

# PRESS RELEASE

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## Michigan Tech Youth Programs Selects opusWeb.com for Web Project

Houghton, Michigan (December 18, 2003) - opusWeb.com is announcing their recent acquisition of the Michigan Technological University (MTU) Youth Programs Web site contract. MTU Youth Programs introduces middle and high school students to career and academic opportunities through hands-on laboratory, classroom, and field experiences. Last summer, more than 1,000 students from all over the United States, Puerto Rico, Norway, Korea, and Canada attended a Summer Youth Program on the campus of MTU.

The focal point of the project is to upgrade the existing Web presence (a combination of work from various MTU students over the years) by overhauling the content, design and functionality.

"In order for any Web site to be successful, it has to be updated and frequently modified to keep visitor retention levels at an optimum level. In some cases however, when a Web site turns out to be the result of a culmination of people over time, the functionality and overall organization becomes lost. This is what happened with the Youth Programs Web site at MTU, and now we must dissect it and put it back together through good design, improved Web navigation methods and overall organization," said Jeffery Primeau, Co-Founder/Director of Marketing/Business Communications at opusWeb.com.

"Particularly with a young audience like ours, a quality Web site is important. Potential program participants equate the quality of all of our communication tools, particularly our Web site, to the quality of our educational experience. We have a nationally premiere program, and we want our Web site to reinforce and broadcast that quality," said John Lehman, MTU Youth Programs Coordinator. The initial design phase, which is referred to as "the interface" has already begun and a delivery of this to MTU will be accomplished before the end of the year.

"It was particularly interesting for us to see how this project came together because we had to satisfy both administrative/conceptual desires as well as the technical requirements already in place at MTU," said Primeau.

In addition, this project will help contain long-term costs for the Office of Youth Programs. Relying more on the Web as the primary focal point of their marketing efforts, they are able to reduce in the number of printed catalogs.

"It is important that the redesign will not only give us a 'facelift', but allow us to use our Web site as a more dynamic communication tool. opusWeb.com has offered us a creative, more changeable format that will allow us to more easily keep the site current," said Peter Larsen, Youth Programs Associate Coordinator.

Founded in 1996, opusWeb.com leverages Web development strategies to help companies and organizations approach and maintain their viability on the Web. The firm delivers a host of Webbased solutions including strategy, design, programming and agency-side assistance. opusWeb.com is a partnered firm by Jeffery Primeau of Calumet, and Heath Sundstrom of Hancock, and is headquartered at 314 Sheldon Avenue in Houghton. Some recent Web projects include: BHK Child Development Board, Copper Country Focus on the First Five, Hitch, Inc., Keweenaw Home Nursing & Hospice, Portage Health System, Surplus Outlet and RE/MAX Douglass Real Estate.

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