
Fwd: New Capstone project submission from Capstone Project Request

1 message

Thomas Wallace <tswallace@ualr.edu>
To: Bruce Bauer <blbauer@ualr.edu>

Thu, Aug 17, 2023 at 7:38 AM

Last one

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From: **Jasper Advertising and Promotions Commission** <wordpress@ualr.edu>
Date: Wed, Aug 16, 2023 at 2:23 PM
Subject: New Capstone project submission from Capstone Project Request
To: <tswallace@ualr.edu>

Client Organization Name:

Jasper Advertising and Promotions Commission

Client Contact

Lisa Duet

Client Email:lisaduetjapc2023@yahoo.com**Client Phone:**

(337) 401-9155

Organization Description/Mission/Purpose:

Jasper Advertising and Promotions Commission is made up of 8 members. We all work with The City of Jasper, Local Businesses, Local groups and organizations, Churches, and locals to plan and promote events for Jasper. We are mindful of tourism, but we are also very attentive to our locals!! We offer free concerts, free community events, corn hole tourneys, pickle ball tourneys, festivals, and so much more! We Provide community event calendars, as well as live social media based informational videos, to keep the community informed of all upcoming events in Jasper, Arkansas.

Description of the problem or need:

We currently have a website available for the city of Jasper but not specifically for Jasper Advertising and Promotions. JAPC is not in control of that website. We submit what needs to be updated, however the changes are only made once a month. In the event planning space, we all understand that dates and times and locations sometimes change daily. We need to be able to update a web space regularly. JAPC needs a website to be able to have one central spot to advertise and promote events. Currently, we are using multiple social media platforms which can become overwhelming and time consuming when updating.

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

I am hoping to have a website that is easy to use, not only for the administrator but also for the patron. A website beautifully designed that captivates the audience would be ideal! I would also love to have a database to store contact information. In the advertising and promotion business we network with many people. Having a database, other than excel, for those contacts would be very beneficial. I am open for any and all suggestions on tools that will help JAPC work more efficiently thus enabling us to become a greater asset to The City of Jasper.

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

At present, we are only actively using Facebook.

Our ticket provider is Ticket Leap.

I have set up a Twitter, YouTube, and Instagram account, however, they have not been utilized yet.

Being able to link all these accounts together would be very helpful.

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Thomas Wallace

Web Design and Development / Information Technology Program Coordinator

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