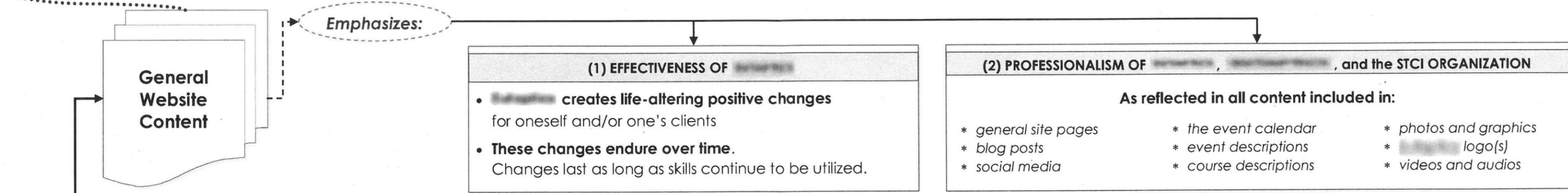


Why improve this?: To (1) cultivate trust, (2) compel people to invest in training, and (3) create and solidify long-lasting relationships

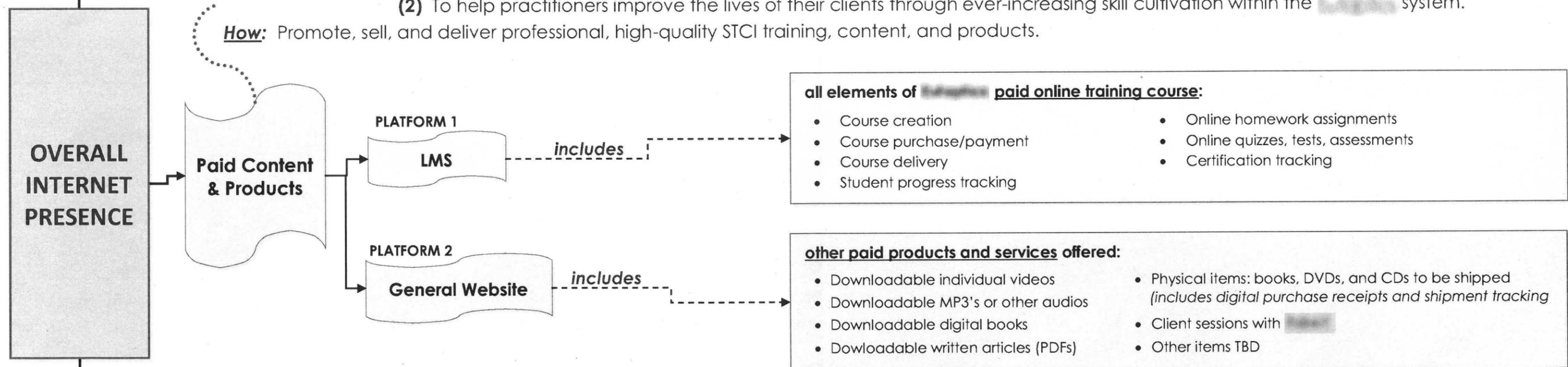
How: Provide our audience with regular, relevant, and creative digital interactions via our public website. Successful Online Content = Useful + Compelling + Personable + Professional



Why improve this?: (1) To help individuals flourish by mastering their own emotional/psychological well-being through the use of knowledge and skills.

(2) To help practitioners improve the lives of their clients through ever-increasing skill cultivation within the system.

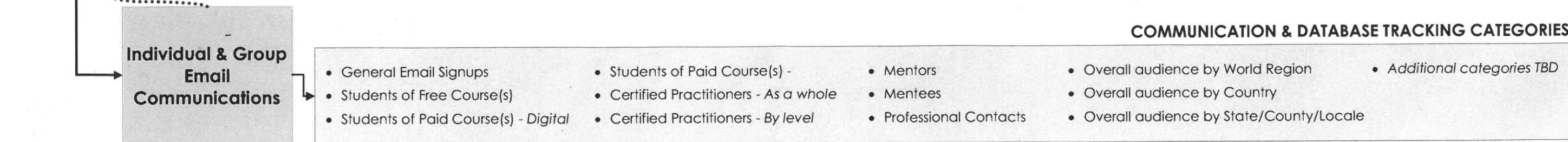
How: Promote, sell, and deliver professional, high-quality STCI training, content, and products.



Why improve this?: To establish and maintain the confidence and trust of all who comprise our audience (incl. paid students, regular followers, and visitors)

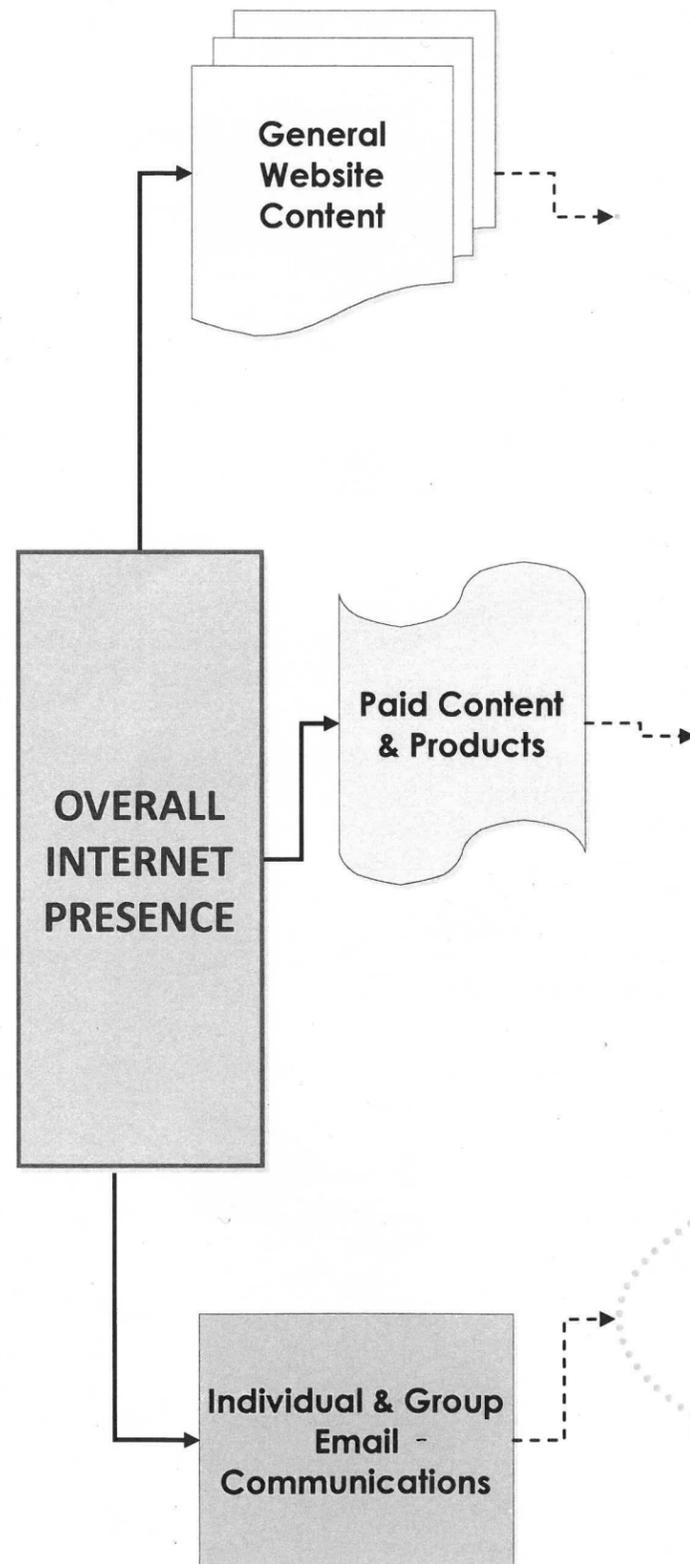
How: (1) Render clear, organized, consistent, and beneficial communication to (a) our audience as a whole and (b) each of it's category-specific subgroups.

(2) Streamline the processes for acquiring and accurately updating site-user, student, and practitioner data.



QUESTION TO BE ANSWERED:

Given the following 3 aspects of STCI's overall web presence, do we **(A)** use a reputable service provider for each aspect or **(B)** use a service provider whose platform includes 2 or more of the aspects?



Requires a Web Hosting Service that includes:

- integrated site creation tools and
- integrated e-commerce tools for purchases other than online courses

Requires a Learning Management System that includes:

- robust course creation tools
- student/course testing/assessment tools
- robust student data tracking

Requires an Email Communication/Contact Database Service that includes:

- robust email template creation tools
- unlimited contact grouping categories
- ability to create and schedule emails in advance of send date
- ability to create tailored auto-responders for online form entries
- easy export of data reports and data spreadsheets