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**New Capstone project submission from Capstone Project Request**

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**Americans for Health & Human Capital, Inc.** <wordpress@ualr.edu>

Wed, Aug 12, 2020 at 1:56 PM

Reply-To: HealthBuzzCindy@protonmail.com

To: tswallace@ualr.edu

**Client Organization Name:**

Americans for Health &amp; Human Capital, Inc.

**Client Contact**

Cindy Hoffmann

**Client Email:**[HealthBuzzCindy@protonmail.com](mailto:HealthBuzzCindy@protonmail.com)**Client Phone:**

(703) 554-2811

**Organization Description/Mission/Purpose:**

AHHC is a nonprofit organization that works to promote American human capital in several ways: (1) advancing the general and occupational health of Americans through information about healthy behavior, worksite safety, and use of the healthcare system; (2) promoting educational attainment for specific employment opportunities; and (3) promoting learned skills and natural talents as opportunities for advancement. In this project, AHHC will be addressing #3 above to promote the natural artistic talent (very, very talented!!) and future commercial success of prison inmate Joe to help secure a future for Joe as an artist. The website will describe Joe's one-night lapse in judgment that landed him in prison, his own discovery of his talent while in prison, and the fact that he is a self-taught artist. The website will display multiple images of his high-quality work, most of which are landscapes and animals.

**Description of the problem or need:**

AHHC is helping by organizing a website built to display Joe's work with the goal of his future commercial success as an artist. AHHC CEO Cindy Hoffmann is a '95 UALR grad with an MA in Technical & Expository Writing/Journalism. I can certainly assist with UX design, content development, etc as needed.

**Description of deliverable requested: (E.g. website, database)**

We'd like to build a WordPress website. A simple data analytics plugin or package might be helpful so that we can determine which of Joe's paintings are generating the most interest.

**List any current implementations of deliverable (URLs, etc.):**

AHHC will purchase a domain name for Joe and any other website-related requirements.