

MCC Graphic Refresh: To help MCC Get where it wants to go!

Process

August, 2011

1. Survey BOD [via Survey Monkey] as well as the membership with similar questionnaires. Surveys are designed to help understand how the organization and its membership views itself and how it wants to position itself into the future.
TIMEFRAME: Survey opened on 8/15/2011; will close on 8/22/2011
WHO: Ellen Carlson (consultant) and Michael Carlson (staff) will design survey and set up on Survey Monkey.
BOD will pass on to membership.
2. Analyze and Compile survey results, by factors such as role in organization, length of living in MCC, House, etc.
TIMEFRAME: Results written up, ready for presentation by 8/29/11
WHO: Ellen Carlson (analyzation) and Michael Carlson (analyzation and presentation)
3. Affirm results and discuss any items that varied in response.
TIMEFRAME: (Might this need more than one board meeting?)
WHO: Michael Carlson; BOD or Web Design Committee
4. Make color suggestions, based on Color Theory.
TIMEFRAME: Color selections ready for presentation by _____
WHO: Ellen Carlson
5. Consensus on color selection.
TIMEFRAME: (Might this need more than one board meeting?)
WHO: Michael Carlson; BOD or Web Design Committee
6. Write up brief for Logo Design needs, based on survey results, color selection, and other graphic standards.
TIMEFRAME:
WHO: Ellen Carlson

Describe why you are doing the Graphic Design Refresh (future goals, asking for donations) –

Results of the surveys will be analyzed and used to understand better how the MCC membership views the organization as a whole and where they see MCC going in the future.

This information will be used to inform updates to the Logo and Graphic Identity. The results will be used in aggregate and any one individual survey will not be used to identify with any one member, unless the member.

Please do not use this questionnaire as an opportunity to air any issues you currently have with the organization or MCC. As always, please contact your House Representative with any issues as they arise.

Questionnaire:

1. Are you an MCC Board Member? (yes/no)
2. Do you live in an MCC House? (yes/no)
3. [if yes] in which house do you live? (list)
4. How long have you lived in MCC? (ranges)
5. How old are you? (ranges)
6. Are you currently a student?
7. Do you have children living with you in the coop? (yes/no)
8. How long do you see yourself living in a MCC House in total? (ranges)

BOARD and MEMBERSHIP

1. What adjectives do you think people *who do NOT live in MCC* would use to describe the organization or your house? (Examples: prestigious, friendly, corporate, fun, forward-thinking, innovative, funky, professional, memorable, etc.)
2. What adjectives would you *WANT* people *who do not live in MCC* to use to describe MCC (the organization) and your House?
3. By becoming a member of MCC, what commitment do you believe that the organization has made to you?
4. Please rate the following word opposites based on how you feel about the organization:
1=strong [left adjective], mild [left adjective], mild [right adjective], strong [right adjective]
Warm / Cool
Light / Heavy
Well Behaved / Mis-Behaved
Quiet / Loud
Safe / Adventurous
Soft / Hard
Serious / Playful
Young / Old
Fast / Slow
Compliant / Domineering
Clean / Dirty
Simple / Complex
Radical / Conservative
Active / In-Active
Insular / Community-Involved

BOARD ONLY

1. In one sentence, describe MCC's services.
2. In one sentence, summarize the long term goals of MCC.
3. Why do you think you need to refresh MCC's graphic identity?
4. How would you describe who is currently living in MCC? (Consider occupation, age range, values). You are, of course, making generalizations and "profiling" the base residents – that is what we want! There may be more than one "type" as well. Use as much detail as possible and steer away from "jargon" as much as possible.
5. Who do you view as MCC's main competitors?
6. How are you different than your competitors?
7. If you were trying to convince someone to live in an MCC house, what would you say?
8. If you were trying to convince an independent cooperative to join MCC, what would you say?
9. List any URLs of logos that you find compelling. What specifically do you like about each?