**Rock River Regional Transformation Project (R3T)**

**Content Information**

* The name may change to:

TRANSFORMATION 2020

*Make a difference. Make a change.*

* Friends of RVC feedback-
  + I like the toolbar options across the top of the page. Would it be possible to create similar tabs named:
    - Home
    - About Us
    - How To Make a Difference (informational, photos)
    - Community Work Sessions (forms??)
    - News (Twitter Feed, New Post)
    - Events (Eventbrite, Use Wiggio for Collaboration)
    - Photos/Videos (Tumblr.com)
    - Contact Us (Jotform.com)
* We will definitely have photos and a logo for you shortly, but I don’t have them yet.
* For the homepage, can we put a place saver for a banner photo like the Friends of RVC homepage, along with a space for another photo somewhere in there once we have them?
  + Homepage (draft) text:

*Rockford was once a city in its prime with thriving residents experiencing a high quality of life. Over the past four decades, our region has witnessed a long and steady decline resulting in an environment where a majority of our residents find little prosperity and success.*

*The Regional Transformation effort accepts the challenge to improve dramatically the social and economic condition of our region and our residents. By applying strategic planning processes used successfully in businesses, our community will develop our vision for the future as well as strategies and detailed plans to achieve that vision. Every stakeholder, through a public process, will be asked to provide insight, input and commitment to this transformational endeavor.  Using the vision as a guide, an aggressive implementation plan will bring our vision to reality.*

*This effort needs the energy and ideas of the entire community. We continue to seek participants and leaders to create, facilitate, analyze, communicate and implement our community’s vision. Many large and small employers, non-profits and local governments in our area have already accepted the challenge and actively support the Regional Transformation effort. Join us today and be a part of the movement for a better community.*

* About Us (draft) text:

*The Regional Transformation effort is long term planning and action to improve dramatically the social and economic condition of the Rockford Region.*

*The beginning steps will include a tough look at where we are in contrast with where we want to be. Together we will determine how to bridge that large gap.*

*This effort needs the energy and ideas of the entire community. We will work to collectively and positively impact the place we call home. We don't know exactly what that looks like yet, but we know that we need everyone's input and action to make real change happen. Together, we will develop strategies and plans that impact the entire region, and we’ll ensure we have the right people in place to execute those plans.*

* Test for other pages to come…
* Social media sites that we’ll eventually link to this website:
  + Twitter
  + Facebook
  + Instagram
* Other community project sites that I like:
  + Dreamcenter.org
    - I love how clean the homepage looks, along with the photo that covers the whole page with the opaque area for text in the center
* www.watermissions.org
  + I like how crisp this page feels