

## **Summary Evaluation: Colleen Boisvert June, 2008**

Over the past year, Colleen has done an outstanding job growing her expertise and skill set as an interactive designer while also leading and participating in many of the tracks involved with the redesign of the new MGH website. Update of the MGH website is one of the top priorities for the Marketing Department. It's a formidable, complex undertaking, given the size of the site and the existing lack of uniformity of content and design. Virtually all aspects of the MGH community have some presence on the site, and therefore have a stake in the redesign effort. Colleen had to jump into the redesign project while her job function was still evolving on a new and developing team and serve an important design and technical role. Colleen has been successful in achieving her major annual goals: restructure her job function; play an active role in developing the hospital-wide website redesign strategy; gain experience working with a large interactive agency; further develop her Flash design and programming skills; meet the interactive marketing needs of priority service lines across the hospital.

Here is a sample of Colleen's many accomplishments over the past year:

**Played a key role as leader, advocate and contributor in developing the new strategic direction of the MGH website.** Colleen's contribution to the new MGH website's vision been extremely valuable. From helping to concept the shared horizontal tabbed template module to directing the IconNicholson creative team to better understand the MGH multimedia gallery vision with best practice examples, Colleen has added strategic thinking and an expert voice in the new interaction design of massgeneral.org.

**Designed blog and icommunity.** Colleen took a leadership role in designing thenew.massgeneral.org blog and icommunity social application for the hospital's website redesign project. The goal of these two tools was to help build community, awareness and participation across the hospital for the redesign project. Adding naming creativity and usability best practices, Colleen meet this challenge and designed and produced two successful applications that have been met with positive reaction and have helped build credibility for the new MGH interactive team.

**Homepage refresh.** Colleen was asked to give the existing massgeneral.org website homepage a fresh new facelift for the interim months between the hospital's larger redesign initiative. A seemingly simple task, however, Colleen's new design needed to execute on many different marketing strategies: a) Allocate editorial real estate so that the MGH Marketing department could promote current offline campaigns on the hospital's homepage, b) refresh the existing homepage motif with a clean and new layout, however, c) do so in a way that does not use strategies from the new design system and d) start to test new concepts on the interim website that the new site will introduce later in the year

(e.g. multidisciplinary Centers, Quality & Safety, prominently featured news, Flash, etc.)

**Collaborative Media Services liaison.** Colleen has served as the central interactive marketing liaison to the Partners Collaborative Media Services team. She has been responsible for working with that team to plan a future roadmap for how video content will be produced to meet the technology specifications of the new massgeneral.org, develop best practices and most importantly serve as our own rich media and video mentor advisor to not only the interactive team but also to the extended Marketing department looking for guidance and recommendations on how to leverage new and existing video content through Web channels.

**Homepage band canvas and advertising Flash production.** Colleen has grown and honed her Flash design and programming skills over the year at a remarkable pace. From simple banner ads and tiles at the beginning of the year for the Vascular Center to complex brand canvas lockup and animation sequences for the Heart Center, Quality & Safety, Department of Medicine and Radiology over recent months, Colleen has developed exciting rich media assets for the MGH Marketing department. Colleen has also art directed and overseen the Flash production work of our freelance Flash programmer – both increasing her own technical skills and proving valuable design mentorship and management experience.

**Usability testing.** Colleen is leading the Construction phase usability testing in July and August with the MGH team, Schlesinger Research and Partners IS managing the collaboration and work of the project management, market research and IS functions. Through this track Colleen has developed a documentation approach that will help keep all parties on track and accountable for their responsibilities. Colleen has excelled at keeping teams organized and up to date with a clear understanding of the role they play as well as the goals that need to be achieved.

Challenges ahead for the coming year include: launch of the redesigned site and its many different design concepting, production and media related tracks; meeting the interactive marketing needs of priority service lines; and continued refinement of a team approach to continually producing best practice work that involves the participation and consensus of centers, departments and divisions across the hospital. It will be important for Colleen to expand her outreach to other key hospital audiences such as the extended Marketing team, the hospital's administrative directors and web authors educating how the new design and publishing process functions across the website and how individual service line contributions are made.

Based in part on her experiences teaching graphic design classes and continued education in the field, Colleen has stayed committed to developing her own

specialty focus in Flash development by seeking external education and training and continually striving for more knowledge expertise. Colleen's past year of career development serves as one of the single biggest contributions that will help position the interactive team as a full service design group capable of best practice, agency-quality work to not just the extended Marketing department, but to the entire MGH organization. Just as important, Colleen approaches her work with determination, a collaborative style and positive outlook that has helped her to build support and establish trust within the MGH Marketing department and throughout the hospital community – both on the redesign effort and on interim projects. We're very fortunate to have Colleen on the MGH marketing team.