



AUDIT TO ADOPTION TO CONTENT

From a pro bono digital audit to adopted website changes and a 10-clip content system.

A four-page outside review moved through Executive Board discussion into organization-implemented website changes, then into a branded long-form-to-short-form workflow.

4

REPORT PAGES

Delivered Jun 22

BOARD

REVIEW REPORTED

By the Music Director

10

UNIQUE CLIPS

Exact numbered archive

10

VOLUNTEER HOURS

3 report + 7 media

THE ORGANIZATION + CHALLENGE**Clear mission. Limited volunteer time.**

MCB is an intergenerational volunteer 501(c)(3) concert band. It wanted to expand beyond the immediate Moorestown area, clarify public pathways, and turn long concert recordings into phone-friendly content without inventing a new media pipeline.

AUDIT TO ACTION**Recommendations, then client action.**

The report covered concerts, joining, service hours, sponsors/donors, follow-up, and short video. Michelle said MCB changed the website after the report and Board discussion. Public archives now document aligned Homepage, Join, and Contact updates. MCB implemented the changes.

"crafting an insightful Digital Efficiency Report and elevating our social media presence through video content."

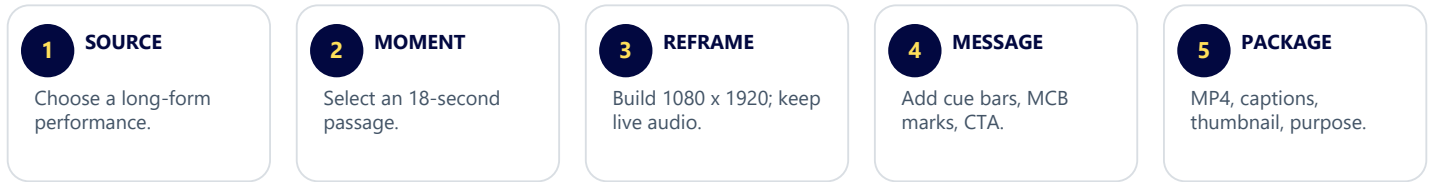
MICHELLE GERGICH | MUSIC DIRECTOR / CONDUCTOR

RELATIONSHIP PROGRESSION

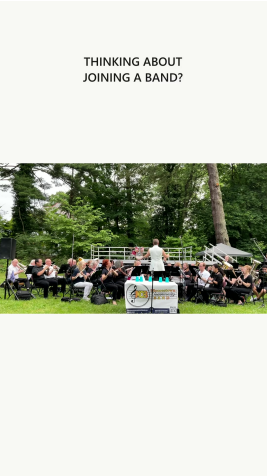


One long-form library, a repeatable short-form system

Client-supplied concert footage became a defined 9:16 workflow with message, branding, CTA, and delivery assets.



FEEDBACK BECAME THE DESIGN SYSTEM

 INITIAL Sparse text	 REVISED Active MCB system	PHONE REVIEW Michelle liked the content, then asked for larger text closer to the center and supplied full/abbreviated logos plus a QR asset. REVISION PASS The active-style treatment introduced central black caption bars, white uppercase copy, performance frames, blurred backgrounds, MCB marks, and CTA frames. CLIENT RESPONSE "The videos look great now!" The revised initial set was approved, and five more clips were requested, including recruitment.
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FINAL CONTENT EXAMPLES

 06 RECRUITMENT Season openings	 08 STUDENT SERVICE Play. Learn. Serve.	 10 MUSIC EDUCATION Future educators	TEN CONTENT JOBS 01 Join the Band 02 Live Music 03 Musical Growth 04 Play at a High Level 05 Music Education Day 06 Season Openings 07 Flexible Membership 08 Play. Learn. Serve. 09 What Makes MCB Different 10 Future Music Educators 10 unique files 18.000 sec each
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Adoption, delivery, and public proof

The engagement progressed from recommendations to client action, feedback-led production, expanded scope, and one verified public reel.

1

RECOMMENDATIONS DELIVERED

A four-page audit turned public-site observations into practical ideas for visitor journeys, concerts, joining, service hours, sponsors/donors, follow-up, and short-form video.

2

RECOMMENDATIONS ADOPTED

May-June archives versus the live Aug 24 site document a performance module and clearer Join and Contact pathways. Michelle separately said MCB changed the site after the report and Board discussion.

3

VIDEO ASSETS COMPLETED

The final reader-only archive contains exactly ten numbered MCB-specific MP4s. Local masters verify as unique 1080 x 1920, 30 fps, 18.000-second files with original live audio.

4

APPROVAL + ADDITIONAL WORK

The revised initial five were approved. The client requested five more, including a season-openings recruitment brief. The expanded delivery was acknowledged; future workflow interest remained prospective.

5

VOLUNTEER VALIDATION

MCB certified 10 community-service hours on July 15: 3 hours for the Digital Efficiency Report and 7 hours for digital media and social outreach.

6

CLIENT VALIDATION

Michelle's public testimonial credits the report and video content, describing the work as elevating MCB's social media presence. It also highlights initiative, technical expertise, dedication, and leadership.

OK

ONE VERIFIED PUBLICATION

Delivered clip 01 visually matches an MCB Facebook reel posted Jul 23. The public archive showed 404 views on Aug 24, 2026. This is a dated public counter - not account analytics or proof of growth.

PUBLIC ADOPTION CHECK - ARCHIVE VS. LIVE SITE

HOMEPAGE

June 9 archive vs. Aug 24 live page: a clear Next Performance status module now appears.

JOIN PAGE

May 14 archive vs. live page: a dedicated service-hours path plus dues and financial-assistance details now appear.

CONTACT PAGE

One catch-all form became clear routes for joining, the mailing list, support, and general inquiries or bookings.