



April 23, 2023

UC Center for Field Studies  
11053 Oxford Road  
Harrison, OH 45030

Dear Dr. Ken Petren,

We are excited to present these deliverables that we have been working on throughout Spring Semester 2023 to you. It has been an honor to work with the UC Center for Field Studies for this Capstone project, and we are elated to submit the completed external Wix website, Spring 2023 newsletter, newsletter template, Stories from the Field Center articles, and website and newsletter style and usage guides to you. This report contains the following sections for your reference and future use:

- **Introduction:** We discuss what our high-level goals for the project were, as well as what our general rationale for the project was.
- **Wix Website:** We provide insight on our design and content rationale for the new website, an audit of the original website, and how we accomplished the project goals through the finished deliverable.
- **Constant Contact Newsletter:** We detail our design and content rationale, goals for the newsletter, and emphasis on longevity of the newsletter campaign. In this section, we also discuss our content rationale for the Stories from the Field Center content.
- **Appendices:** We provide the personas we based the project off of, the Wix Website Style and Usage Guide, the Newsletter Style and Usage Guide, and the text for the two Stories from the Field Center articles.

It has been a joy for all three of us to work with you on this project this semester. We are excited for the future that the UC Center for Field Studies holds and earnestly hope that these deliverables will serve UCCFS's mission for many years to come.

Sincerely,

Zoe Behrman  
Keely Burns  
Alejandro Vergara Kniveton

# UC Center for Field Studies



## Rhetoric and Professional Writing Capstone Project Report

### Prepared by

Zoe Behrman

Keely Burns

Alejandro Vergara Kniveton

Professors Laura Wilson and Teresa Cook  
Spring Semester 2023  
University of Cincinnati

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## **Introduction**

The UC Center for Field Studies (UCCFS) is a 17.6 acre research and nature center affiliated with the University of Cincinnati's College of Arts and Sciences. UCCFS serves a wide variety of purposes and patrons from elementary school kids embarking on a bird watching field trip to professors and students at the university conducting vital interdisciplinary research in climate change, green technology, public health, and a myriad of other topics.

UCCFS is located 20 miles north of the University of Cincinnati's uptown campus and serves a dual purpose as a nature center and a hub for research and innovation in disciplines such as Environmental Studies, Psychology, Archeology, and Biology.

## **Project Background**

UCCFS is currently undergoing a transition to increase engagement both within and outside of the UC community and to shift from being a purely STEM oriented research center to a place where all disciplines can find distinct value. In addition, the center is looking to establish itself as an entity both adjacent to and apart from the university; this new phase brings an exciting focus on individuality and unique character for the center, and an opportunity to rebrand UCCFS's public-facing materials.

Before this project, UCCFS's public-facing identity consisted of a microsite within UC's College of Arts and Sciences page and an Instagram account. Our Capstone group (Zoe Behrman, Keely Burns, and Alejandro Vergara-Kniveton) built on this existing presence by creating an entirely new external website and creating materials for a quarterly newsletter campaign. In the beginning stages of this project, we considered what other environmental/nature organizations were doing in the Cincinnati area (e.g., Great Parks of Hamilton County, Mill Creek Alliance, Cincinnati Nature Center) as well as how UCCFS stands within that greater scope in terms of the center's unique strengths and weaknesses. With this information, we sought to build off of the established credibility of UCCFS's university affiliation to market the center to a wider public lens. We built this project based off of three personas, a K-12 Cincinnati-area school teacher, an Environmental Studies student at UC, and a humanities professor in the College of Arts & Sciences. Reference Appendix A for more information about these three personas.

## **Project Goals and Rationale**

To aid in accomplishing UCCFS's goal of being an interdisciplinary center for nature lovers of all kinds in the Cincinnati area, we created three public-facing deliverables for the center: an external Wix website, a Constant Contact newsletter, and two Stories from the Field Center articles. While creating these deliverables, our goal was to highlight the many varied aspects of the center that would draw a potential visitor in and to establish UCCFS as a place where those without a University of Cincinnati connection can still visit.

A large internal focus for this project was also the longevity and sustainability of the deliverables that we were creating. It was very important both to our group and to UCCFS that these deliverables live on for longer than one semester. To aid this concern, we created two style and usage guides, one for the Wix website, one for the Constant Contact newsletter. In addition, we created a detailed template for the newsletter. Finally, we accomplished both the audience-centered and longevity-centered aspects of our goals by creating content that was clean, easy to update, and free from extraneous information.

# The Wix Website

To ensure that we met all goals regarding engagement and design for UCCFS’s new external website, we first conducted an audit of the original website and researched comparable sites’ design and textual choices.

## Audit of original website

UCCFS’s original website was housed as a microsite within the University of Cincinnati’s College of Arts & Sciences research center page. As UCCFS is looking to reach even more interdisciplinary engagement throughout the University of Cincinnati and the general Cincinnati community, we moved the location of the website to an external site outside of the University of Cincinnati’s main hub of information, [www.uc.edu](http://www.uc.edu).

Before creating the new website, we considered the strengths and improvement areas of the microsite to gain a holistic idea of where to center our work. Table 1 shows the website audit of the original microsite broken down into design, usability, and content considerations.

Table 1: UCCFS Microsite Website Audit

Category	Grade	Priority	Notes
<b>Design</b>			
Consistent template and typography	C	High	Consistent typography, but could improve with more contrast to be more engaging.
Easy-to-find content	A	High	Sectional tab on the left is easy to navigate.
White Space	C	Medium	Lots of white space that could be mitigated by background graphics.
Brand-aligned Design	B	Medium	With the external website, we will foster a more unique brand outside of the University of Cincinnati. However, we could maintain some components of the UC design.
Image-Text Continuity	C	High	Could increase the number of graphics and features to break up large sections of text.
Appropriate imagery	D	High	Few pictures and graphics, but could be improved with greater variety and more recent pictures.
<b>Usability</b>			
Responsive links	A	High	Perfect
Navigation to top 3 things	B	Medium	Could improve by creating 3-5 main sections of the website people are drawn to and clear navigational direction from the homepage.

<b>Content</b>			
Relevant Content	B	High	More information about what UCCFS is and how a variety of people in various disciplines can use the UCCFS could be added. More storytelling and timely content would also be beneficial.
Conciseness	B	High	Some sections of text could be more concise to help a user get to the most important information as quickly as possible.

## Research of Comparable Websites

The next step in creating the new website was to research websites that were comparable to the vision our client wanted for UCCFS. Since a large project goal was to define UCCFS's unique identity outside of the University of Cincinnati, we specifically looked at other public-facing nature centers in the Cincinnati area. The three websites we focused our initial research on were:

1. [Cincinnati Nature Center](#)
2. [Great Parks of Hamilton County](#)
3. [Cincinnati Parks](#)

We also broke up what areas of content we wanted to gain inspiration for on the website from this initial research, including the events and calendar page and the home/about page.

### Events and Calendar Page

For the events and calendar pages, we looked at Cincinnati Nature Center's structure and formatting (shown to the right in Figure 1). We liked that they:

- Link to sign up for the newsletter throughout
- Link events to the calendar
- Have visuals next to text of events descriptions
- Break up events into easily readable subsections

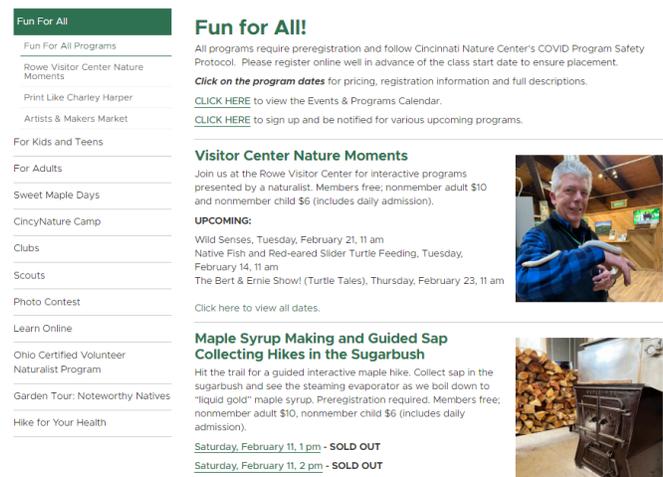


Figure 1: Cincinnati Nature Center Events Page

We also noted that all three websites contained calendars for their events, which is also something our client expressed interest in, so we made sure to include a calendar element with our events page.

Another consideration we took into account for the events page was how to request an event at the UC Center for Field Studies. We saw that the Cincinnati Parks website had a page called “Reserve A Spot” (shown in Figure 2), which we thought would be applicable to UCCFS as well. We specifically liked how that users could request a space directly on the website itself.

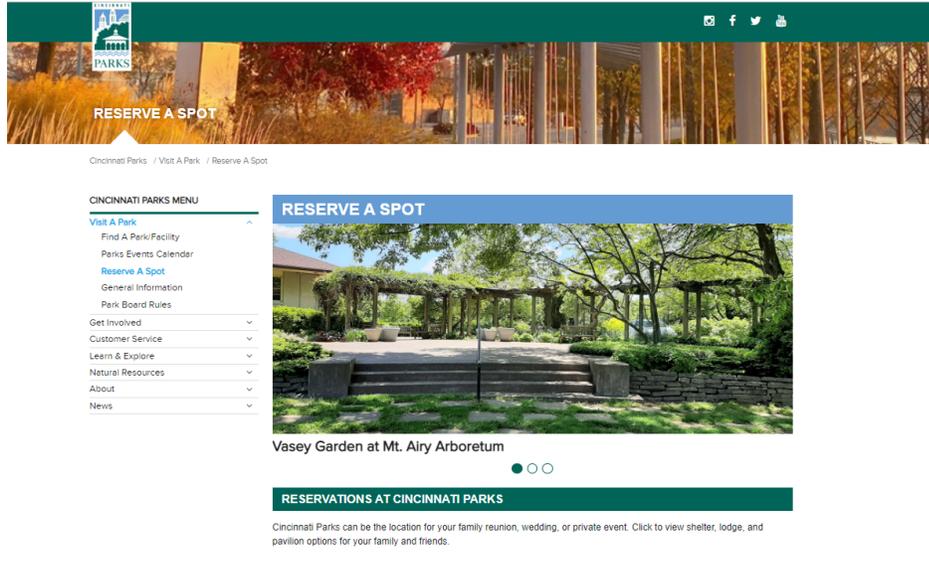


Figure 2: Cincinnati Parks Reserve A Spot Page

### Home/About Page

For the homepage, we wanted to see how we could split up the important information about UCCFS into digestible sections. We also wanted to make sure that our homepage had a direct navigational structure to make it easy for a user to find the information that they needed quickly. We particularly liked the Cincinnati Nature Center’s About Us page (shown in Figure 3 to the right) because it splits up information into useful subsections that are hyperlinked to various pages throughout the website to guide the user to exactly where they want to go.



Figure 3: Cincinnati Nature Center About Page

### Goals and Rationale

The purpose of the new UCCFS website was to serve as a hub for all the information surrounding the center as well as create a distinct brand identity around the center to increase engagement and define the center as a part of and outside of the University of Cincinnati. To aid in this purpose, we designed the website around the existing UCCFS logo rather than University of Cincinnati branding guidelines.

In addition, since we wanted a variety of users to be able to engage with the website, we created five main pages that users can refer to upon entering the site: About Us, Stories and News, Events, Research, and Support Us. These five pages serve to highlight the variety of purposes and uses for the center and guide a user to exactly the information that they are seeking. Shown below in Figure 4 is the sitemap that details these pages and the additional subpages that we added to the website.

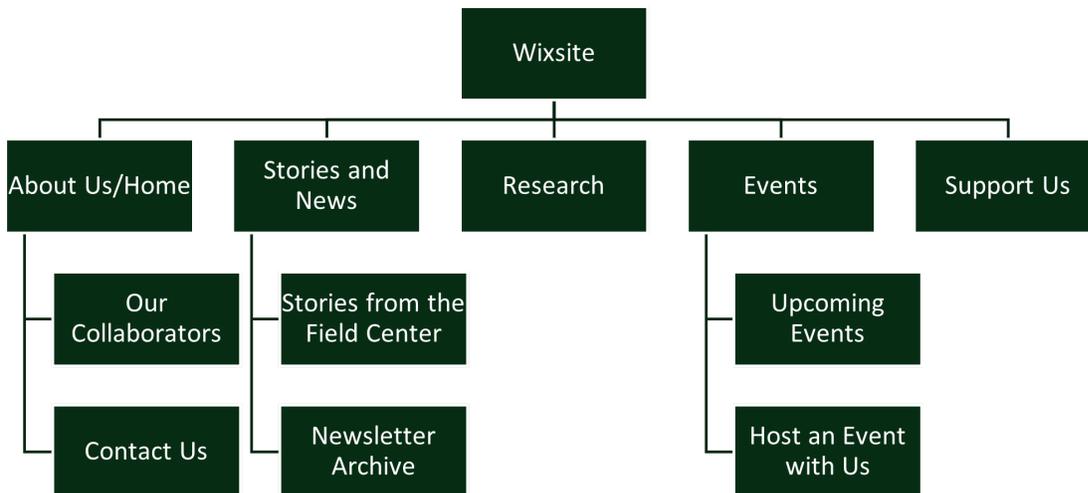


Figure 4: New Website Sitemap

As mentioned previously, another internal goal for the website was longevity and creating an easy-to-maintain website. To aid in this pursuit, we created the website using Wix as it is highly user-friendly, and we also created a supplemental style and usage guide for the website. See Appendix B for the full website style and usage guide.

## **About Us Page**

The About Us page also serves as the homepage for the new UCCFS website as it breaks down who UCCFS is, what the center does, and how to get involved with the center, providing a clear and easy-to-navigate structure for a user. For the homepage, we wanted to use a colorful and impactful header video and text description (shown in Figure 5) as well as a simple three-column layout (shown in Figure 6) to detail what the center is truly about. Many may not know the multitude of activities that occur at the center or the many ways to get involved, so we wanted to ensure that a user is provided with that information right away through a video and through text descriptions.

We also created concise and user-centered content through a personable tone and use of first and second person pronouns such as in “are you a Cincinnati who loves the outdoors and has a passion for nature?” and “whether you are a weekend hiker, researcher, student, or teacher in

a field trip group, we look forward to sharing this special place with you.” From this page, a user will have a foundational understanding of the center. In addition, we helped users find what their next steps on the website are through the call to action buttons at the end of the three columns.



Figure 5: About Page Header

<h2>Who We Are</h2> <p>The University of Cincinnati Center for Field Studies (UCCFS) fosters impactful environmental research and education.</p> <p>UCCFS is home to cutting edge and innovative research in biological sciences, environmental sciences, anthropology, and more.</p> <p>Established in 2008, our 17.6 acres of land is located just 20 miles northwest of the Uptown West Campus.</p> <p><a href="#">Our Stories</a></p>	<h2>What We Do</h2> <p>We believe in education beyond the classroom. We practice a strong interdisciplinary approach to education across multiple disciplines, including the arts, sciences, and humanities.</p> <p>We are excited to welcome all types of visitors to the Field Center. Whether you are a weekend hiker, researcher, student, or teacher in a field trip group, we look forward to sharing this special place with you.</p> <p><a href="#">Visit Us</a></p>	<h2>How to Get Involved</h2> <p>Are you a Cincinnati who loves the outdoors and has a passion for nature? Come to one of our free <a href="#">events!</a></p> <p>Are you a student at the University of Cincinnati? Take a course or start your next <a href="#">research project</a> with us!</p> <p>Are you a K-12 school teacher? Bring your class here for a <a href="#">field trip</a> to give them a unique opportunity to experience nature in action.</p> <p><a href="#">Events</a></p>
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Figure 6: About Us Page Three-Column Text Descriptions

## Our Collaborators Page

The Our Collaborators (shown below in Figure 7) page gives information about UCCFS's external partners such as the Mill Creek Alliance, Green Umbrella, and Cincinnati Parks. For this page, we gave basic information about UCCFS's collaborators to acknowledge their partnership and to provide users with more information about the multitude of people that support the center. This page also serves a template that can be expanded upon as more collaborators are added. In addition, this page can serve as a model for a future additional UC-based projects and collaborators page.



Figure 7: Our Collaborators Page

## Contact Us Page

The Contact Us page (shown below in Figure 8) is also nested within the About Us section of the website to give users a chance to ask questions or request more information about the center. For this page, we used Wix forms, which will allow for easy response collection from users. As UCCFS has a variety of resources, natural spaces, and research opportunities to consider, it is important that we offer users a chance to get more tailored information about the center.

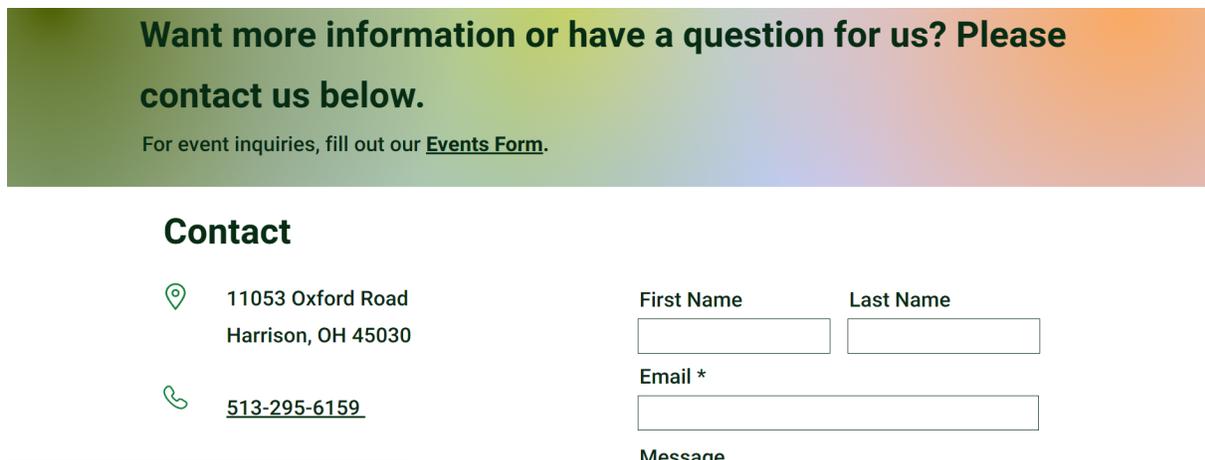
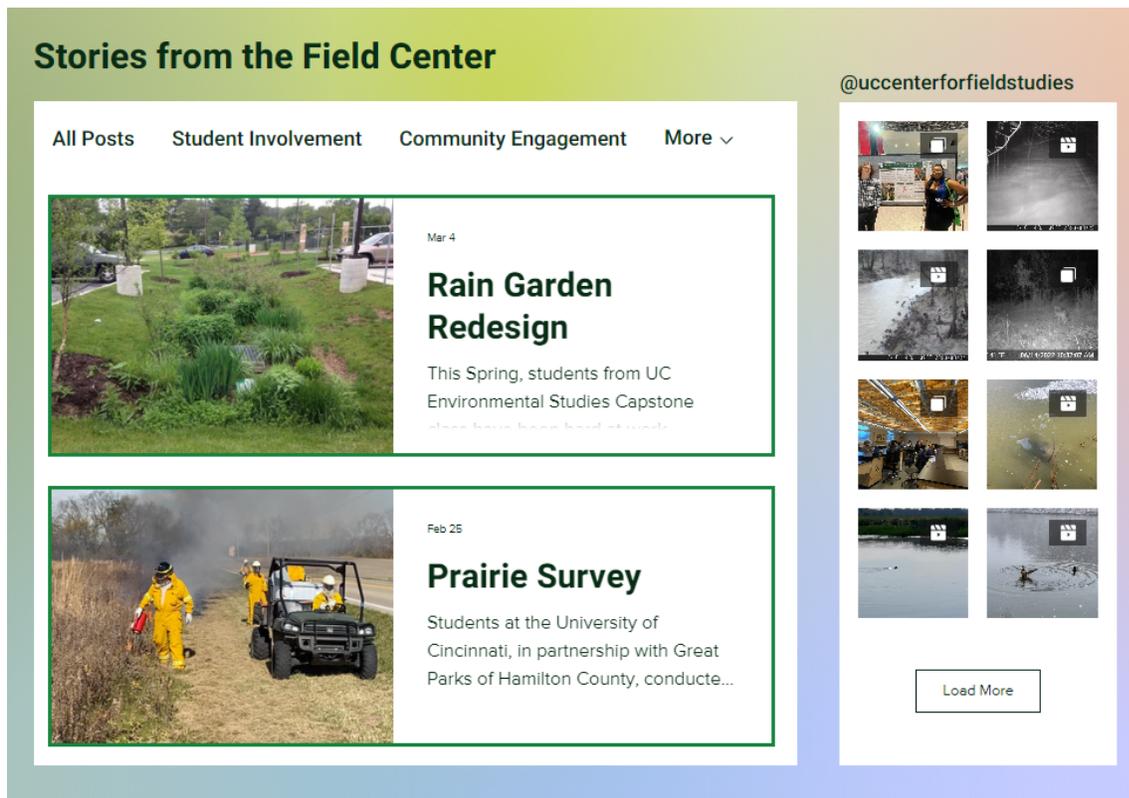


Figure 8: Contact Us Page

## Stories and News Page

The UC Center for Field Studies has a wealth of interesting stories to share, so it was important to both us and our client that we harness storytelling techniques throughout the website. We also sought a way to cohesively link the newsletter and the website together. In addition, as UCCFS is looking to find a unique and personal identity outside of the University of Cincinnati, it was especially pertinent for us to create a hub where UCCFS can share its unique voice.

To accomplish these goals, we created the Stories and News page (shown below in Figure 9), which includes a Wix blog called “Stories from the Field Center” as well as the UCCFS Instagram feed. This page links directly to the newsletter and can be built upon as exciting and timely stories occur at UCCFS. To kick start this page, we also wrote two articles, “Rain Garden Redesign” and “Prairie Burn Survey,” which are available to read in Appendix D. We also created a Newsletter Archive subpage (shown below in Figure 10) that UCCFS can use in the future once the newsletter has multiple editions.



## Subscribe to Our Newsletter!

Interested in UC Center for Field Studies events, research, and other news?  
Subscribe to our newsletter!

[Subscribe](#)

Figure 9: Stories from the Field Center Page

## Newsletter Archive

Interested in learning about previous events and news from the UC Center for Field Studies (UCCFS)? Check out our Newsletter Archive below!



Summer 2023 Newsletter



Spring 2023 Newsletter

## Subscribe to Our Newsletter!

Interested in UC Center for Field Studies events, research, and other news?  
Subscribe to our newsletter!

[Subscribe](#)

Figure 10: Newsletter Archive Page

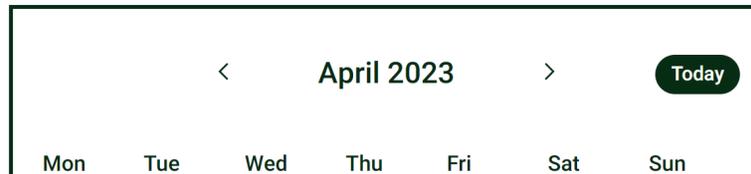
## Events Page

Another page that is essential to accomplishing UCCFS's goal of increased engagement is the Events page (shown below in Figure 11). For this page, we created a spot to include upcoming events. We also set up Wix events that are ready to be published once final dates/activities are confirmed for UCCFS's summer events. These events will be seen on the Events page as tiles and will populate onto the integrated calendar on the page. We also created an additional form (shown in Figure 12) for users to fill out specifically for hosting an event to address audience members who would like to take advantage of the expansive space that UCCFS offers.

## Upcoming Events

No upcoming events at the moment

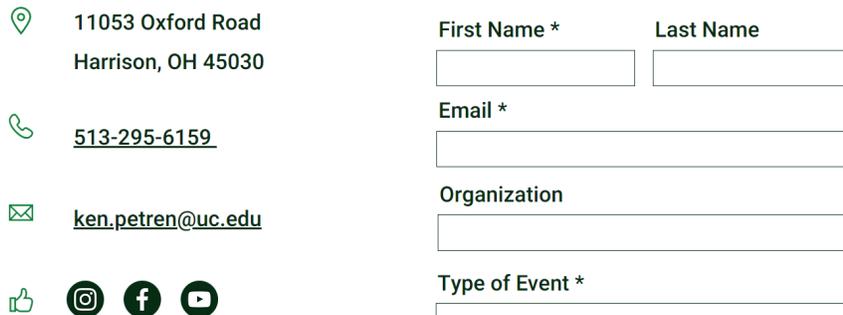
## Events Calendar



The calendar shows the month of April 2023. Navigation arrows are on either side of the month name. A 'Today' button is located on the right side. The days of the week are listed at the bottom: Mon, Tue, Wed, Thu, Fri, Sat, Sun.

Figure 11: Events Page

**Want to host your next event with us?**  
**Fill out our events form below!**



The form includes contact information and registration fields:

- Location: 11053 Oxford Road, Harrison, OH 45030
- Phone: 513-295-6159
- Email: [ken.petren@uc.edu](mailto:ken.petren@uc.edu)
- Social media icons: thumbs up, Instagram, Facebook, YouTube
- Registration fields: First Name \*, Last Name, Email \*, Organization, Type of Event \*

Figure 12: Events Form

## Research Page

UCCFS's original microsite showcases the interdisciplinary research that has been conducted by UC students and professors, which we wanted to carry on to the new website. To start off this page, we included an informative header that gives users a quick background into the expansive research that is conducted at the center. Then, because there are many projects with large descriptions we wanted to showcase, we opted to include drop-down menus for users to click to view more information based on the general category of research (shown in Figure 13). In addition, we chose to include a separate block for upcoming research to highlight UCCFS's continued impact on a variety of disciplines at the University of Cincinnati (shown in Figure 14).

## Current Research



**Groundwater**

The Great Miami Ground-Water Observatory (GMGWO)  
...

[Read more](#)



**Invasive Species**

The Role of Intraspecific Hybridization in the Evolution of Invasiveness in the Ornamental ...

[Read more](#)



**Green Technology**

Quantifying the Impact of Green Roofs on Surface Water Quality and Greenhouse Gas Emissions...

[Read more](#)



**Public Health**

Gene Knockdown through RNA Interference and Other Control Strategies to Depress Tick ...

[Read more](#)



**Climate Change**

Environmental and Climatic Change in the Lower Great Miami River Valley. ...

[Read more](#)



**Additional Research**

Dytiscid Beetle Behavior and Eye Morphology  
...

[Read more](#)

Figure 13: Current Research Section

## Upcoming Research

<p><b>Fish Ecology and Demographics in Southwest Ohio</b></p> <p>Mike Booth, UC Biology</p>	<p><b>Wolf Spider Auditory Reception and Mating Systems</b></p> <p>George Uetz, UC Biology</p>	<p><b>Butterfly Fight Simulation and Sensory Perception</b></p> <p>Patrick Guerra, Stephanie Rollman, John Layne, UC Biology</p>
<p><b>Bird Population Studies in Southwest Ohio</b></p> <p>Ron Canterbury, UC Biology</p>	<p><b>Visual Systems of Jumping Spiders</b></p> <p>Nate Morehouse, UC Biology</p>	<p><b>Gray Treefrog Physiology and Behavior</b></p> <p>Daniel Bucholtz, UC Biology</p>

Figure 14: Current Research Section

Finally, we included a call to action to donate at the end of the page to allow users to support these research projects and the operations of UCCFS (shown in Figure 15). Similar to the Our Collaborators page, this page can be built upon in the future with even more projects, groups, and UC-based research that occurs at the center and serves as a foundation for the center to expand on.



Figure 15: Support UCCFS Callout and Footer

## Support Us Page

The final page we wanted to include on the UCCFS website was the Support Us page (shown in Figure 16). As donations must be made through an external link to the UC Foundation, we wanted to keep this page simple with a couple of callouts to encourage audience members to donate. We started with a bulleted list that succinctly lets donors know where their money is going and complemented these bullets with a slideshow of images from the center to give an additional visual and emotional appeal to donate.

Finally, we included a callout to contact UCCFS that links back to the Contact Us page to give users the option to inquire about making a materials donation or supporting the center is another unlisted way.

## Support the UC Center for Field Studies!

Donate to the UC Center for Field Studies Discretionary Fund to help support our work!

[Donate](#)

### Your donation supports:

- Ongoing Research
- Hands-on educational opportunities
- Nature education and appreciation events for the greater Cincinnati community

[Donate](#)



The UC Center for Field Studies (UCCFS) also accepts materials donations.

If you have a piece of equipment, an old boat, or other items, please contact the [UC Foundation](#) to discuss more.

Interested in other ways to support the UC Center for Field Studies? [Contact us](#)

Figure 16: Support Us Page

# The Constant Contact Newsletter

Newsletters are a powerful tool in creating a consistent mode of communication with an audience. With the goals of increasing engagement and creating the blueprint for a long-term newsletter, we carefully considered the design and content and ultimately decided to include story content, a newsletter exclusive, and upcoming events content.

## Design rationale

In order to create an engaging and accessible newsletter, our team considered a variety of design choices and elements to create a tangible product that our client can use long-term and meets the needs of our diverse audience.

We started our design by taking inspiration from UCCFS's existing logo which allowed us to establish a continuity between the newsletter and the new website. By incorporating the UCCFS logo in the top left (same location as on the website) and placing the UCCFS name next to it—written out as “UC Center for Field Studies” on both—we created symmetry between both of these deliverables (shown below in Figure 17). The repetition of these elements creates consistency within the brand.

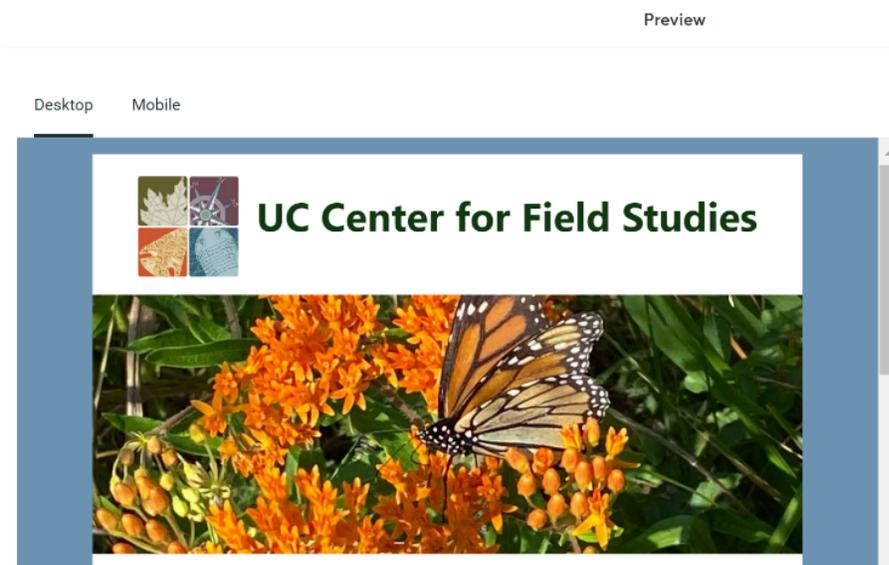


Figure 17: Spring 2023 Newsletter Header

Following the logo and title, we decided to use a picture (taken by our client at the UCCFS) as a banner that would divide the title from the content of the newsletter. The picture we selected for the first edition is a monarch butterfly on a native flower. In addition to creating a separation between the title and the content, the picture/banner also serves to indicate the seasonal theme of the newsletter. Since our first edition is set to be published in the spring, a spring-themed picture was appropriate. In future editions, all pictures should be seasonally appropriate and align well with the UCCFS logo colors throughout the newsletter

Originally, we considered having the title over the picture/banner in white text—as opposed to the green text used now. During a critique of our deliverables, RPW professor Bob Hyland suggested moving the title away from the picture. This would allow the picture to be a bold and powerful image—a statement that would not be diluted by the presence of the title. After receiving this feedback, we implemented these changes. Figure 18 shows the final revised newsletter and Figure 19 shows the original newsletter template we brought in for advisory board feedback.



Figure 18: Original Newsletter Template Format

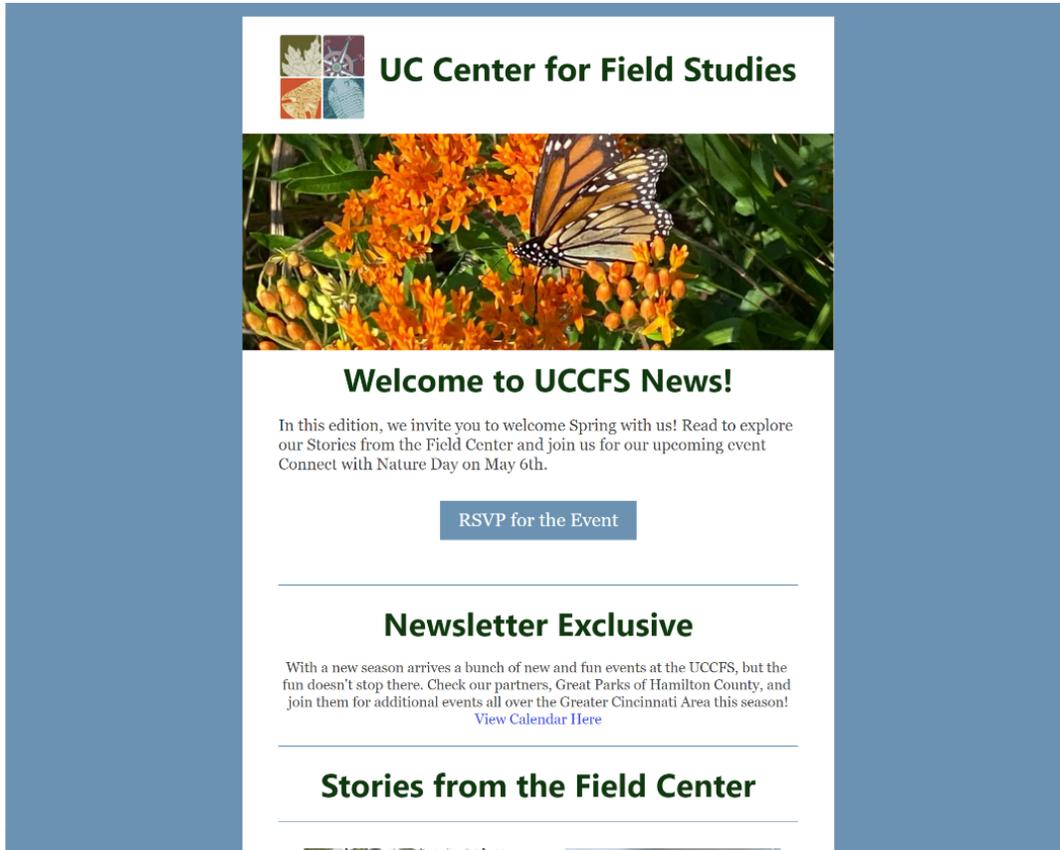


Figure 19: Revised Spring 2023 Newsletter

As an additional component of the newsletter, we created a style guide. See Appendix C for the full newsletter style and usage guide.

## Content rationale

One of the main goals our client had for the newsletter was to publish the first edition this April or May. As a result, our team created both a template for the newsletter, as well as the first edition of the newsletter to be published this spring.

In order to provide our client with a first newsletter, we needed to investigate appropriate topics from which we would derive the content of the articles in the newsletter and website.

## Story Content

One of the big draws about the UC Center for Field Studies is that it has a plethora of stories to share. As part of the newsletter, we decided that every edition of the newsletter must have two stories. The stories are articles which serve to highlight seasonal events and any involvement which either the UCCFS directly or a partner of the center have with this seasonal event. As part of the template for how the article will appear on the newsletter, we selected to show a short paragraph that would catch the attention of the reader, and encourage them to click the “read more” button at the bottom of each story (shown below in Figure 20). The goal of the short

paragraph is to entice the reader into engaging with the newsletter and website, not to provide all necessary information immediately.

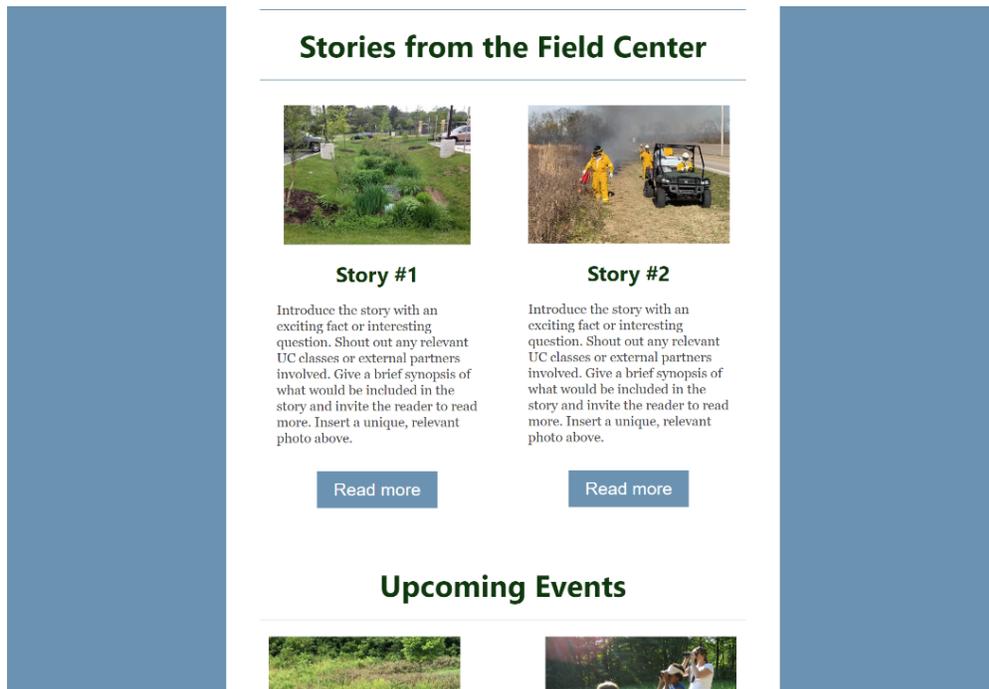


Figure 20: Newsletter Stories Content

In order to create the content for the first newsletter, we asked our client if there were any seasonal events they would like to highlight. After a meeting between the team and the client, we selected to write the stories about rain gardens and prairies, only two of the multitude of topics that could have been selected. The general guidelines for the stories include providing background information and emphasizing any work that the UC Center for Field Studies, partner of the center, faculty, staff, or student that frequents the center is doing. Given our diverse audience, we want to provide enough content that would allow a wide range of audience members to understand and be interested in the story. Shown below in Figures 21 and 22 are screenshots of the two stories blurbs we wrote.

## Stories from the

---



### **Rain Garden Redesign**

Did you know raingardens help prevent stormwater runoff? Students from UC's Environmental Studies Capstone are hard at work redesigning the Field Center's rain garden. Read to learn about rain gardens and why they are essential to our city.

[Read more](#)

Figure 21: Rain Garden Redesign Stories Blurb

## the Field Center

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### Prairie Survey

Students at the University of Cincinnati, in partnership with Great Parks of Hamilton County, conducted a prairie survey. They compared prairies of different ages, and surveyed prairie history, prescribed burns, and analyzed species diversity.

[Read more](#)

Figure 22: Prairie Survey Stories Blurb

## Newsletter Exclusive

In addition to the stories and upcoming events we decided to create a Newsletter Exclusive (shown below in Figure 23), which contains some special information for the newsletter subscribers. The idea came about after a critique from RPW professor Bob Hyland. As an experienced newsletter writer himself, he recommended adding an additional incentive for people to subscribe to the newsletter.

The Newsletter Exclusive will be information which is not typically made available to the general audience, or perhaps be early information about an upcoming event. In addition to finding out about UCCFS events early, the Newsletter Exclusive can include updates from UCCFS partners, or special shout outs to individual people who have done something interesting with the site recently, such as faculty or students working on special projects.

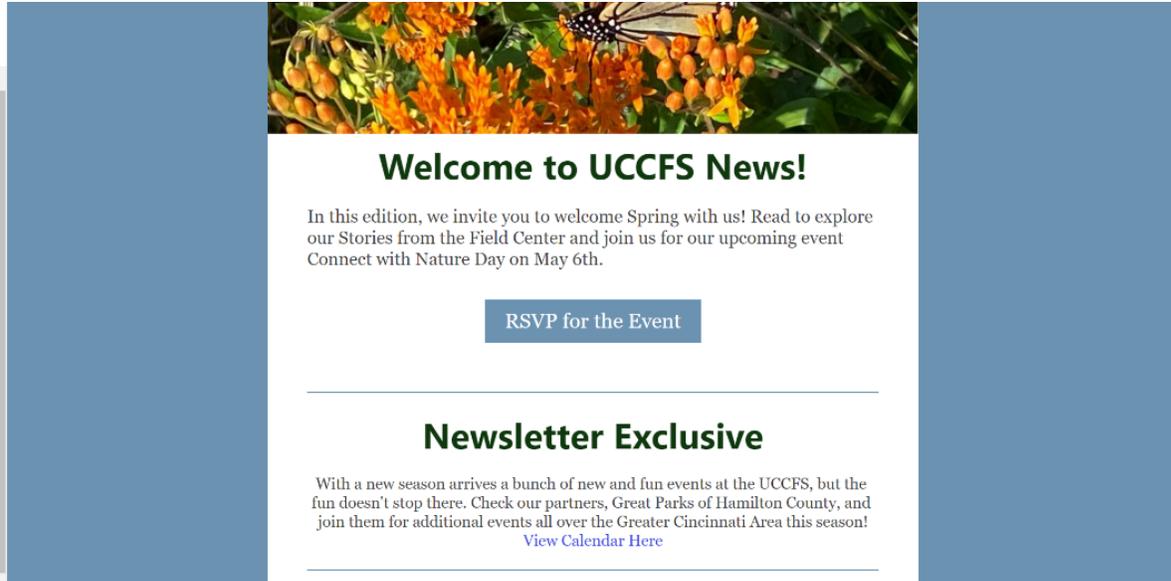


Figure 23: Newsletter Exclusive Section

## Upcoming events

At the bottom of the newsletter there is an Upcoming Events portion. This portion focuses on upcoming seasonal events, and provides newsletter subscribers with the ability to directly RSVP for the events. One of the benefits of a newsletter is that it's a great way to have consistent communication with your audience without having to have them frequent your website.

Since this newsletter is intended to be published seasonally, we decided to include information for all of the upcoming events that would happen before the next newsletter is published. For the first edition of the newsletter, two exciting events will be taking place during the spring, so our team focused on those. The first event is a Connect with Nature Day and the second event is a Science Day. As an additional incentive to attend these events, the announcement is accompanied by a short paragraph which provides a brief overview of the event (shown below in Figure 24).

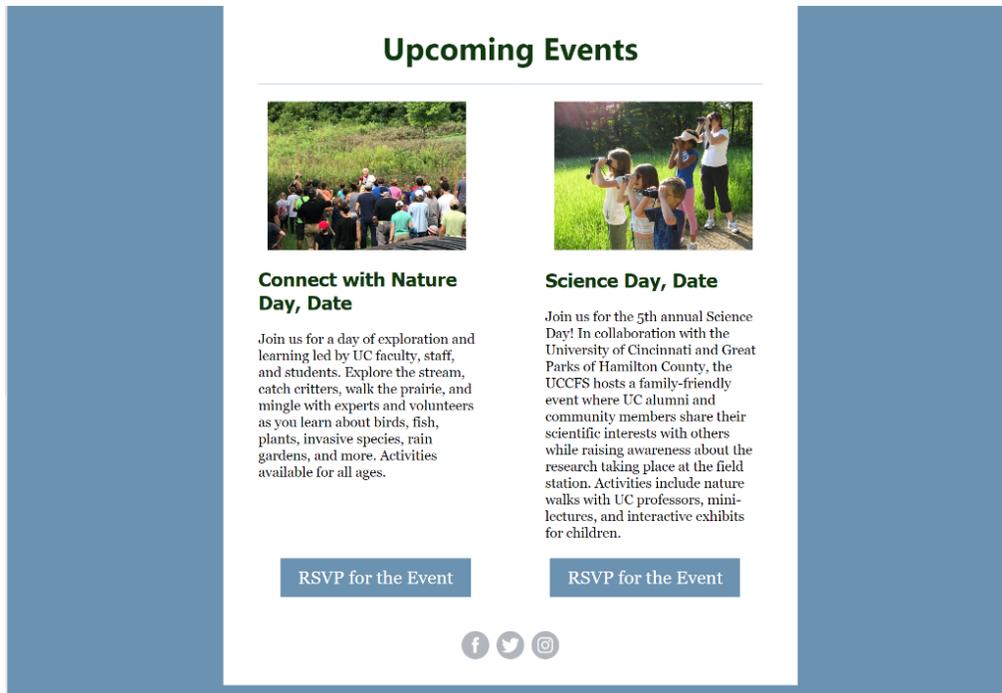


Figure 24: Upcoming Events Section

## Goals

In addition to the goals mentioned in the section above, one of the main things we wanted to focus on for this project was the longevity of the deliverable. Since UCCFS runs somewhat independently, we wanted to provide a foundation for their consistent communication and audience engagement. In addition to creating the deliverables themselves, we created style and usage guides in order to assist with the editing and updating of all deliverables. Our client made it clear that both the website and the newsletter needed to be something that wouldn't take up more time than necessary to update and change. Furthermore, with a frequent rotation of staff (graduate assistants, internships, and more), our client informed us that it won't always be the same person who is creating and editing the newsletter and website.

To aid in these longevity concerns, we also created newsletter templates that contain all design elements and detail exactly what to include in the following editions. Reference Appendix C for the Newsletter Style and Usage Guide.

## **Conclusion—What’s Next for UCCFS?**

The UC Center for Field Studies is uniquely positioned moving forward to create a true interdisciplinary space for all nature lovers in the Cincinnati area. We believe that these deliverables provide the first stepping stone in UCCFS’s journey to increased public engagement and a distinct individual identity.

Moving forward, we recommend continuing to expand on the foundation that we built for the external website. Specifically, recommend:

- Expanding the “Our Collaborators” page to include more UC staff, students, and faculty
- Including course listings on the website once they become available in UC Catalyst
- Presenting the work that other UC classes and capstone complete for UCCFS on an additional page on the website
- Updating timely content in regards to recent newsletter editions, stories, and events

For the newsletter, we recommend:

- Continuing to center UCCFS newsletters around seasonal content (quarterly) to have varied, but sustainable topics for each issue.
- Sending out events email reminders one month, one week, and one day before the event, if possible

With the newsletter templates as well as the two style and usage guides, we hope that the UC Center for Field Studies will be able to seamlessly build off of these goals throughout this exciting phase of its existence.

# Appendix A: Personas

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## Persona #1: Humanities Professor in the College of Arts and Sciences



**Name:** Allie Bernard

**Role:** History Professor at the University of Cincinnati

**Age:** 38

**Location:** Cincinnati, OH (hometown: Columbus, OH)

**Bio:** Allie is an optimistic and motivated new addition to the History department at the University of Cincinnati. She is passionate about helping students and focused her research in regional history with a specific focus in indigenous history in Ohio. As she is just breaking into her role at UC, she is unaware of the resources available for professors and students and is eager to innovate and create an interactive environment for her students.

Allie is also personally motivated to learn more about the Cincinnati area and build a community in her new home. She puts a lot of energy towards exploring the Cincinnati area and is interested in learning about how she can make connections to Cincinnati history both for her own enjoyment and for her students. Upon learning about UCCFS and their work with CARF (John C. Court Archaeological Research Facility) from one of her students, Allie is intrigued about the space and wants to learn more about how she can reserve a trip for her students. She is unsure if the space will be well suited to a humanities-based trip, however, as she initially believes that the center focuses primarily on the sciences.

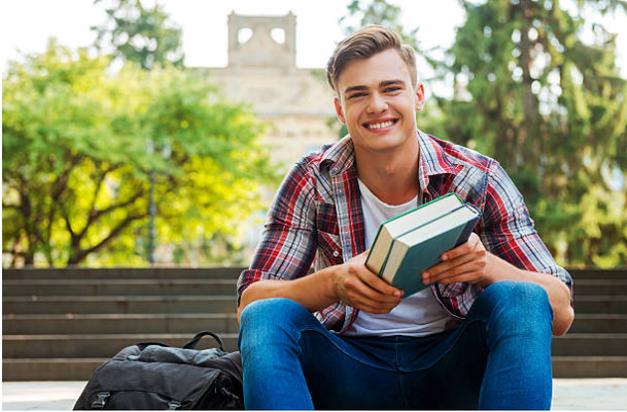
### Motivations/Goals:

- Learn more about the Cincinnati area/build community in Cincinnati
- Foster long-term connections with UC
- Creative and innovative approaches to teaching

### Potential Issues:

- Unfamiliarity with UC and Cincinnati area
- Limited control within her own instruction and curriculum
- Hesitancy that UCCFS is the right fit for her

## Persona #2: Environmental Studies Student at the University of Cincinnati



**Name:** Mason Miller

**Role:** EVST at the University of Cincinnati

**Age:** 21

**Location:** Cincinnati, OH (hometown: New Palestine, IN)

**Bio:** Mason is an incredibly active individual. He loves to hike and partakes in weekend activities such as birdwatching, rock climbing, kayaking, and slacklining. He is passionate about the environment, and is pursuing a degree in environmental science with the end

goal of becoming an environmental lawyer. He is particularly passionate about ecology and the preservation of endangered environments. Mason chose the University of Cincinnati because of the extensive resources provided for students, including the co-op system.

Mason is also an avid reader, and spends a lot of his time reading books about the natural history of Ohio and the Midwest. He's learned a lot about geology, ecology, biology, and anthropology. After learning about the UCCFS, he really wanted to attend one of the events, and is looking to add a class that will take him to the UCCFS.

### **Motivations/Goals:**

- Continue to learn about the natural history of Ohio.
- Establish a connection with staff and faculty of the UCCFS.
- Create a social circle around the UCCFS by joining clubs and taking classes that utilize the site.

### **Potential Issues:**

- No reliable mode of transportation to and from the UCCFS.

## Persona #3: K-12 School Teacher in an Cincinnati-area Public School



**Name:** Peter Hilton

**Role:** Fifth grade science teacher at CPS

**Age:** 40

**Location:** Cincinnati, OH (hometown: Newport, KY)

**Bio:** Peter—or Mr. Hilton—is an passionate and fun elementary school science teacher in the Cincinnati Public School system. He emphasizes empathy in the classroom and applying classroom knowledge to the greater community around. He specializes in biology and ecology for elementary school students. In his free time, he volunteers with the parks and forages in Amberley Green, the park connecting to his backyard in the east end. As he is continuing to develop his

classroom experience, he is looking for new locations to take his students on field trips to apply their classroom to an accessible and local place.

Peter uses his personal explorations of the local forests surrounding his home to further develop his understanding of the environment and how local people can participate in it. He loves talking with fellow Cincinnati Parks volunteers to learn about issues the park is dealing with, new research coming out, and what is news in the nature world. He tries his best to bring this knowledge to the classroom to create more care towards the environment and connection with it. Peter found UCCFS when looking for parks for field trips in the Miami Whitewater Forest. Peter valued finding the relevant research of UCCFS and filled out a field trip inquiry form. Peter wants to learn more about what UCCFS has to offer for elementary students to further connect with nature personally and understand issues within nature and the local community. He is unsure to what extent UCCFS staff will lead and educate on the field trip or if he will need to lead the class in a new place.

### **Motivations/Goals:**

- Learn more about the Cincinnati area/build care about local natural surroundings and processes
- Connect students to nature, develop a relationship between the two
- Explore a potential relationship between his school and UCCFS to plan regular field trips

### **Potential Issues:**

- Is ideally looking for UCCFS staff to lead and instruct a field trip
- Limited control within his own instruction and curriculum

# **Appendix B: Wix Website Style and Usage Guide**

# UC Center For Field Studies – Website Style and Usage Guide

## Part 1: Logging into Wix

To log into Wix, enter <https://www.wix.com> into your browser. From there, you will be prompted to log in (shown in figure 1). Select “Continue with Google.” Use the following credentials to log in through Google:

- Email: [UCCFSCapstone@gmail.com](mailto:UCCFSCapstone@gmail.com)
- Password: RPWCapstone!!

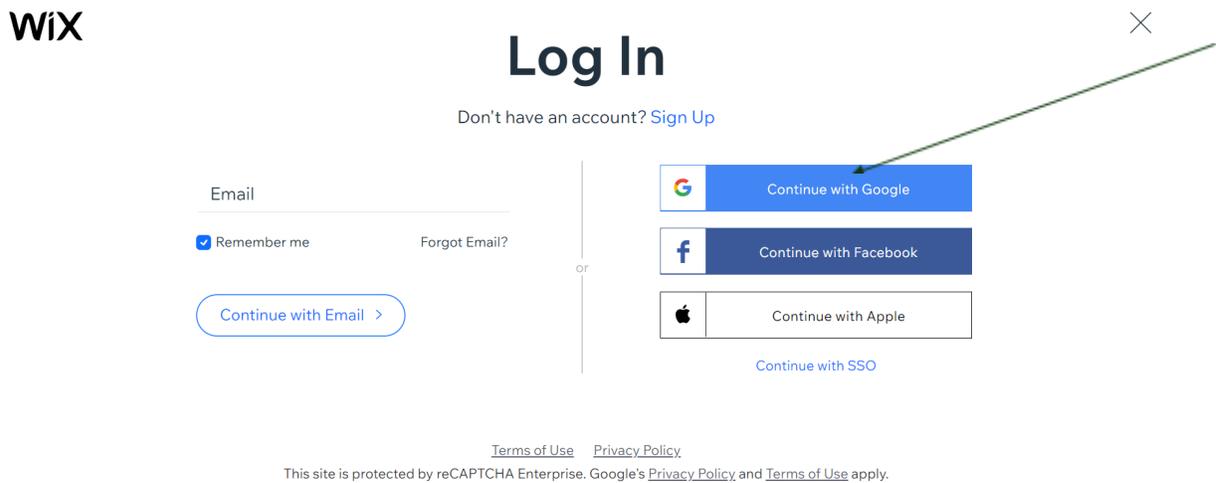


Figure 1: Wix Log In Page

Select “Edit Site” in the upper right corner (shown in figure 2). From there, you will be in the Wix Editor, and will be able to publish and edit content on all of the site’s pages.

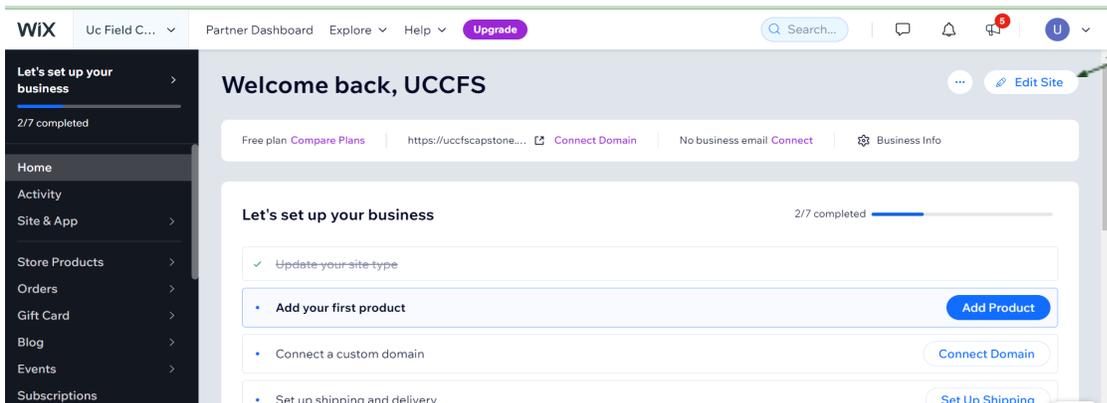


Figure 2: Wix Home Page

## Part 2: Text Styling and Usage

The following table shows the standard styling for the text elements included in the website.

Table 1: Text Fonts, Colors, and Sizes

Element	Font	Color	Size
General Heading Text	Heebo, Medium	#072C14	36
General Body Text	Proxima Nova	#072C14	20
Body text on non-white backgrounds	Proxima Nova	#FFFFFF	20
Heading Bar Title Text	Heebo, Medium	#072C14	38
Heading Bar Body Text	Heebo, Medium	#072C14	22

In addition to styling text elements, other considerations include:

- When referring to the UC Center for Field Studies, first state the full name with the acronym UCCFS in parenthesis; do not use Field Center
  - Ex. The UC Center for Field Studies (UCCFS) is an interdisciplinary research center. UCCFS welcomes students, faculty, and community members to the site.
- Headings should follow title case capitalization standards for headings except when the heading is a complete sentence
  - Ex. Stories from the Field Center (Title case)
  - Ex. Want more information about the UC Center for Field Studies? (Sentence case)
- Buttons should be 182 x 42 pixels

## Part 3: Navigating the Stories Blog

The Stories page of the website uses Wix's built-in blogging function to organize and publish posts. In the Constant Contact newsletter, all "Read More" buttons link to the URL for their corresponding blog post on the website. To edit, add, and publish posts, select the Stories page in the Wix Editor and click on the stories block. From there, click "Manage Posts" (shown in figure 3).

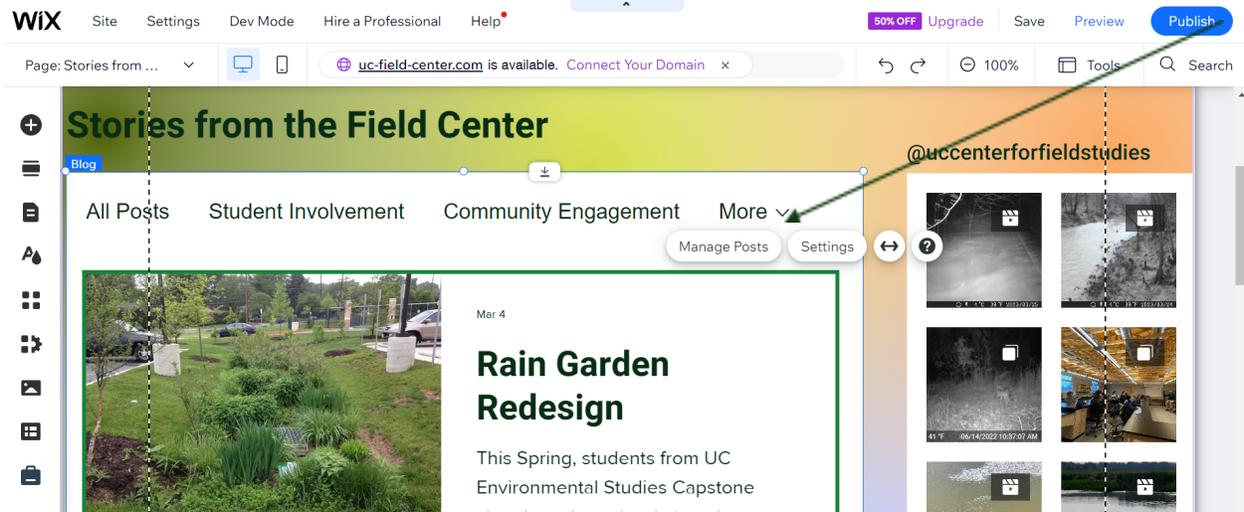


Figure 3: Wix Stories Page

Then, click “Create New Post” in the upper right corner. To edit existing posts, click on the three dots on the right of the post title (shown in figure 4).

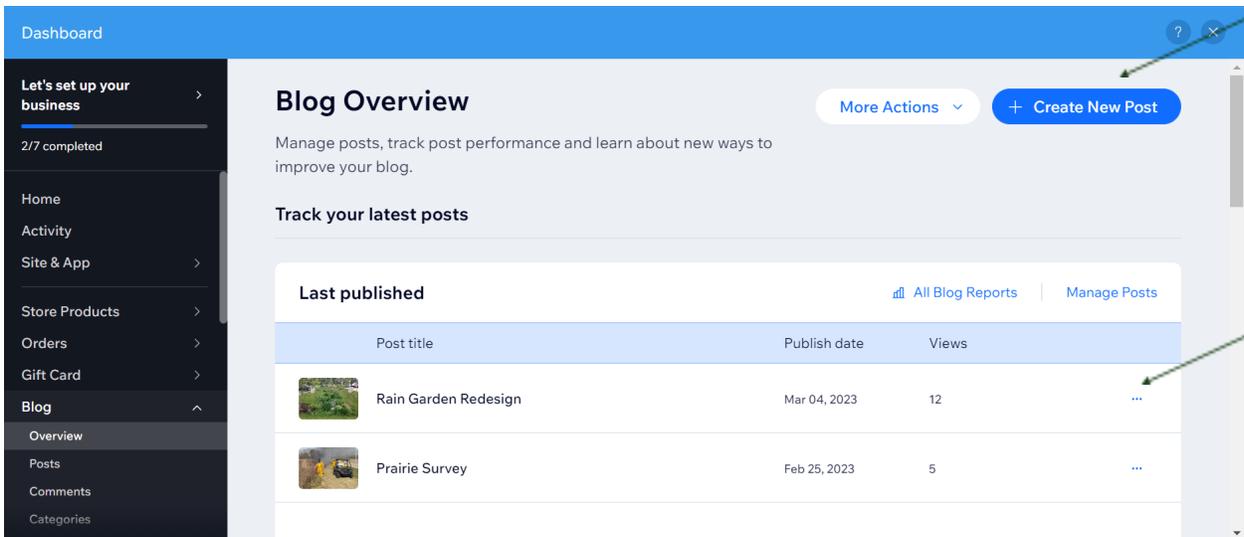


Figure 4: Wix Blog Post Management Page

Next, use the plus sign to add paragraphs, headings, or images to the post. When you are finished editing or creating a post, click “Publish” in the upper right corner of the page (shown in figure 5). All text of the post should be set to “Paragraph” and any headings used in the post should be styled as “Heading4.”

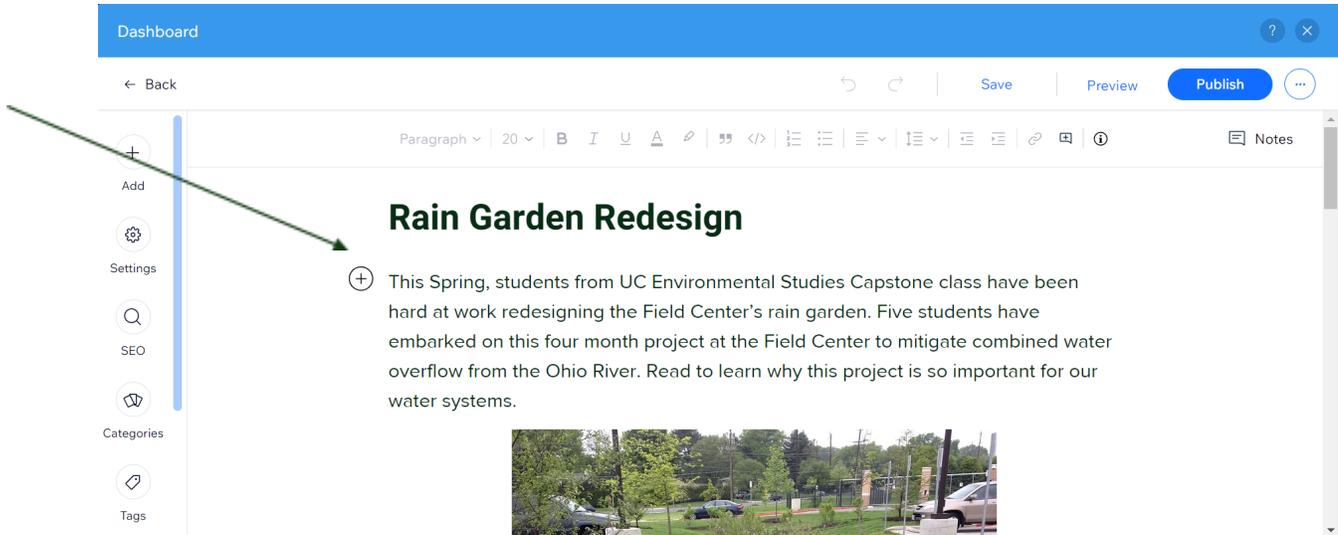


Figure 5: Editing a Wix Blog Post

## Part 4: Updating Page Content

For the Events and Collaborators pages, you will need to update the timely content.

### Collaborators Page

To add content to the Collaborators Page, click on one contributor block. From there, click “Manage Items” (shown in figure 6).

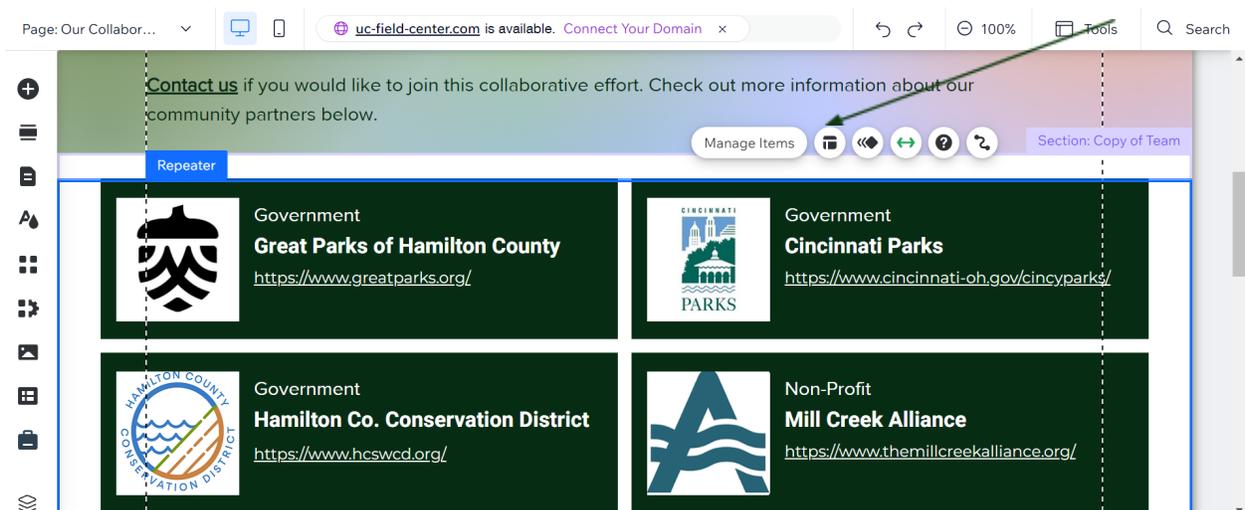


Figure 6: Editing the Collaborators Page (Part One)

Click “Duplicate Item” (shown in figure 7). Then, you will be able to edit the new duplicated block with the new contributor you would like to include on the page.

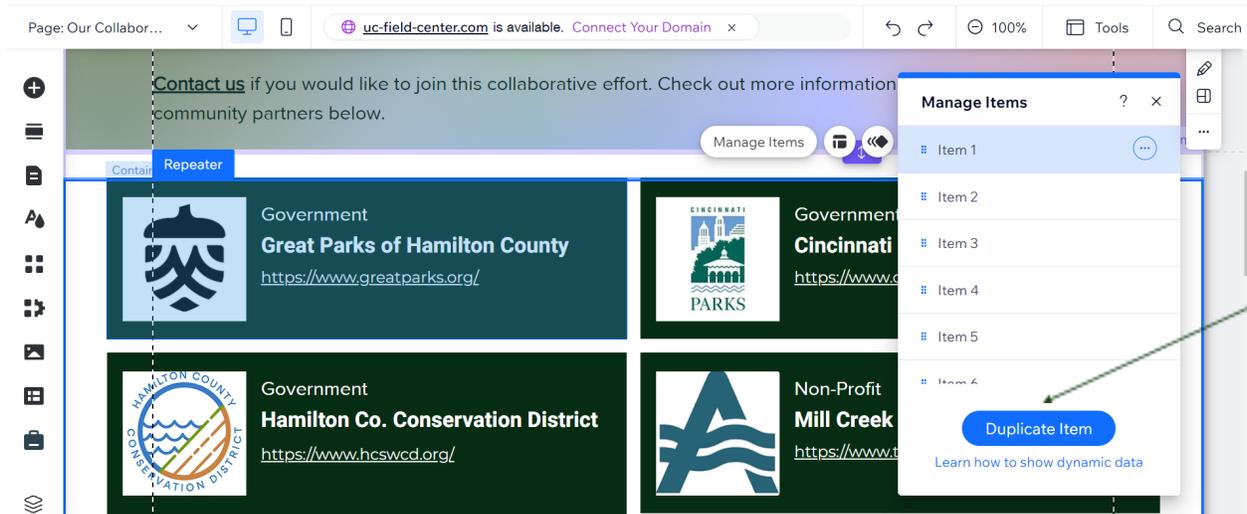


Figure 7: Editing the Collaborators Page (Part Two)

## Events Page

To add an event to the Events Page, go to the Wix Editor home page and select “Events” on the left navigation bar (shown in figure 8). From there click, “Add Event.”

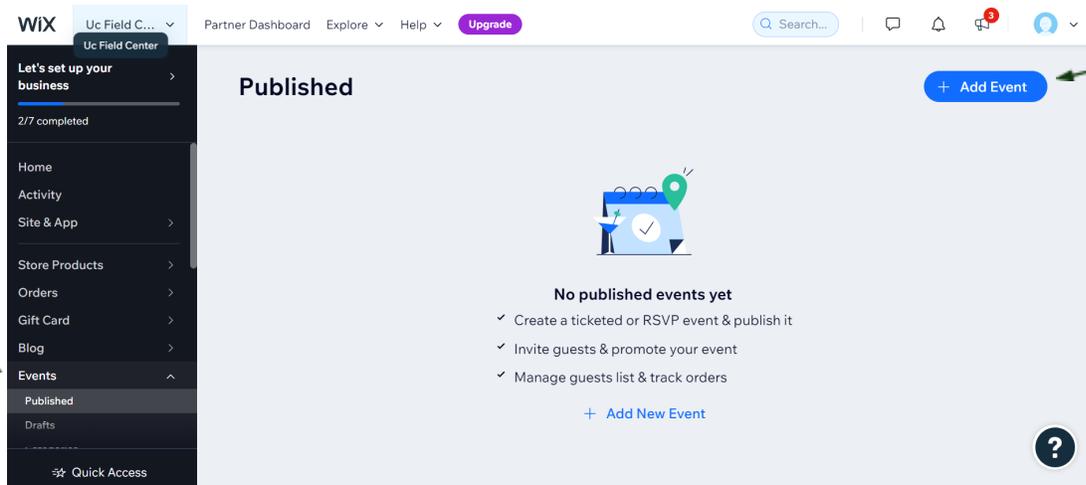


Figure 8: Wix Events Management Page

Select the type of event you are hosting. For UCCFS, most events should be RSVP-based (shown in figure 9). Fill in the information you would like to include about the event including the location, date and time, description, and photo.

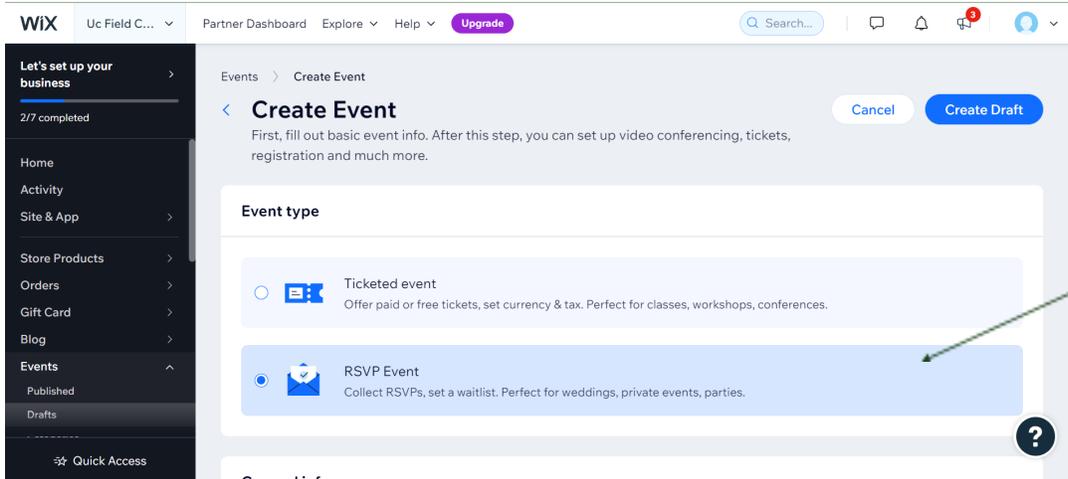


Figure 9: Wix Events Drafts Page

Click “Create Draft” in the upper left corner of the page. Then click “Publish” (shown in figure 10). From there, the event will automatically populate on the Events page of the website as a tile and on the calendar.

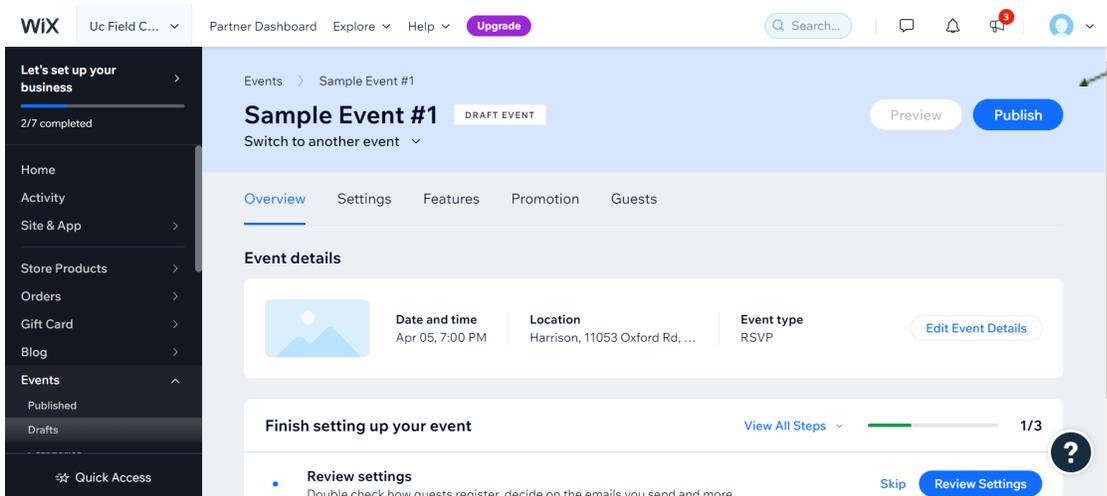


Figure 10: Publishing an Event

## Part 5: Viewing Form Submissions

For the Contact Us and Events pages, users can fill out forms to ask questions or request more information. To view these responses, go to the Wix Home Page (where you are taken immediately after logging in). From there, click on the “Communications” tab on the left side bar. Click “Forms & Submissions” (shown in figure 11).

From there, click “View Submissions Table” to view the responses to the form. Here, you will be able to view any submissions from users (shown in figure 12). If you would like to receive notifications for form submissions, click on the three dots on the right side of the

form title. These notifications would be sent to the Gmail account connected to the Wix account ([uccfscapstone@gmail.com](mailto:uccfscapstone@gmail.com)).

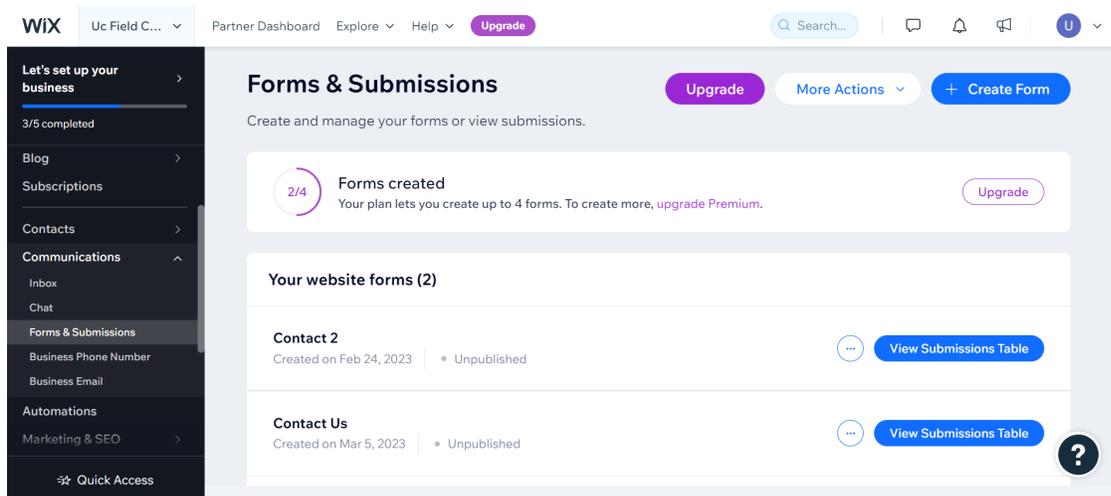


Figure 11: Wix Forms & Submissions Page

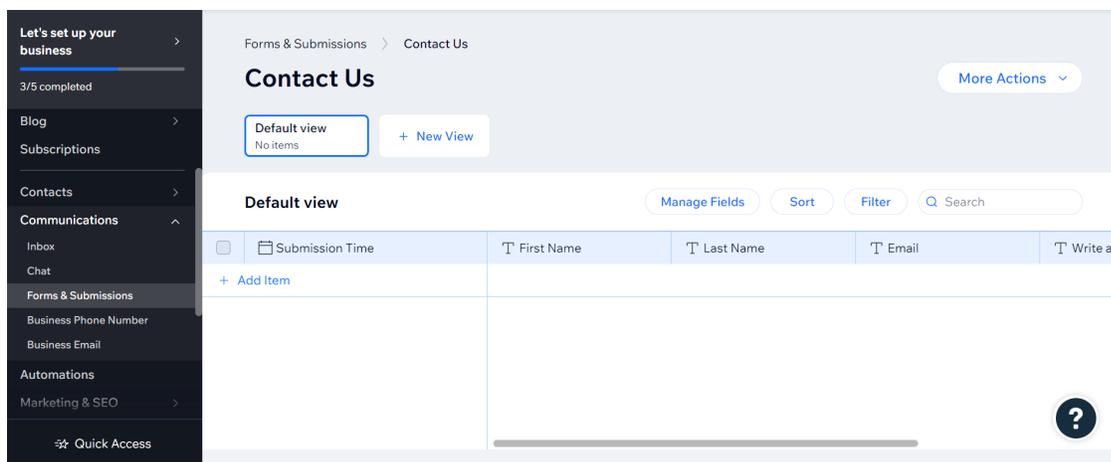


Figure 12: Wix Submissions Table

# **Appendix C: Newsletter Style and Usage Guide**

# UC Center For Field Studies – Newsletter Style and Usage Guide

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## Part 1: Using the Newsletter Template

Log into UCCFS’s shared Constant Contact account and click on the “Campaigns” tab in the upper left corner of the page. To use the template, make a copy of “UCCFS Newsletter Template” by clicking on the three dots to the right of the campaign (shown in figure 1). From there, you can edit the template and view excerpts on what to include in each section.

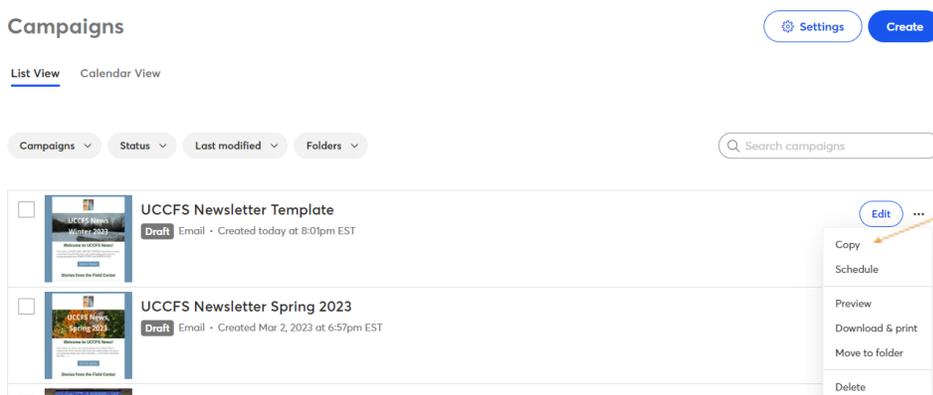


Figure 1: Making a Copy of the Template

## Part 2: Styling Text Elements

The following table shows the styling for the text elements included in the newsletter.

Table 1: Text Fonts, Colors, and Sizes

Type of Text	Font	Color	Size
Heading	Segoe UI (Bold)	#0f380e	36
Body text	Georgia	#444444	16
Feature heading	Segoe UI (Bold)	#0f380e	25
Feature text	Georgia	#444444	25
Article heading	Segoe UI (Bold)	#0f380e	22
Article text	Georgia	#444444	18

## Part 3: Styling Other Elements

Other elements included in the newsletter (i.e., buttons, horizontal lines, and background elements) should be presented in a muted blue color to complement the UCCFS logo (color: #6b92b0).

## Part 4: Replacing the Header Image

The image at the top of the newsletter will need to reflect the season for every edition. Follow the steps below to replace the header image:

1. Click “Replace” next to the header image on the template.
2. Upload and select the desired image for the new header.
3. Crop the size of the image to 1200 pixels for the width and 440 pixels for the height (shown in figure 2).

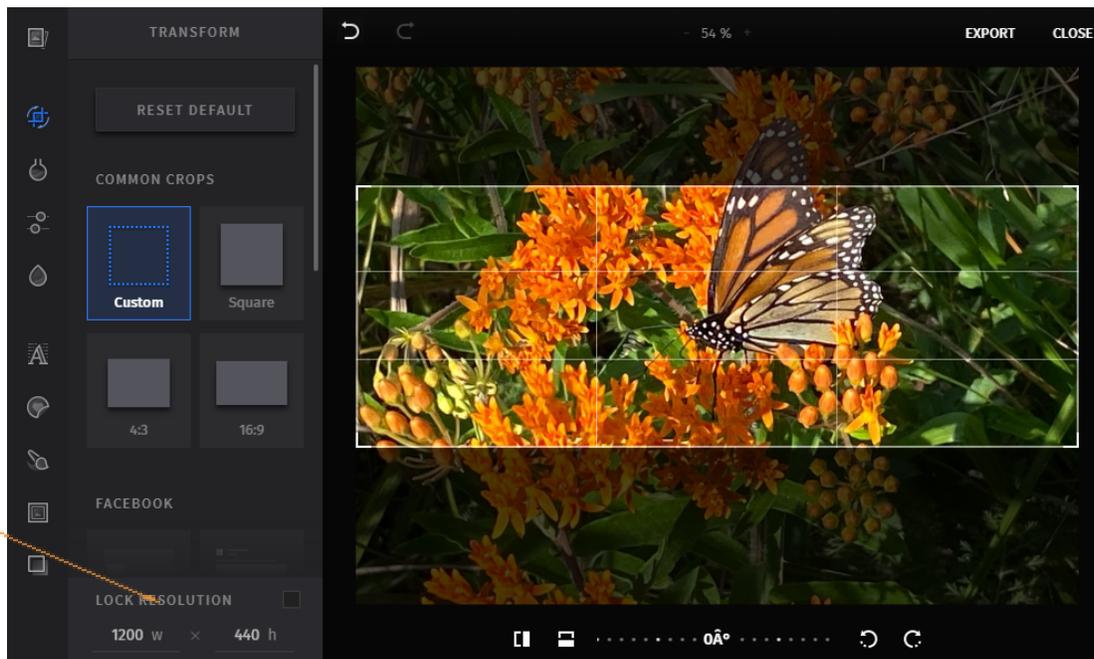


Figure 2: Cropping the Custom Header

4. Click EXPORT in the top right corner of the page to add the image to the newsletter.

## **Appendix D: Stories from the Field Center**

# Rain Garden Redesign

This Spring, students from UC Environmental Studies Capstone class have been hard at work redesigning the Field Center's rain garden. Five students have embarked on this four month project at the Field Center to mitigate combined water overflow from the Ohio River. Read to learn why this project is so important for our water systems.



## **What is a Rain Garden?**

A rain garden is a garden of hardy plants placed in a six to twelve inch indented plot of land for the purpose of collecting excess rainwater runoff. Rain gardens are made of native plants that require little maintenance and collect 30% more water than traditional grass plots of land.

Despite their name, rain gardens are dry most of the time, and typically are only saturated with water 12-48 hours after a large rainfall.

## **What Are the Benefits of Rain Gardens?**

Rain gardens allow water to gradually soak into the ground, which decreases runoff from rain water. They also help improve water quality by filtering out pollutants that rain collects in the air.

In addition, rain gardens attract pollinators to the area, which are essential in fostering a thriving local ecosystem. Lastly, rain gardens are often aesthetically pleasing and can offer a greater community connection to nature.

### **Why Are Rain Gardens Important in the Cincinnati Area?**

The city of Cincinnati has a combined sewer system. In a combined sewer, both stormwater (water from rainfall) and sewage are treated at the same facility (Cincinnati's Metropolitan Sewer District). During dry conditions, this system works well to prevent untreated wastewater from flowing into local waterways.

However, when excessive amounts of rainfall occur, the runoff from rain overwhelms the sewer system, causing the untreated stormwater and sewage to overflow into local waterways. Rain gardens combat this issue by preventing rainwater from flowing into the sewer system.

### **Can I Visit the Rain Garden At the Field Center?**

Yes! Come visit us at the Field Center (11053 Oxford Rd, Harrison, OH 45030). We are open for visitors 7 days a week during daylight hours.

### **References:**

1. <https://groundwater.org/rain-gardens/>
2. [https://msdgc.org/About\\_msd/What\\_We\\_Do/index.htm](https://msdgc.org/About_msd/What_We_Do/index.htm)

# Prairie Survey

Students at the University of Cincinnati, in partnership with Great Parks of Hamilton County, conducted a prairie survey of three prairies surrounding the UCCFS. They compared prairies of different ages, and surveyed prairie history, prescribed burns, and analyzed species diversity. This is part of an ongoing interest in prairie restoration at the UCCFS, which has been working to convert old farmland back into prairies for over 15 years.



## **What is a prairie?**

A prairie is an ecosystem found in North America. It is characterized by its flat and temperate grasslands which feature many species of grass and wildflowers. They are a result of geological changes that occurred in North America a long time ago. This, coupled with stressors such as climate, grazing from mammals like the American Buffalo, and fire created the ecosystem we see today. These grasslands can be divided into three categories: the tallgrass, midgrass and shortgrass prairie.

## **What are prescribed burns/fires?**

Prescribed fires are a tool to manage the prairie ecosystem. Although it may sound confusing at first, fires are a vital part of keeping this ecosystem healthy. Trained professionals set controlled fires to certain parts of the prairie in order to prevent invasive species from being where they don't belong. Most plants, however, benefit from these fires. Many species need the fire in order to bloom, sprout, or seed. By adapting to these conditions, prairies enjoy a diversity of plants which keep its soil healthy.

## **Why are prairies so important?**

Prairies are a vital ecosystem. Though it is easy to mistake the endless grasslands for empty space, the prairie is a diverse ecosystem, home to numerous species of plants, birds, insects, mammals, and even reptiles. As a matter of fact, you may have a slice of prairie in your own garden. Species like black-eyed Susan and the purple coneflower are prairie natives that are commonly found in urban landscapes. Prairies are complex, and one of the many cool features of this habitat is their ability to sequester a lot of carbon, with some prairies being able to store more carbon than forests. In addition, some prairie plants have roots that can reach over 12 feet into the ground. The complex system of roots provide structure and nourishment for the soil, prevent erosion, and store large amounts of organic matter.

## **References**

1. <https://www.theprairieproject.org/project-information/solutions/prescribed-burning#:~:text=Prescribed%20fire%20is%20a%20historic,health%20by%20creating%20plant%20diversity.>
2. <https://www.kew.org/read-and-watch/what-is-a-prairie-north-american-prairie>
3. <https://www.kew.org/read-and-watch/fires-fuelled-by-climate-change>