**Memorandum**

TO: Cassie Sutton of Trinity Lutheran Church English as a Second Language Service Learning

FROM: Ellie Morton and Huan Liu, Auburn University Graduate Students

DATE: February 25th, 2025

SUBJECT: Project plan for the creation of an ESL teaching and learning website

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This Project plan is to detail Ellie Morton and Huan Liu’s scope of work and design a layout for the website design for Trinity Lutheran Church’s ESL program.

### Overview

Our website design will include a home page, an ‘About ESL’ page that will combine their ‘Mission Statement’ page, the ‘Where to Find Us’ page with the location and time of their meetings, and the ‘Classes Offered’ page that will explain the differences in the classes for different levels of learning offered by the volunteers.

This design will also offer new material for students to access on their own. We will be adding a ‘Lesson Plans’ page that will offer example lesson plans for volunteers to use as a starting point for their classes. We will also be offering an ‘Activities’ page where volunteers can view different activities with various times for a more hands-on lesson.

### Scope of Work

With this website design, we will not be producing the mission statement or location, simply adding it to a platform where all the information is in one place for more English Learners to have access to. Our primary focus is adding the ‘Lesson Plans’ and ‘Activities’ page, so that others can access their materials and learn in their spare time.

We would also like to include other languages such as Spanish and Chinese as different categories of leaning. We would include this as a page from the materials for different categories such as: ‘English’, ‘Spanish’, and ‘Chinese’. We will also include a color scheme that fits a similar on to the Church’s main website to keep everything cohesive.

Our scope of work includes the following elements and pages:

* Navigation Pane
* Header
* Welcome/Home Page
* About ESL
* Mission Statement
* Where to Find Us (location and time)
* Lesson Plans (English, Spanish, and Chinese)
* Activities (English, Spanish, and Chinese)
* Footer

*Navigation Pane*

The ‘Navigation Pane’ will include easy access to the other pages offered for a quick and direct way of seeing what their ESL program offers. The tabs are organized from left to right with the most beneficial information at the far left and the least at a respected far right. The goal of the navigation pane is to offer users an overall more efficient experience, receiving their desired information as quickly as possible.

*Header*

Based on the page, the header element will be used differently. On all paged, the header element will include the pages title. If more information is needed for that page, an explanation will be located under the page title within the header.

*Home Page*

The Home Page will feature a header with a page title and some information about the ESL program. It will feature images of learners and volunteers working together.

*About ESL*

‘About ESL’ will offer an explanation about what the Church offers to prospect learners. This will include brief examples of what learning at Trinity Lutheran Church looks like as well as images to accompany the explanations for a visual appeal.

There will also be a segment included for the different classes offered and an explanation of what those classes look like for future learners to know where they need to begin.

*Mission Statement*

The ‘Mission Statement’ will be used directly from the Church’s original website to keep a cohesive look from each platform.

*Where to Find Us*

‘Where to Find Us’ will include a header with the page title. The address to the church will be provided as well as a map, for better visual access. The time of meetings will also be included within this page for learners and volunteers to easily access.

*Lesson Plans*

‘Lesson Plans’ will have a header with the page title as well as include PDFs of existing lesson plans as examples of what to expect when joining for the first time. These will be downloadable, thus allowing others to print them for personal use or future use in teaching. These lesson plans will have an accompanying description of what topic and ‘level’ (ESL1 or ESL2) they correspond with.

*Activities*

‘Activities’ will have a header with the page title as well as PDFs with example activities for other learners and volunteers to use or get inspiration from. These activities will be categorized based on time they take (ranging 10-12 minutes). They will also be downloadable if users would like to print them for their own use.

*Footer*

The footer will detail two distinct informational columns for each location and a contact box.

### Color Scheme

Using the Trinity Lutheran Church’s icon, the colors we will be incorporating will complement those. Using ([#ff8f8f](https://www.color-hex.com/color/ff8f8f)), ([#a8c7d0](https://www.color-hex.com/color/a8c7d0)), and ([#e4f5a3](https://www.color-hex.com/color/e4f5a3)) will add cohesion between the two sites ensuring that if Trinity Lutheran Church would like to adopt the ESL program and their webpage, it will not clash with their existing site.

### Conclusion

We are excited to continue to design the ESL website to help future learners and volunteers, regardless of their location to the Auburn area, have better access to these materials. We hope that this plan will provide a user-friendly experience and be beneficial to those seeking aid in learning a new language.

Thank you for your time,

Ellie Morton and Huan Liu