


MUA Service–Learning Project

EGMT5220 – Spring 2022

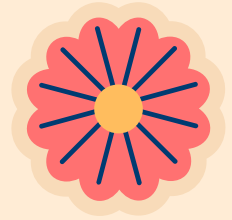
An illustration featuring two women, one on the left and one on the right, holding a large, light-colored oval sign. The woman on the left has long dark hair and is wearing a teal top and a blue skirt. The woman on the right has short reddish-brown hair and is wearing a teal jacket over a white shirt and blue pants. The background is a warm, yellowish-orange color with stylized flowers and sunburst patterns. The sign they are holding contains the names of the project members.

Kalpak Nitin Gaonkar,
Vandana Gora,
Demitri Kokoros,
Siddharth Manoj Mundra,
Shaily Shrivastava



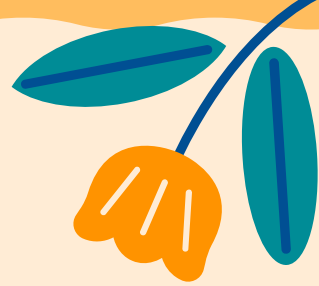
Introduction

- MUA is a vibrant education-based non-profit, based in Dorchester, Boston
- Since 1979, MUA has helped nearly 10,000 girls and women and 1,700 children and served nearly 350 families per year.
- MUA empowers Latina girls and women to believe in themselves and grow into leadership roles through free classes and social services



“MUA is committed to increasing Latina
access to education and professional
mobility”

– MUA



Our Stakeholders



Johannah Malone
(Co-director)

Johannah joined MUA's staff in 2000, and as co-director has over 20 years experience in fundraising/program development.



Caitie Shalvey
(Director of Education)

Caitie came to MUA first as an AmeriCorps service member in the spring of 2017, and she has been on staff ever since.



Project Objectives



To ensure that existing website includes all necessary content and reflects up to date information



To create a webpage containing resources related to classes students are enrolled in, resources from outside organizations or social programs, and important flyers or updates



To update the existing LinkedIn page by correcting any inaccurate information and adding relevant details.

Constraints



Time

Complete by the end of the semester,
April 29



Budget

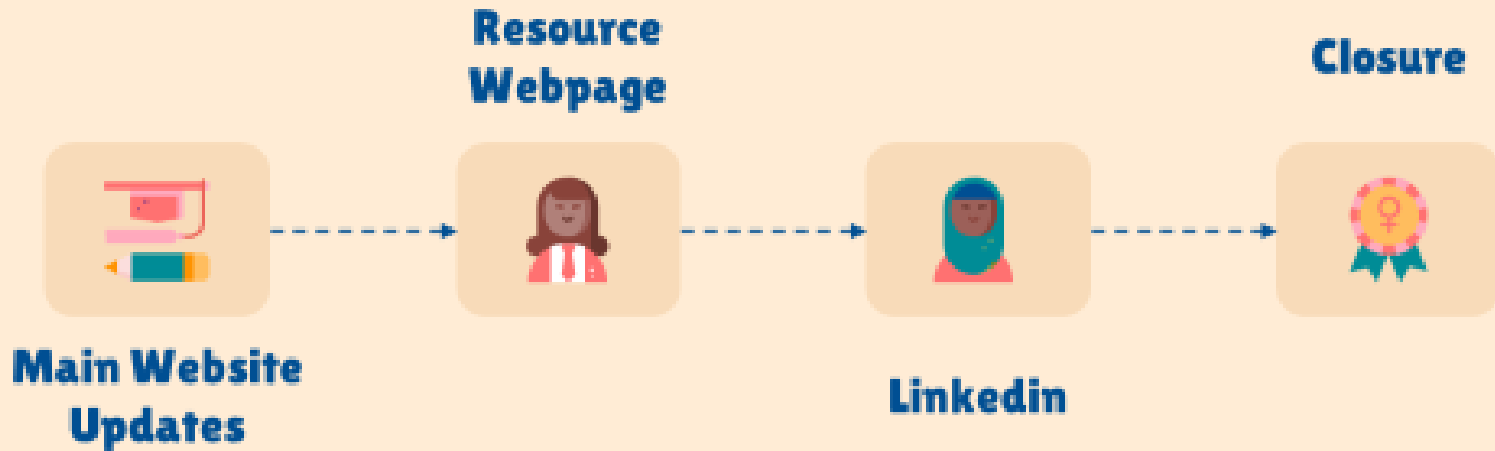
All changes and new features must be
free, including the new resource
webpage



Scope

- Keep the webpages as straightforward as possible and minimize the amount of text and pages.
- Pages must be easy to edit in the future
- Add a selected/limited assortment of content

Project Timeline





Main Website

- Updated employee bios
- Registration Form Links
- Added videos and donors
- Removed capital campaign



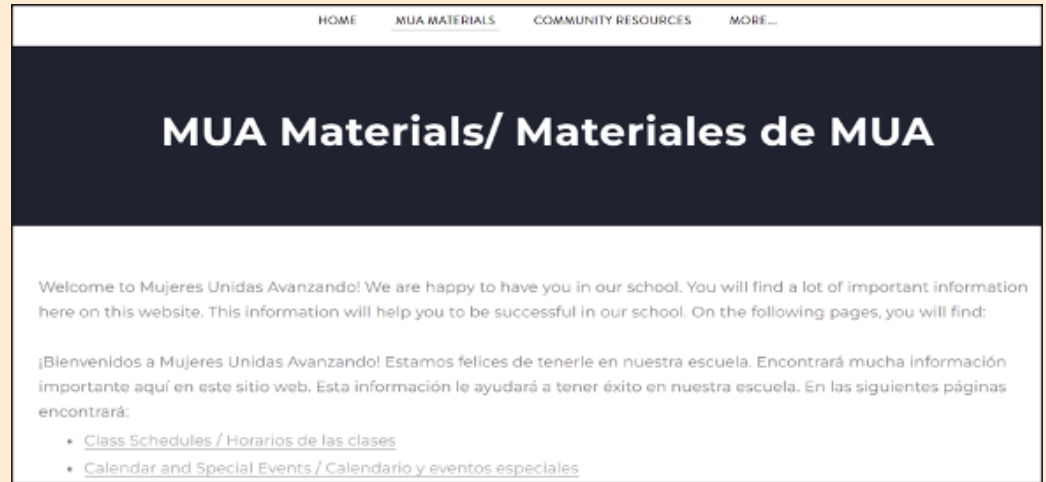
<https://muaboston.org/>





Resource Webpage

- Created a Resource webpage structure/skeleton hosted on Weebly
- Added resources and flyers
- Accessible to both Spanish and English speakers



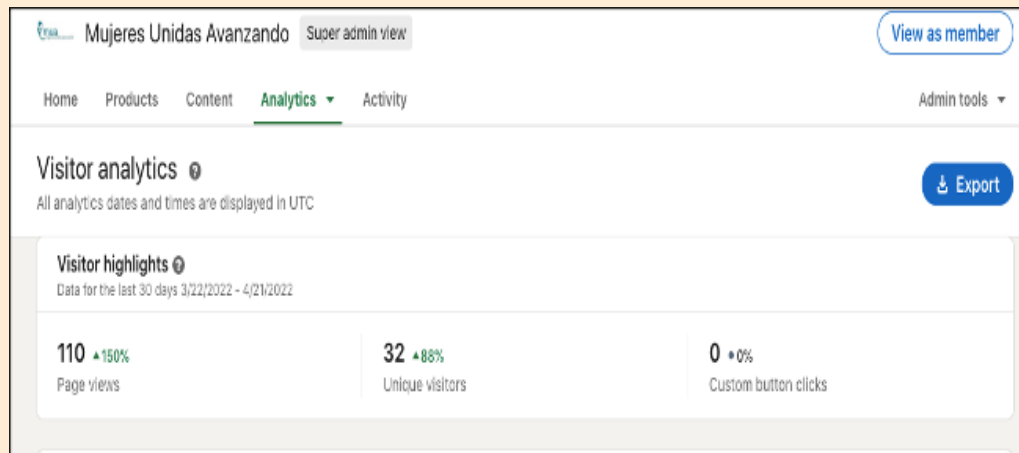
<https://muaboston.weebly.com/>






LinkedIn page

- Updated the "About us" section
- Posted new videos to page
- Increased the number of unique visitors and page views by 88% and 150%, respectively



<https://www.linkedin.com/company/mujeres-unidas-avanzando/>



A decorative border with a wavy, scalloped edge in shades of orange and yellow. It features stylized floral elements: a pink flower in the top-left, a yellow flower with blue leaves in the top-left, a pink flower in the top-right, a pink flower in the bottom-left, and a red flower in the bottom-right.

Thanks!
Any Questions?