

**MVQ Management Level 5 Unit 2 [A5] Manage Change in Organisational Activities**  
**Witness Testimony for Selena Gardiner**  
**Elements 2.1 – 2.5**

My name is Kathleen Ferguson; I am a student at Worcester Polytechnic Institute, an American university in central Massachusetts. As part of the degree requirements for me to receive a Bachelor's of Science in Technical, Scientific, and Professional Communications, I must complete a project directly within my major. I fulfilled that requirement with Commonsides Community Development Trust at project manager Selena Gardiner's request, since my course study coincided directly with needs that they identified.

Before I arrived, Ms. Gardiner recognised the need for the Commonsides Trust to improve its marketing/PR materials as well as develop improvements for their web site. Their imminent move to a larger facility provided the impetus for these changes, but at the time no employees could spare time to develop a marketing strategy or analyse the web site. As a result, they contracted with WPI to obtain me as a consultant to instigate those changes, a process which involved frequent consultations with all members of staff. An initial meeting among myself, Ms. Gardiner, and another employee, Suzanne West, explicitly examined problems with the Commonsides Trust's existing marketing and public relations materials. A later meeting between Ms. Gardiner and me examined the Commonsides Trust's web site and identified issues with its design, layout, and organisation. Additional meetings occurred as time progressed to review my work and ensure that it accurately reflected the Trust's character and mission. Over my time there, Ms. Gardiner and other employees identified additional issues and changes they wished completed, which I incorporated into part of my work.

During the process of my work, Ms. Gardiner and I met often to discuss and review my products. As a manager, she provided clear, efficacious input that allowed me to progress without any major setbacks. She checked my progress at meetings and supported me as both a consultant and as a visitor to the UK.

My work took on two faces. First, I analysed their web site for effectiveness, look, and usability. I consulted with their internet consultant, initially discussing issues with the site and then arranging details for redesigning the site. The redesign will update the Commonsides Trust's internet presence as well as improve its user-friendliness and conform it to meet basic internet browser standards. Second, I created over 50 marketing materials for the Trust in a new "Commonsides Style" that incorporates their name and logo into every publication they produce. These materials, which include letterhead, business cards, and compliment slips, established a basic standard of font, color, and design styles that I identified as lacking in the Commonsides Trust's earlier publications. During the course of my consultancy I periodically confirmed with Ms. Gardiner that these products met the Trust's needs.

In addition to templates, I created invitations and announcements for upcoming events, held several sessions on how to create effective visual designs with the whole staff, redesigned old posters to conform to the "Commonsides Style," and took photographs at their events. These products provide the Commonsides Trust with the ability to quickly create professional-looking marketing materials in a way they could not before. Employees can now easily access templates for those materials, a feature that provides them with a standard from which to work and alleviates the need to continually create new documents. The visual design teaching sessions have begun to provide them with a base for when a template does not exist to meet a particular need. With training, they can avoid major design conflicts and continue to conform to the "Commonsides Style." The photographs provide the basis of an image library for them to draw on to clearly illustrate the effectiveness of their activities.