



Maureen Crist

Project Scope – Web 160

What type of written information is the potential user of this site looking for and/or wanting to gain by coming to this site?

Potential site visitors will be seeking information about what Great Conversations does and how it can help their family. Information will include what classes are offered, what is covered in classes, class schedule, and registration information. As well, site visitors will want to know why Great Conversations is the best at what they do and how they do it.

What type of written information is the client looking to convey to the user with this site and why?

The client would like to convey to the user that they are a credible resource to help preteens and their parents in conversations about body changes, sex and other “growing up stuff”. The client would like to make it clear and easy to find information about classes, class schedules and class registration. They would also like to provide information about parent talks that are available to schools and communities. Lastly, Great Conversations would like to provide additional resources, outside the class for those interested in learning more.

What is the perception, attitude and tone that the user will feel most comfortable with and why?

The user will feel most comfortable with a tone that is friendly, approachable and professional. They need to know that they are working with a very credible partner in creating conversations with their children. Since this topic can be embarrassing or awkward for parents, they will want to work with someone who will help put them and their child at ease. Their child may be resistant to attend a class. The friendly and approachable tone will help mitigate the child’s concerns.

What perception, attitude and tone does the client want to convey to the user and why?

Great Conversations wants to convey the same tone that the user will feel most comfortable with - see above. As well, they want to come across as encouraging and straightforward. Great Conversations wants to put kids at ease about attending class and convince parents that Great

Conversations is an expert on the topics of puberty, sex and adolescence and will be able to help their family.

What might be some typical questions the potential user might ask about your site's business or organization?

- *What types of classes are available?*

There are classes for preteen girls and their moms, preteen boys and their dads and preteens and teenagers with their schools. As well, there are "parent only" talks available.

Topics in the "preteens with parent" classes include puberty changes, what girls/boys experience in puberty, practical ideas/problem solving, and staying close through healthy communication in families. Middle school and high school classes focus on making great decisions and being a great friend.

Topics in the "parent only" talks include: Mothers and Sons, Dads and Daughters, "Sex, Drugs and Rock and Roll", The Social Lives of our Children, From Barbie to Bieber - Parenting Growing Girls, Top Ten Talks to Have Together, and many more. Great Conversations is happy to customize a talk to the unique needs of the user's community and address topics important to parents in that community.

- *Are the classes online or in person?*

Classes take place in person.

- *What age group are you targeting?*

Our classes are targeted to preteens (10-12), teens (13-18), parents, teachers and trusted adults of preteens.

- *Where are the classes taught or held?*

We currently offer classes in Seattle, Bellevue and Federal Way, Washington (sponsored by Seattle Children's Hospital), Tacoma, Washington (sponsored by Annie Wright School), Bainbridge Island, Washington (sponsored by Virginia Mason Winslow Clinic), and in Palo Alto, California (sponsored by Packard Children's Hospital).

We have classes available in Spanish in the Palo Alto area provided by Packard Children's Hospital. We have also taught classes in Missoula, Montana, Bend, Oregon and Detroit, Michigan.

- *Can I get my own class for my group/how do I hire you?*

Yes, you can hire us to teach a class for your school or group. Contact us with your interest at info@greatconversations.com.

- *How much does it cost?*

Prices for our classes vary. Our most popular classes (preteen with parent) are \$70 for a two evening class.

- *Can I send my kid alone or do I have to accompany them?*

The goal of our class is to promote further communication between children and their parents and trusted adult resources. When possible, we recommend a same sex adult – parent, guardian, close friend or family member to accompany the pre-teen. We recognize the diversity of families, and welcome parents, grandparents, guardians and other close family members to our classes. Children need to be accompanied to the class. Please contact us if you would like to talk this through.

- *How do I get ahold of you?*

Please contact us at info@greatconversations.com.

- *How long are the classes?*

Our most popular class, the pre-teens with parent class, is a two-night, two-part class. Each session lasts two hours with a break in the middle for a snack.

Our Great Decisions and Great Friends classes for teens at school last 1 hour for an assembly style talk or 45 minutes for small groups.

Parent only classes typically last 90 minutes with time for questions. The class length can be adjusted, to some degree, to accommodate your group.

- *Is there a class schedule?*

Yes, there is a class schedule! Click the “Register for Class” class button to see our class schedule.

- *How do I register for a class?*

To register for a class, click the “Register for Class” button on the top right side of the screen.

- *What’s your background and experience?*

Co-Founder, Julie Giesy Metzger, RN, MN

Julie began her nursing career at Seattle Children's Hospital in 1981 caring for hospitalized teens and their families in the adolescent unit. The experience of working with teens who managed their lives with resilience and strength solidified her passion for adolescents and their families. Julie designed and delivered the first *For Girls Only: A Heart to Heart Talk on Growing Up* in 1988 in Pittsburgh, PA – the class became a local hit. Julie began to teach the class in Seattle in the early 1990's and launched what is now a perennial rite of passage for thousands of pre-teen girls and their mothers throughout the Puget Sound region and in Palo Alto at Lucile Packard Children's Hospital.

Julie has written and taught curricula for teens that promotes strategies for decision-making, written a journaling book for girls in adolescence, and co-authored a book on puberty. Julie has been featured in numerous publications, and radio and television appearances. Most recently, The New York Times Magazine featured Great Conversations in their March 25, 2015 edition, titled, [Let's Talk \(Frankly\) About Sex](#). Julie and her husband are parents of three young adults who have been the primary inspiration of her work.

- *Are there classes just for adults?*

Yes, there are classes just for adults. Topics in the “parent only” talks include: Mothers and Sons, Dads and Daughters, “Sex, Drugs and Rock and Roll”, The Social Lives of our Children, From Barbie to Bieber, Parenting Growing Girls, Top Ten Talks to Have Together and many more. Great Conversations is happy to customize a talk to the unique needs of the user's community and address topics important to parents in that community.

- *Where can I buy your books?*

Books by Great Conversations founders, Julie Metzger, RN, MN and Rob Lehman, MD can be found on this website, on Amazon.com and at local bookstores.

- *Do you have articles we can read?*

Yes, we have several helpful articles on our Resources page. Please click the Resources tab for links to all of these articles.

- *How should we prepare for class?*

You can read the detailed description of the class under the Classes tab to learn about what we will cover in class, see video clips of past classes and see the instructor teaching a class. Think about any questions you may have. The instructor will give you a chance to write any questions on a note card and place it in a hat during the break. The anonymous questions and their corresponding answers will be discussed after the break.

- *How do I get my child to come to class when they don't want to?*

Sometimes, it can feel uncomfortable going to a class with unfamiliar people and discussing a topic that you may find private. Please review the class details on our web site and watch the video clips of class with your child. The instructor's encouraging and straightforward approach should help alleviate any pre-class jitters.

- *Do you teach the class at schools?*

Yes, we teach classes at schools. The Great Conversations Team have worked with middle school and high school aged teens and their families in a variety of settings including schools, churches and synagogues, community organizations, parent/teen groups, and parent/teen retreats. We have had the opportunity to work with teens and parents in Seattle, throughout the Puget Sound region, and in the San Francisco Bay area.

We are happy to work with teachers, parent/teacher associations, and interested neighborhood groups to meet the unique needs and interests of the community.

Programs can be developed for 1-2 hour sessions and can be flexible to complement and support school curricula. We have talks for parents to complement this material, and we can also provide this content with teens and parents together.

- *What's your cancellation policy?*

You can cancel your registration or transfer to a different class for an additional fee if you contact us more than 3 business days before the first class.

- If it is 3 business days or less before the first class, you can cancel or transfer for an additional fee.
- If you miss a class you had registered for, you have up to 10 business days after the first class to reschedule or cancel. An additional fee would apply.
- If 10 business days have passed since the date of the first class, you would be charged another full registration price to reschedule.

You should check that several spots are open in a class you'd like to transfer to before letting us know, to make sure there's an opening when we get to your request.

If you attended the first class of a set but find you are unable to make the second, you can pick any future second class from the schedule regardless of its availability to attend – in that case, just let Registration know so we can expect you family on the rescheduled night.

- *Can you meet one on one?*

While we aren't able to meet one on one, we can provide contacts for support organizations that can help pair you with an appropriate resource. For more information, please email us at info@greatconversations.com.