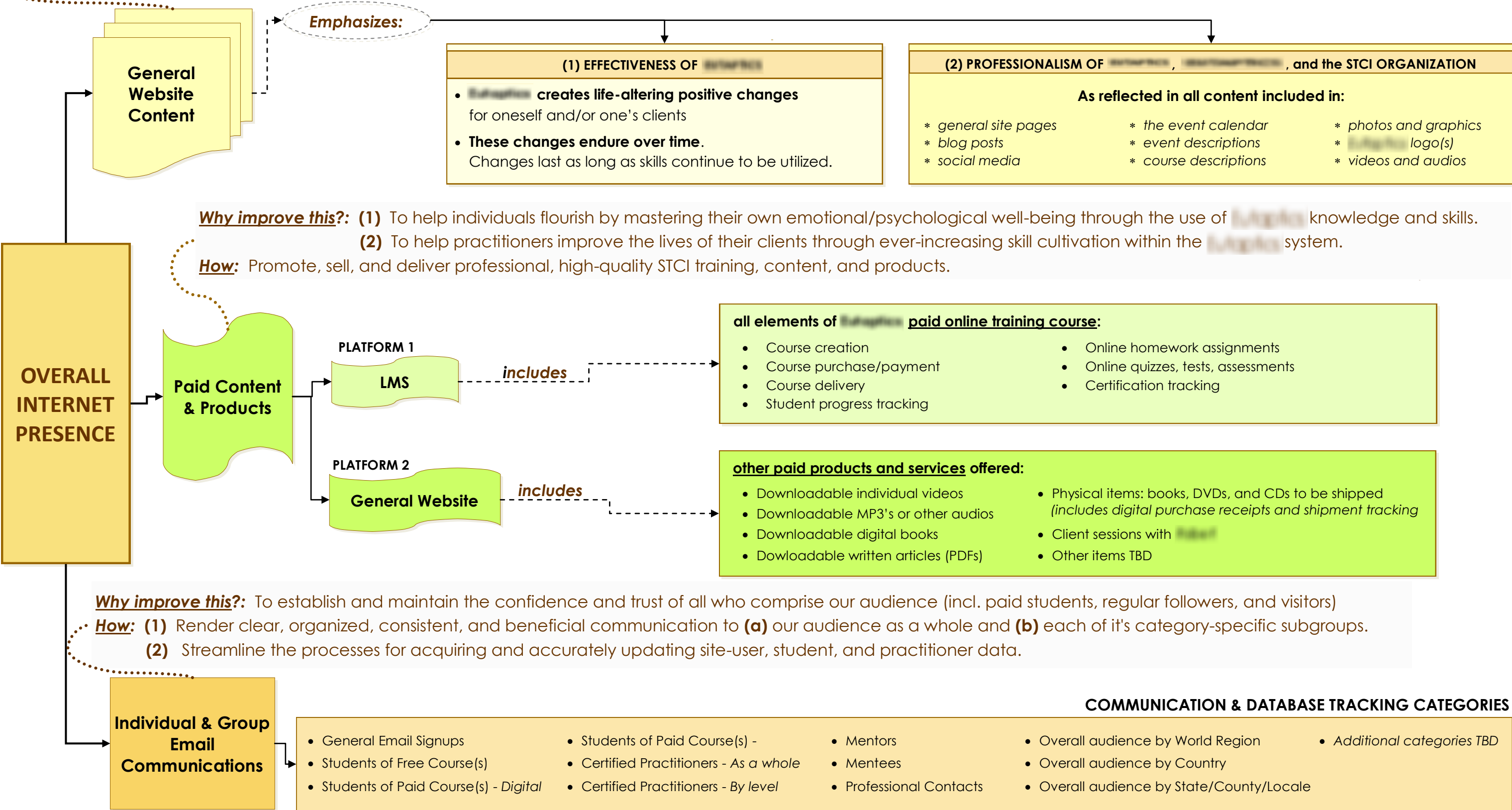


Why improve this?: To (1) cultivate trust, (2) compel people to invest in training, and (3) create and solidify long-lasting relationships

How: Provide our audience with regular, relevant, and creative digital interactions via our public website. **Successful Online Content = Useful + Compelling + Personable + Professional**



QUESTION TO BE ANSWERED:

Given the following 3 aspects of STCI's overall web presence, do we **(A)** use a reputable service provider for each aspect or **(B)** use a service provider whose platform includes 2 or more of the aspects?

