Need

* Website basic by design and to protect curriculum
* Pros enhance curriculum
* Interactive website, conveys passion + message for fin lit
* Students not main target audience
* True audience: corporate partners
* Financial ignorance costs a lot and propagates to everyone

Start from scratch or change current?

* Start fresh

How interactive?

Budget?

Ideas

* Content is king, not too many words, many graphics
* Will get brainstorming notes over email about ideal website
* Send synopsis of org, brief overview for how they work, what they’ve done, vision for future
* Companies used, how it’s hosted