading "Your Neighborhood for Life" (see Figure 4). The statement has certain words bolded such as "carefree, active living" and describes what it is like to live at The Woodland. Underneath a video clip of life at The Woodland, there are three icons and the headings:

- Community Life
- Active Living
- Continuum of Care

Beneath the headings are a short statement about these areas describing life at The Woodland Inc. A slideshow of quotes which switches every few seconds takes up the bottom of the page.

The language used within the site is simple and easy for the average user to understand, but it is also descriptive when describing the amenities offered at The Woodland Inc. The tone of the site’s language is positive and promotional, encouraging potential clients to visit them in person.

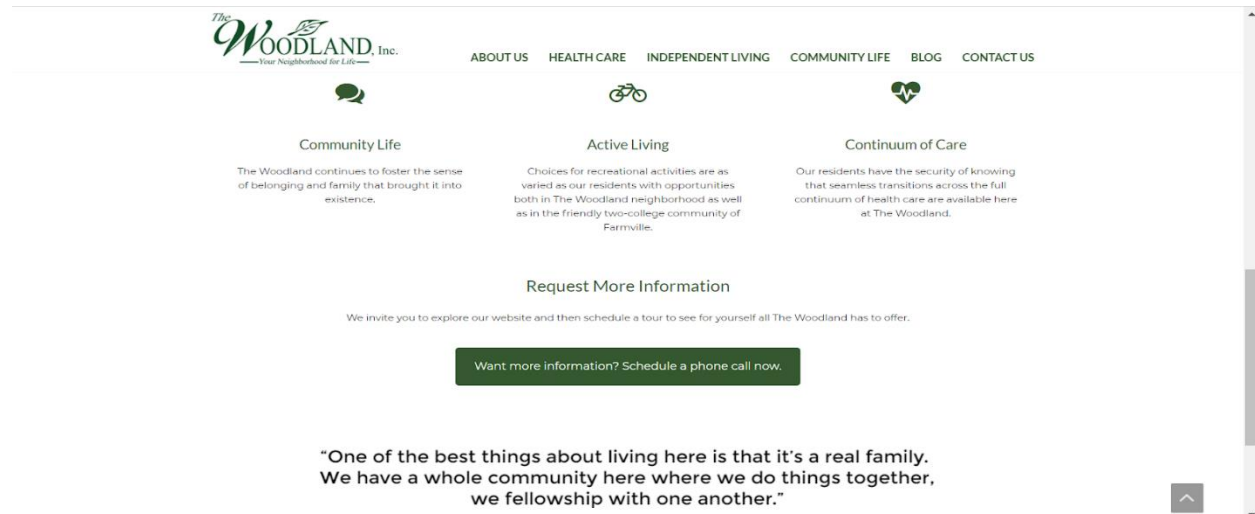


Figure 5: The Woodland Inc. homepage

Ease of navigation

The Woodland Inc.’s website homepage is fairly straightforward and easy to navigate, however some important information, such as pricing, requires searching around the site. Pricing is hidden throughout various parts of the site, for example if users click the ‘FAQ’ subheading under the ‘About Us’ heading pricing can be found. It can also be found under the ‘Independent Living’ heading on the homepage. The site also lacks any sort of search feature, which would make it much easier to navigate through the site’s content.

Throughout the site, there are several large buttons to request more information (see Figure 5), which is located on the homepage, and buttons that link the user to external pages, for example the Watkins Wellness Center. These can be found by exploring the headings and subheadings on the menu. The headings at the top of the page are clear and active links to the corresponding pages. Only three of the headings contain a pulldown menu and divides the heading into subsets.

Evaluation

The Woodland Inc.’s website homepage contains a fair amount of content that is helpful to the user. Large buttons for more information are present throughout the site which is helpful to users. It is visually appealing with its slideshow of images, which consistently changes photos, which keeps the user’s attention from wandering. A similar effect is created by the quotes at the

bottom of the site which are constantly switching. The color scheme is consistent; however, it is lacking substantially. The green, gray and white are not very eye-catching, and the green is not used very often with the exception of the logo and headings. The site's navigation is simple, however there is no search feature and only three of the six headings on the top menu lower into pulldown menus, which is not consistent.

Lucy Corr



Figure 6: Lucy Corr homepage

Located in Chesterfield, Virginia Lucy Corr is a retirement community that offers independent as well as advanced senior care. Named after Chesterfield resident, Lucy Corr, the facility opened its doors in 1970 after it was proposed to the Chesterfield Board of Supervisors in 1967 by Lucy herself. The quality of care at Lucy Corr did not go unnoticed by the community, and after just five years was forced to go under construction to expand to accommodate 192 more beds. Since then, the facility has undergone many more expansions in order to adjust to the new decades while maintaining the high-quality standards it was built upon in 1970. Lucy Corr still manages to uphold the three words Lucy herself are associated with: Care, Compassion, and Kindness.

Visual Appeal

Lucy Corr’s website is very visually simple and accessible to users of every age group. The pastel colors used for the website’s layout are extremely pleasing and relaxing. On a white screen with blues, green, and coral the color scheme provides comfort in the user searching the site. The company logo is located directly in the center of the home page with the name “Lucy Corr” straight below it. The color scheme continues throughout the site, and often change based on the page and topic. The placement of the logo, understandable headings, and pictures chosen on the homepage make it eye-catching, as well as relaxing which one would hope for when searching for a nursing home. On the homepage a picture of smiling residents grasps the viewer enough to keep searching through the website (see Figure 7). As you scroll down the homepage it offers

more pictures associated with the level of care offered by the facility. By including pictures that coincide with color scheme and topics described along with them, the site is exceedingly visually satisfying to viewers of all age.

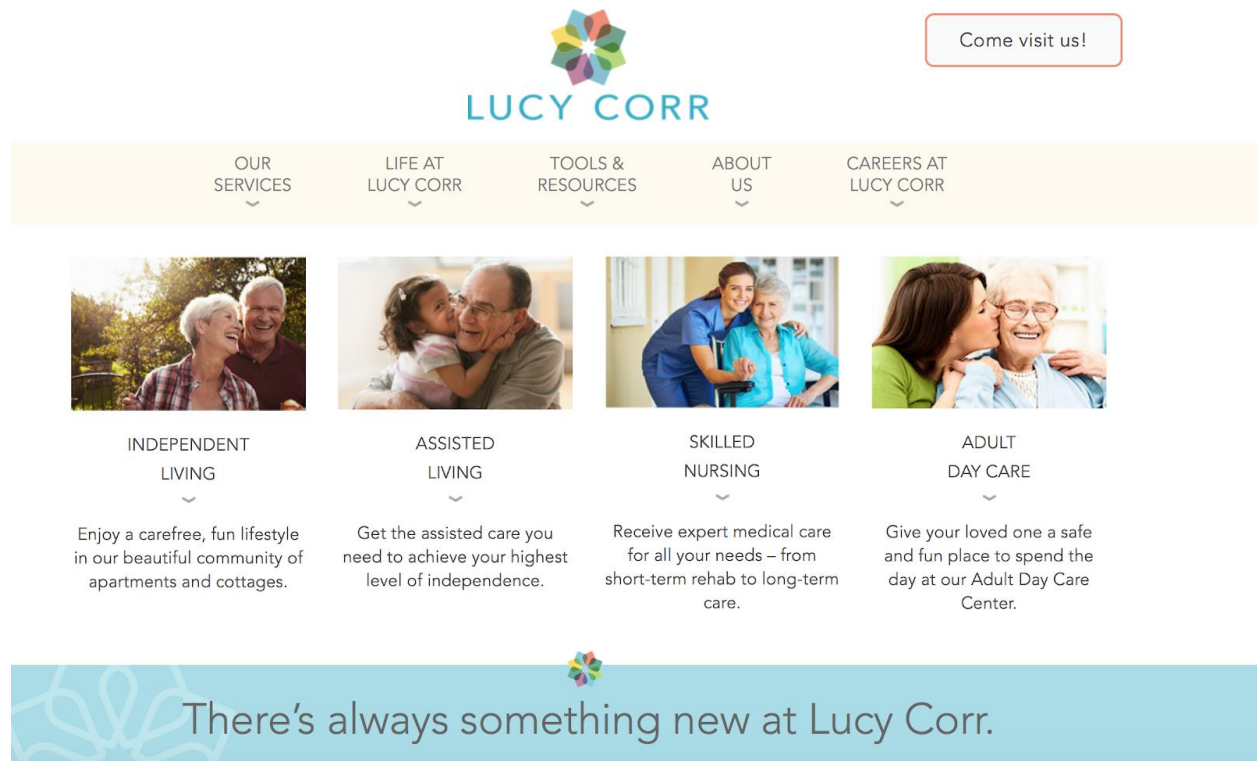


Figure 7: Lucy Corr homepage

Scrolling down the homepage, the company's location, as well as the various levels of care they provide are described. The Lucy Corr mission statement is included in this small paragraph above the levels of care and their descriptions. The levels of care include a picture above their title as well as a picture that corresponds with each level.

Content

At the top of the Lucy Corr homepage (see Figure 7) the menu bar offers easy to understand options containing the following headings with additional drop-down menu options:

- Our Services
- Life at Lucy Corr
- Tools & Resources
- About Us
- Careers at Lucy Corr

Scrolling down the homepage, the company's location as well as their various levels of care they provide are described. The Lucy Corr mission statement is included in this small paragraph above the levels of care and their descriptions. The levels of care include a picture above their title as well as a picture that corresponds with each level. The levels offered by Lucy Corr range from light to intensive care and are described as the following headings:

- Independent Living
- Assisted Living
- Skilled Nursing
- Adult Day Care

Below the different care levels, additional add-on's are included such as events (game nights), job openings and price offerings. This section is titled, "There's always something new at Lucy Corr" describing the upbeat community they offer.

Towards the bottom of the page the contact number is found along with the heading, "We'd love to meet you". In addition to this a customer testimonial is included at the bottom of the page further encouraging potential customers to reach out. The catchy headings as well as brief descriptions were upbeat as well as satisfying to read.

The screenshot shows a light blue banner with three columns of text:

- Get Your Game On!**
Join us for Bingo and enjoy delicious snacks, community tours and great prizes. RSVP to Maria Bond. (804) 425-8281 or mbond@lucycorr.org.
- We're Hiring**
Enjoy PTO, flexible schedules, retirement and health benefits when you join our team.
- Our Latest Offers**
Our flexible payment options make it easier for you to have the life you want at a budget you're comfortable with.

Below the banner is a white section with the heading "We'd love to meet you." in red, followed by the text "Call today to schedule an appointment and take a tour." and the phone number "804-748-1511". To the right of this text is a photograph of two women, one younger and one older, both smiling and wearing light-colored jackets.

Figure 8: Lucy Corr homepage

Ease of Navigation

The Lucy Corr homepage is exceptionally easy to access and navigate. The website is simple yet detailed enough for viewers to locate exactly what they are searching for. However, there is some essential information about the facility that is somewhat hard to find and seems to be lacking from the site all together such as pricing. There seems to be nowhere on the site to access a price list which may lead to disinterest in potential customers. Although the website lacks

detailed information on pricing it does offer a lot of knowledge on their living options, as well as the services and incentives they have.



Figure 9: Lucy Corr homepage navigation menu

The site links allow for an easy to navigate page offering many options and well-designed labels for the certain information people may be seeking. For example, Figure 9 shows on the homepage the first thing a viewer sees is the layout design with the easy accessible options, “I’m Looking For Myself”, “I’m Looking for a Loved One”, “I’m a physician/case worker”. The options immediately offer the website user the material they are searching for right on the main page. The pull-down menus at the top of the page also offer additional answers to questions or information users are often searching for labeled clearly for the material contained. The navigation on Lucy Corr’s website is the strongest out of all three websites offering simplistic yet easy to understand links.

Evaluation

The Lucy Corr website goes above and beyond when compared to the other two assistant living facility’s websites. The website is well organized, simplistic and clean in its visual appeal. The pull-down menu at the top of the page offers easy-to-navigate options that are well labeled and clear in their presentation. In comparison to the other websites, Lucy Corr’s is very neat and orderly in its visual appeal due to the eye-catching yet comforting color scheme used throughout every page. Throughout the website the information provided is easy to understand, access and explained due to the well represented menus. The area where the Lucy Corr website could use some improvement is their information related to pricing, due to the importance of the subject when searching for a senior home.

All in all, the Lucy Corr website is very easy to navigate as well as visually appealing to users creating a site that offers a sense of convenience for users and potential residents researching the facility. Out of all three sites, Lucy Corr’s is the most well put together as well as visually satisfying.

Morningside of Bellgrade

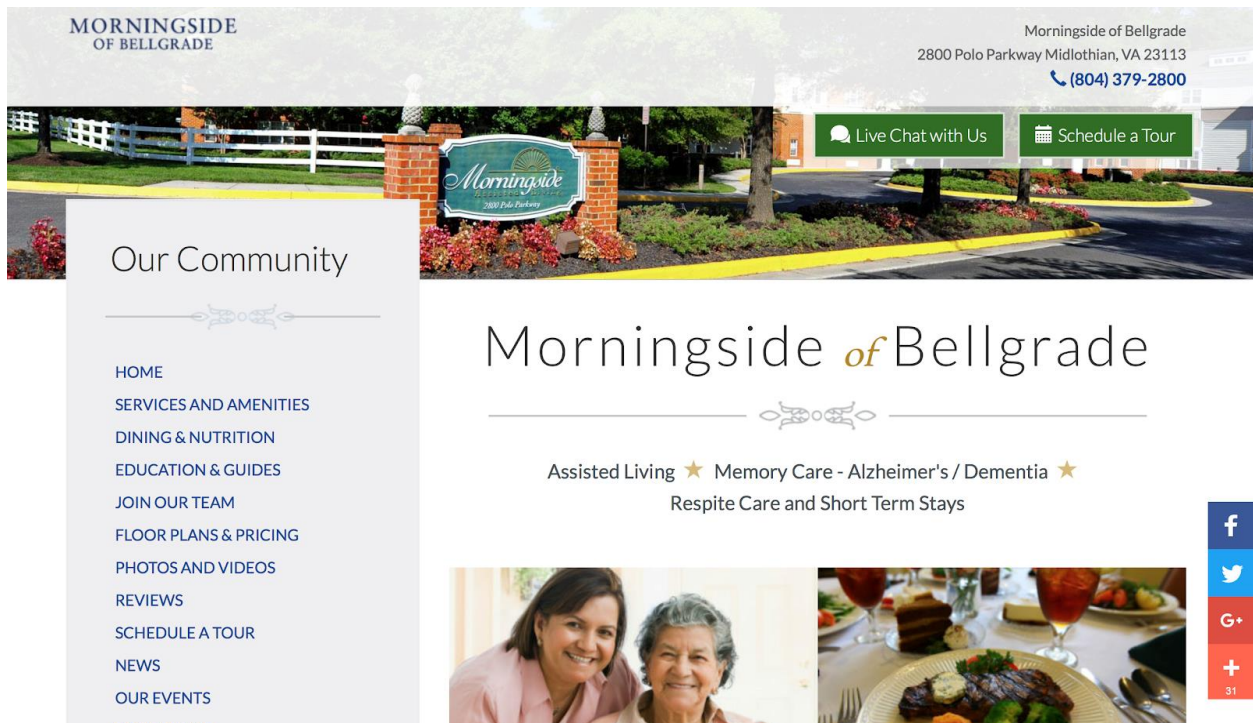


Figure 10: Morningside of Bellgrade homepage

Morningside of Bellgrade is an assisted living and Memory Care/Alzheimer’s-Dementia facility located in the heart of Midlothian, Virginia. This facility is known for providing long or short-term care options for those that are 65 and older. Morningside of Bellgrade prides themselves on being a ‘Five-Star’ facility that offers residents with many activities and ways for residents to fill their days. The facility includes a secured property with educational/recreational activities, exercise classes, rehabilitation centers, gift shop/boutique, and a full barber/beauty shop. The commitment to the physical and mental well-being of the residents is evident in the slew of activities.

Visual Appeal

This website is easy to use and well-thought out. The website is not overwhelming and provides pictures on the homepage displaying the residents making them seem like the first priority (see Figure 10). From dining images to the caring staff interacting with the residents, the site shows the investment in the guests. The beautiful landscape shown in photos is an accurate representation of the care and quality that these guests will receive. Overall, we believe that this website has a strong visual presence.

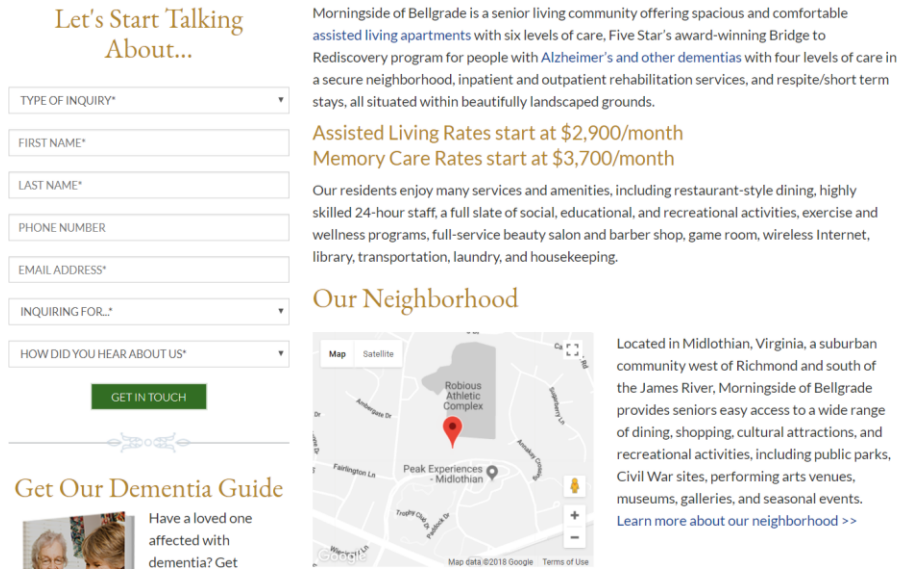


Figure 11: Morningside of Bellgrade homepage

Content

The Morningside of Bellgrade website contains phone numbers, social media links, and email addresses for those inquiring about the facility. The social media feature allows loved ones to read reviews and see current information and activities that the residents are involved in.

The language used on the homepage is very minimal but professional. It is evident that staff values the customer's time because the website is not cluttered with too many quotes and pictures. There is a portion on the homepage that allows you to have a drop quickly fill out information to be reached by a staff member.

The website of Morningside of Bellgrade has many different features that seem to be unique to this website in particular (see Figure 12) such as:

- “Let’s start talking” feature that allows clients to give contact information
- Baseline prices on the homepage
- Live chat that allows customers to reach staff immediately

Morningside of Bellgrade website seems to have a different feel than others we have explored. The exclusive features are things to consider to stand out between other facilities.

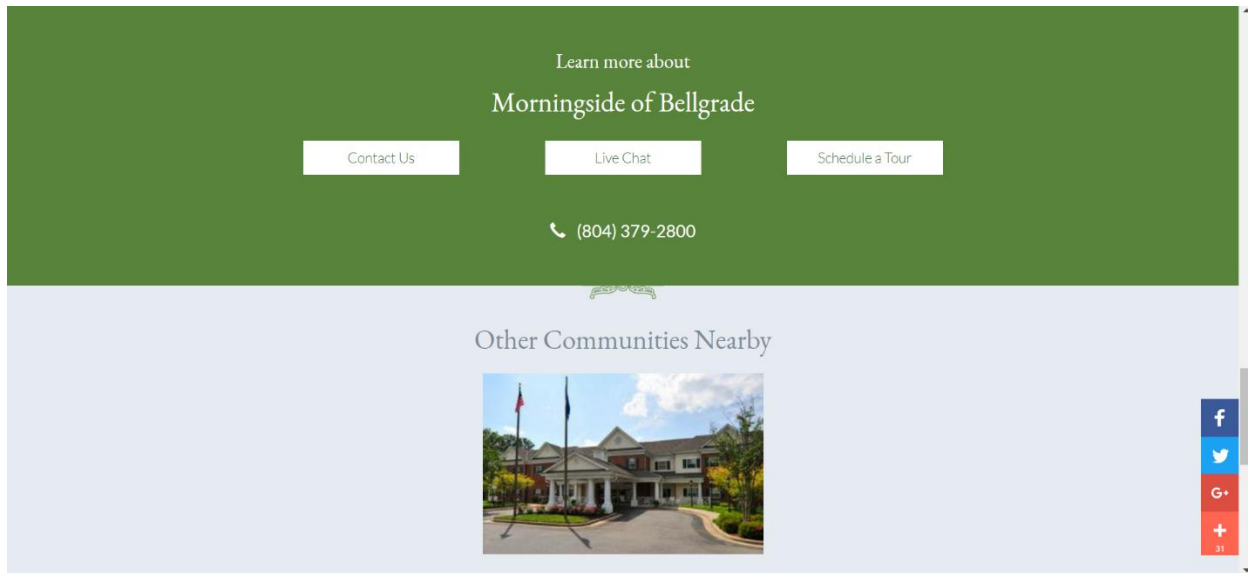


Figure 12: Morningside of Bellgrade homepage

Ease of Navigation

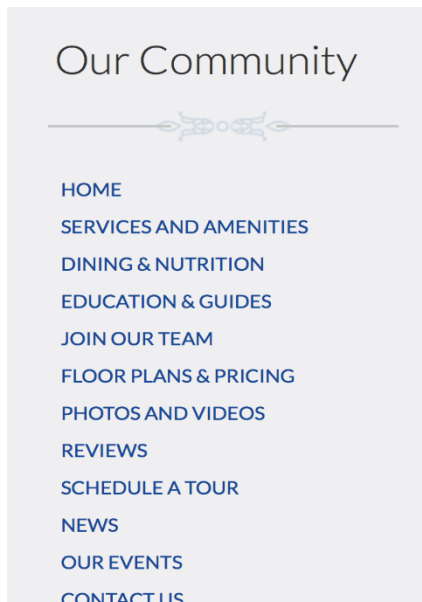


Figure 13: Morningside at Bellgrade homepage menu

The Morningside of Bellgrade website is straightforward and well organized. Due to the simple list of options on the menu seen in Figure 13, information is easy to access and far less time consuming than searching the entire website for basic information. The menu bar is consistent throughout the website and does not require users to scroll over anything or have to click to activate a drop down menu. The permanent menu is an easier alternative for the users who may be less technology savvy to find what they are looking for.

Evaluation

The Morningside at Bellgrade website provides a user-friendly website that is straightforward, efficient, and unique. The simplicity of the design provides the users with easy-to-access information while keeping a clean and professional homepage. The clear design makes the navigation quick and painless. The website could potentially become even more efficient by

implementing the use of different fonts or boldness throughout the homepage to break up the information. Social media outlets including Pinterest, Instagram, YouTube, and Facebook allow the facility to be open to public opinion, reassuring Morningside of Bellgrade offers excellent service, given that the satisfactory reviews outweigh the bad.

Conclusion

In today's world, generally all research is done on the internet by users in order to receive immediate information that is easily accessible. However, the average age group searching for information regarding retirement nursing homes are often less skilled in using the technology it requires to access the information. In order for seniors to access the information they need when researching a potential retirement home, the website should be easily accessible, relying on a straightforward layout. Therefore, in order to avoid confusion when attempting to research a facility, the websites should be clear in their layout by providing the essential information with ease.

A well-developed website provides the potential clients with reliable information presented on a visually relaxing layout in addition to extensive detailed information regarding the facility. Providing clients with a well-produced website will not only ease their confidence in the residence as a whole but gain their interest and consideration in the home. Not only can the website achieve an interested potential client, but it can also answer the simple questions/concerns online instead of phone calls and on the spot walk-ins.

Our study concluded that most constructive websites to improve the quality of the content on Farmville Cares Living Communities site were the following:

The Woodland, Inc., Lucy Corr, Morningside of Bellgrade.

Through our analysis of these websites we focused on their ease of navigation, visual appeal, and overall content. In a survey created to gauge users of the three websites, results found that Lucy Corr had the highest visual appeal, content, and ease of navigation scores (see Figure 14). Morningside of Bellgrade came in second, with surveyors ranking the three criteria just below Lucy Corr, but above The Woodland, Inc. The Woodland, Inc. received the lowest rating on the survey results. Surveyors found that The Woodland, Inc. website had low visual appeal, and a poor navigation system, however the content score was ranked significantly higher than the other two categories.

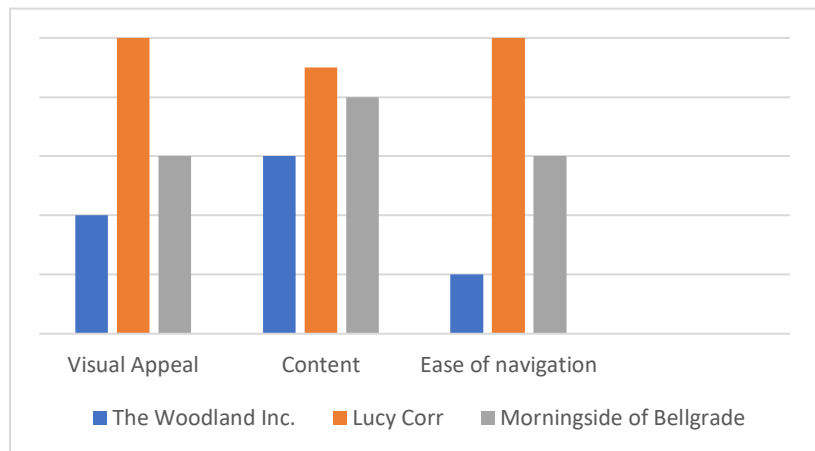


Figure 14: Survey results

Furthermore, in our analysis of all three websites we came to the conclusion that Lucy Corr's website is overall the best when looking at the visual appeal, ease of navigation, and content of then compared to the other two websites. The other two websites significantly lacked in the overall presentation of their website where Lucy Corr strongly succeeded. Although Morningside

of Bellgrade and The Woodland Inc. both offered dependable information, they both lacked in their presentation and accessibility. Both sites could improve their visual appeal as well as the layout to provide a more simplistic approach for the senior citizens who generally can struggle with technology. Additionally, both sites lacked in their overall presentation not providing a layout/color scheme that was visually satisfying and comforting. Therefore, both sites offer a decent amount of information but lack visual appeal and navigation for the age group and business they are attempting to promote.

Recommendations

We recommend that the Farmville Cares Living Community utilize the following websites in order to provide a well-developed site to ensure satisfaction for their potential clients:

- The Woodland, Inc.
- Lucy Corr
- Morningside of Bellgrade

This survey was created to assess users' reactions of three websites use of the effectiveness of visual appeal, content, and ease of navigation. Please explore the three websites we have based our survey on and circle the answer that applies most to your opinion of the sites. We value all responses.

Visual Appeal:

1. Colors of the site are visually attractive and consistent throughout the site.

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

2. Website uses images appropriately and frequently within the site.

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

3. The layout of the site (i.e. headings, menus, etc.) aide in the sites attractiveness.

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

Content:

4. Content of site uses clear, simple language

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

5. I found all of the information I was looking for.

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

Ease of Navigation:

6. This website was easy to navigate.

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

7. Contact information and pricing options were quickly locatable.

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

Thank you for participating in this survey for the effectiveness in assisted living community's websites. If you have any questions or comments about this topic, please contact Bill Reed at (555) 767-9001.

Please submit the completed survey online before April 20, 2018 to H.K. Bates Consulting at hkbatesconsulting@gmail.com. **Appendix B: Assisted Living Community Website Usability Survey Results**

Of the 100 surveys sent out, 25 responses were returned. The following is a table to show the results as a percentage out of 100.

Table 1: Visual appeal survey results

	The Woodland Inc.	Lucy Corr	Morningside of Bellgrade
Percentage	25	100	49

Table 2: Content survey results

	The Woodland Inc.	Lucy Corr	Morningside of Bellgrade
Percentage	55	85	73

Table 3: Ease of navigation survey results

	The Woodland Inc.	Lucy Corr	Morningside of Bellgrade
Percentage	21	85	53

Appendix C: Meeting Minutes

April 14th at 2:00 pm

Attendance: Haley Klepatzki, Karen Ryan, Morgan Bates-All Present

Secretary-Karen Ryan

Agenda:

- Finalize three website need for data collection and decide criterion that will be used to assess each website
- Begin to take notes from minimum of one website with criterion that has been chosen
- Schedule next meeting

Meeting Adjourned at 4:45 pm

April 16th at 8:00 pm

Attendance: Haley Klepatzki, Karen Ryan, Morgan Bates-All Present

Secretary-Karen Ryan

Adenda:

- Designate each group member a website to work on mostly individually
- Schedule next meeting

Notes: Haley K. will be responsible evaluating the visual appeal, content, and ease of navigation for The Woodlands website, Morgan B. for Lucy Corr website, and Karen R. for the Morningside at Bellgrade.

Meeting Adjourned at 9:00 pm

April 20th at 4:00 pm

Attendance: Haley Klepatzki, Karen Ryan, Morgan Bates-All Present

Secretary-Karen Ryan

Agenda:

- Discuss formatting
- Discuss appendices

Meeting Adjourned at 4:45 pm

April 23th at 5:20 pm

Attendance: Haley, Karen, Morgan

Secretary: Morgan

Agenda:

- Delegate final tasks
- Discuss wrapping up the project
- Revisions
- Discussion on presenting

Meeting Adjourned at 7:15 pm

Sources

The Woodland Inc.

<http://www.thewoodlandinc.com/>

Lucy Corr

<http://lucycorr.org/>

Morningside of Bellgrade

<https://www.fivestarseniorliving.com/communities/va/midlothian/morningside-of-bellgrade>