**STL Partnership Website Changes**

2 High-Level Objectives

* UX changes
* Add E-Commerce piece

**Easy back-end plug-and-play**

1. Changes Needed ASAP
   1. Homepage changes needed:
      1. Change sidebar headings – Grow Your Business, For Start Ups, Global Connections, 39 North, Promise Zone
   2. Drop down Who We Are: change verbiage on side to our mission statement
   3. Our Projects – pull down doesn’t change when you change Projects
   4. Add a section for HR
      1. Info on company, benefits, statements of diversity and then direct to the careers page
   5. World Trade Center (WTC) Division Page:
      1. Remove Export Challenge Section
      2. Membership – need an electronic sign-up form
      3. Events – calendar to be pulled over from external WTC site
      4. Ecommerce widget
   6. Redirect Mosaic Project and 39 North to their external sites
   7. Promise Zone Division Page:
      1. Calendar for PZ community events off Promise Zone page
      2. Add Instagram and LinkedIn to social media
      3. Add section left side for I am Promise Zone and a page for profiles/videos
   8. Newsletter need to be easy to see/pop-up sign-up page possible on home page when visitor enters site?
   9. Permalinks to be recognizable – stlpartnership/promisezone, stlpartnership/businesscenters