



Proposal for

# Columbus Public Health, Center for Public Health Innovation

Proposal for Graphic and Web Design Services

<b>PROPOSED BY:</b>	Soulo Theory Creative, LLC. DBA Artfluential
<b>PRIMARY CONTACT:</b>	Marshall Short, Principal
<b>PHONE:</b>	+614-859-9170
<b>EMAIL:</b>	mshorts@artfluential.com
<b>WEBSITE:</b>	www.artfluential.com
<b>TAX ID:</b>	27-1987043

This document is a proposal to the needs of our client. It details the recommended services and deliverables necessary to satisfy the objectives for this engagement. Following approval of this proposed engagement, we will create a Statement of Work (SOW) which will act as a formal agreement between the client and our agency.

Dear Columbus Public Health Stakeholders,

Thank you for the opportunity to propose services for your awareness campaign. We believe that whenever and organization is along the path of branding, a creative partnership is needed maintain consistency and project an image of credibility. Over the past 10-15 years we've worked with many organizations to develop a deep understanding of the marketing, advertising, and communication needs associated with cause based organizations. Our project team includes several Ohio based designers, writers, strategists, and planners that a have unique set of strengths that will enable us to join **Columbus Public Health, Center for Public Health Innovation (hereafter referred to as CPHI)** to develop an awareness campaign that will inform, engage, and influence behavior of it's constituencies.

Our collaborative approach and related multi-media to this campaign is *"think inside the box...too"*. We create ideas that advance business objectives and in vision those things are sometimes big ideas, but they should never be contained, unmeasured and ultimately unusable. We would seek to activate **CPHI** team to join this effort, by expanding the footprint of **CPHI**. We plan to accomplish this by working together to create a comprehensive plan for communication and authentic storytelling.

Our pillars with any campaign has been to *make it easy, make it compelling, make it happen*. This deck should give you an overview of our capabilities and experience in the design, marketing, and the engagement space. Don't hesitate to reach out with any questions, or if you want to discuss any of your ideas in depth. The best way to contact me is via my cell (614.747.7811) or email at [mshorts@artfluential.com](mailto:mshorts@artfluential.com). We look forward to the opportunity of engaging in a relationship with **CPHI**.



**Marshall L. Shorts**  
*Principal at Artfluential*

*Our experience has afforded us opportunities to expand the brand footprint of many organizations including but not limited to:*

**Ohio Department of Mental Health and Addiction Services OHMAS**

(Creative Execution and Planning Be Present Campaign)

**Medical Mutual of Ohio**

(Campaign Development, Messaging, Direct Mail, Design, Web design)

**Quit Culture for Interact For Health Cincinnati**

(Creative Direction, Branding, Web design, Marketing)

**PACT (Partners Achieving Community Transformation)**

(Brand, Strategy, Design, Web Design Marketing)

**Action for Children, Father Up**

(Branding, Marketing, Creative Direction)

**The Equity Now Coalition**

(Branding, Strategy, Design, Web)

**REACH Communications**

(Branding, Strategy, Design, Web)

**Workforce Development Board of Central Ohio**

(Brand Identity, Design, Marketing)

**Impact Community Action**

(Brand, Strategy, Design, Marketing)

**RAMA Consulting**

(Design Consulting)

**Columbus Recreation and Parks Department**

(Design Consulting, Branding, Website)

**City of Columbus Department of Neighborhoods**

(Brand, Design, Consulting, Web)

**Columbus City Schools, Office of Student Mentoring Initiatives**

(Brand, Strategy, Design, Web Design Marketing)

**The Ohio Organizing Collaborative**

(Creative Direction, Brand, Strategy, Design)

**We Make The Future - Race Class Narrative Project**

(Creative Direction, Brand, Strategy, Design)

**Deliver Black Dreams Race Class Narrative Campaign**

(Creative Direction, Brand, Strategy, Design, Web)

**Maroon Arts Group**

(Creative Direction, Brand, Strategy, Design)

**The Freedom BLOC**

(Branding, Design, Web)

**APDS (Africentric Personal Development Shop)**

(Consulting, Branding, Design)

# *We are the stories we tell.*

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Since 2011, Artfluential has worked with and collaborated with individuals, institutions, and organizations at the intersection of art, design, activism, cultural strategy, and social justice to actualize brand and business goals. We harness **“common cultural denominators”** for storytelling, design, creativity, and technology to build and implement strategic plans that transform passion into action. We do this using **“culture-informed”** design approaches, critical thinking and the occasional wild idea. While delivering results is vital, our real value is helping clients realize their full potential.

**How we show up for our clients:**

We love crafting beautiful, smart and inspired work that is focused on a business’ goals and their customers. We do this across multiple touch points to help organizations achieve their goals.

**Creativity:** We apply the spirit of a creative with the execution of a marksman to develop attractive sometimes out of the box and effective design communications.

**Of, By, and For = Resonate:** Conscious, Inclusive, and Solutions-driven design to ensure stakeholders at every level have equitable buy-in. This also ensures cultural competency is embedded in every aspect of the creative process.

**Creativity is the currency and medium of today.** We work closely with a village of artists, writers, designers, educators, strategists, videographers and thinkers to be as nimble and scalable as possible.

*“Anything not designed by nature is designed by someone...” so we have the obligation to design more equitable spaces, places, and things.*

## CAPABILITIES

- Brand Strategy
- Brand Identity
- Naming
- Brand Development & Audience Engagement
- Narrative Strategy
- Message Development
- Cultural Strategy
- Digital Content Strategy
- Copywriting
- Experience
- Workshops
- Creative Direction
- Logos
- Iconography
- Signage & Wayfinding
- Print
- Motion
- Interactive/Web
- Video
- Photography
- Guidelines
- Implementation

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## AREAS

- |                |                              |
|----------------|------------------------------|
| Arts           | Culture                      |
| Culture        | Non-Profits                  |
| Design         | Political Action             |
| Social Justice | Diversity, Equity, Inclusion |

# Team

When filmmakers make films, they pick the people who best embody the role. Similarly, Artfluential projects are made up of the people who best embody the role. Artfluential has a small core team but a large village. For every project we call to our creative village who we lovingly call the “*The Creatives*” who are some of the best folks in the industry to come together and collaborate, based on your project’s needs. Meet the village we’ve assembled for this project.



**MARSHALL L. SHORTS**  
*Creative-N-Chief*  
MOONLIGHTS AS  
Brand Strategy, Creative  
Direction, Design



**CANDICE IGELEKE**  
*Dances with the Stars*  
MOONLIGHTS AS  
Project Management



**BRITTANY DEMUDD**  
*Creative Genius*  
MOONLIGHTS AS  
Graphic Design, Web Design,  
Print Specialist



**Tyiesha Radford Shorts**  
*Wordsmith with a sharp tongue*  
MOONLIGHTS AS  
Copywriter, Copy Editor



**CHARLES HAIRSTON**  
*Natural Wonderer*  
MOONLIGHTS AS  
Videography, Motion Graphics,  
Photography



**JAVIER SANCHEZ**  
*Speaker for the Dreamer*  
MOONLIGHTS AS  
Research, Marketing &  
Messaging

# Project Management

Once we sign on our project manager will create a project portal on our website. All projects are managed in one central location in our client portal to ensure total transparency throughout the execution of the project. Both agency and client team members will have access to the project in the project management tool.



- Communication
- To-do Lists
- Milestone Scheduling
- Deliveries
- Client Feedback
- Asset Management

**Hours of Operation:** Once we have a defined scope of work for any project, we create a timeline do deliver by a predetermined date and execute our work on that timeline. Our team operates from the hours of 9:00A - 5:00P Monday - Friday and would be responsive to requests that come in between 8:00A - 6:00P (as well as after hours) during that time frame.

**Ticket System Process:** Creative needs will be organized in our internal system by ticket order request, operated under the following protocol:

1. Creative/Brand requests are sent by an CPHI official with a provided request form.
2. These requests are confirmed as received via email and then confirmed as accurate by the lead CPHI staff person via an approval document.
3. Approved creative needs are given an estimated completion date (unless a deadline is provided in the request).
4. For emergency requests (such as 24-48 hour design needs, meeting requests, and public relations needs) we employ the same ticket system. Any escalations beyond this process above can be sent to [mshorts@artfluential.com](mailto:mshorts@artfluential.com) or [candice@artfluential.com](mailto:candice@artfluential.com) or 614.859.9170.

# Objectives

We understand the client seeks to create a multilingual campaign kit including the following: a website, various print collateral, and video assets. We also understand the purpose of the development of these assets is to better market health programs and services of the Columbus Public Health department to those in our community who are experiencing health inequity, and who may speak little-to-no English.

**To develop and create a culturally competent, multilingual campaign kit to help promote the health programs and services of Columbus Public Health.**

# Proposed Services

**Graphic Design**

**Website Design/  
Development/Hosting**

**Print-ready file creation**

**Videos for social media,  
waiting rooms, etc**

# Approach

We use a phase iterative approach for delivering results for our partners. Our branding and design process will be led primarily by Marshall Shorts with input and support from the entire Artfluential team, as well as selected CPHI staff. We intend to convene a culturally responsive branding process, one that is **of, by, and for** the audiences most central to CPHI’s campaign success. Our approach will reflect core marketing principles regarding brand equity and architecture but with a more inclusive and thoughtful approach to the various segments of our

community identified as crucial to overall success by CPHI leadership. Artfluential understands that “standard” qualitative research often involves processes and systems unfamiliar and uncomfortable to people of color or New Americans. We have experience using individual interviews, market intercepts, and other techniques to gather feedback from these often hard-to-reach audiences.



Research is all about killing assumptions. Before we design, we study you, your processes, and your people. Your industry and your culture. Your past and your future. Our research process inventories both the internal and the external. The known, the suspected, and the unexpected.

If research is about information, then strategy is about inspiration. Strategy finds a way to make opportunities a reality. Visual cues take shape as, together, we identify how your brand should make people feel, then connect the dots to campaign planning. Branding is not subjective; it is strategic.

We first explore, then we develop a range of graphic opportunities by testing them on a limited set of the key deliverables. Put simply, we make sure the system can’t be broken. This phase is the most involved. There are multiple rounds of development in design.

Finally, we support you through the launch of the system, message, magazine, book, product, package, program, website, experience, or environment. We draft guidelines and a cheat sheet for every project as well as offer workshops to prepare staff and vendors for launch – or we’ll launch you ourselves, turning our studio into your bespoke production house.

# Phase 1 | Month 1-2

MAY - JUNE 2022

## INVESTIGATE

Each project begins with a client workshop. The workshop includes all core team members who will work on the project. This is an opportunity for all team members to discuss the project scope, content, objectives, target users, and key performance indicators. This workshop ensures that all team members understand the broader vision of the project and that the scope is clearly defined. We work with you to discover your brand on a deeper level, and then we ideate on intentional strategies that help you meet your business goals while building a long-term relationship with your customers.

### INCLUDED IN THIS PHASE

- Kick-off Workshop CPHI stakeholders and ARTFL where we through our exercise to uncover and reveal the final deliverables, scope of work, timelines, project goals with a comprehensive workplan.
- Brand and digital audit of current CPHI marketing current assets and practices to-date.
- CPHI brand story, backstory, Hero, Stakes, Disruption, Antagonists, Mentor, Customer Journey, Victory Sign, Moral, Ritual and Brand Elements.
- Establish ongoing discovery touch bases with the CPHI Stakeholders.
- Develop a comprehensive workplan based on information garnered from the workshop, discovery, and investigation.

PHASE BUDGET: \$25,000

# Phase 2 | Month 2-3

JUNE - JULY 2022

## STRATEGY // CAMPAIGN PLANNING // CONNECTIVITY EVALUATION

If research is about information, then strategy is about inspiration. Strategy finds a way to make opportunities a reality. Visual cues take shape as, together, we identify how your brand should make people feel, then connect the dots to campaign planning. Branding is not subjective; it is strategic. In this phase, we begin to solidify our work and plan out the detailed work of our work plan, as supported by our assets such as our brand guide and marketing and communications plan.

### INCLUDED IN THIS PHASE

- Finalize approved workplan outlining our collective goals, marketing & communications including digital, social and paid traditional media, PR, community outreach, etc. engagement and activities throughout 2022.
- Begin message development for campaign.
- Test our messaging with key audiences
- Gather photos, video and marketing collateral to create a repository of assets of CPHI Programs and participants including identifying themes for photo/video bank, implementation of agreed approach and organization of images, video and audio in an easy to access/locate storage tool for CPHI.
- Stylescapes developed for design direction

PHASE BUDGET: \$25,000

# Phase 3 | Month 2-3

JUNE - JULY 2022

## DESIGN

We first explore, then we develop a range of graphic opportunities by testing them on a limited set of the key deliverables. Put simply, we make sure the system can't be broken. This phase is the most involved. There are multiple rounds of development in design.

PHASE BUDGET: \$60,000

### INCLUDED IN THIS PHASE

- **Campaign Design - Round 1:** Armed with input from the previous phases in the process, up to three core concepts approved by CPH for further testing will be defined and designed. These will be translated into voice and visuals in a variety of sample formats, including but not limited to logos, storyboards, print ads, digital ads, social media posts, etc .
- **Campaign Design - Round 2:** The core concepts will be shared with key CPH stakeholders and audiences (if needed through focus groups and intercept interviews). Feedback from these groups will inform the final decision, both in terms of the overall brand positioning and architecture as well as nuances regarding visuals and language.
- **Campaign Design - Round 3 (final design direction):** Brand positioning will be finalized and approved. Logos, styleguide, and collateral materials are designed, early ideas for the website will be shared with key stakeholders. An overall campaign plan, will be finalized and approved, including media buys, ads, communications, media and social media launches. Collaterals in a variety of languages, per the RFP and CPH direction, will be finalized.
- **Campaign Design - Round 4 Website Design & Development:** Once the campaign design direction is complete we build out the for the brand campaign we can begin application to Website build out. The web build out has multiple phases.



# Phase 3.5 | Month 3-6

JULY - OCTOBER 2022

## DESIGN - WEBSITE DESIGN & BUILD OUT

Per the RFP for your web development needs we will build the website with WordPress. WP is an ideal Content Management System and is the most awarded CMS ever built. WordPress makes it easy to publish what you want, without needing a “webmaster”.

### WEBSITE WORKSHOP & CONTENT DEVELOPMENT

Define Strategy & Information Architecture. After the successful website strategy workshop, our team will create a website strategy document. The website strategy will also connect the project goals to the website features that will be created.

### UI/UX - VISUAL SITE MAP AND HOMEPAGE WIREFRAME

This involves working through site content to determine the optimal information architecture. This takes the form of a visual sitemap (think flowchart) to show the structure of your web pages. Next, we will produce a wireframe (think blueprint) of your website homepage. This establishes the priority, layout and functionality on the page.

### DESIGN

Once you have approved the visual site map and homepage wireframe, our designers will produce two homepage designs for you. These designs will be provided to you as image proofs. Our team will work back and forth with you, refining the design. Using the homepage design as a guide, we will then produce a website style guide and interior page style. This establishes the ‘look’ that will be applied throughout your website.

### WORDPRESS DEVELOPMENT BUILDOUT

This includes setting up your hosting environment and tying the static frontend into the WordPress Content Management System. Once the homepage design and style sheet are approved, the site moves into development.

### QUALITY ASSURANCE

The website will undergo comprehensive quality assurance testing to ensure that all site content functions properly, website load times are appropriate, site performance is acceptable, and necessary code checks have been validated. The site will also be tested on common browsers and operating systems to ensure cross-platform compatibility.

### CLIENT TRAINING

We give you the keys to the kingdom. You’ll receive access to documentation, tutorials as well as screencast training on the ins-and-outs of WordPress, Elementor, Website updating, etc

### CLIENT TRAINING

Go Live. We verify your domain name registration details, resolve any remaining migration concerns, and assist you in pointing your domain name to your new Site.

# Phase 4 | Month 6-8

OCTOBER-DECEMBER 2022

## IMPLEMENTATION

Finally, we support you through the launch of the system, message, magazine, book, product, package, program, website, experience, or environment. We draft guidelines and a cheat sheet for every project as well as offer workshops to prepare staff and vendors for launch – or we’ll launch you ourselves, turning our studio into your bespoke production house.

### INCLUDED IN THIS PHASE

- 30 day website Bug fix - For 30 days following the launch of the site, we will fix any bugs that relate to the website content that we created for this engagement. The 30-day bug fix window does not apply to any new features or site pages that the client adds after launch.
- Pre-Press Production - Following approval of the collateral design, we will prepare the design files for press. This includes implementation of printer marks, adjusting bleeds and packaging up fonts and images. The press-ready files will be delivered to the client or printer of the client’s choice.
- Press Management - We work directly with the printer of the CPH’s choosing to manage final production of the brochure design. This typically includes reviewing press proofs for quality control.
- Deploy and asset hand-off

PHASE BUDGET: \$15,000

## BUDGET SUMMARY

The following estimates are preliminary projections based on the scope of work as outlined in the RFP. The costs cited below are best estimates of what actual design and project management expenses will be. The following estimate does not include applicable taxes, freight, or travel expenses unless otherwise noted. As it stands currently we believe the campaign will require the full budget of \$125,000. This represents a “package price.” If elements are added to or removed from the scope of the project, the pricing for other elements may be affected. Based on the scope detailed in this document, this project budget reflects a final price commitment from our agency.

PHASE	BUDGET
Phase 01: Investigate	\$25,000
Phase 02: Strategy & Narrative	\$25,000
Phase 03: Design	\$25,000
Phase 04: Website Design	\$35,000
Phase 05: Implementation & Engagement	\$15,000
TOTAL PROJECT BUDGET	\$125,000

## PROPOSAL

# *Thank You!*

### ESTIMATED PROJECT DURATION

Project timelines vary depending on client feedback turnaround times. The estimated timelines provided in this document are based upon an assumption that the client will provide feedback and approvals within one day of agency delivery milestones.

It is also important to make clear that our projections are based on the understanding that the client will provide ALL initial translated content, with the help of their translation partners. Timely delivery of this content from the client will be instrumental in meeting the estimated project completion date.

### ESTIMATED PROJECT COMPLETION DATE

December 2022

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### Reference letters & Sample Reports Included in the Proposal (Appendix A):

Reference Letters  
Work Plan Example  
Brand & Style Guide  
Project Case Studies

# *Appendix* *(A)*



## BRAND IDENTITY DESIGN

[www.eastpact.org](http://www.eastpact.org)

### Services provided:

Planning  
Creative Direction  
Branding & Logo Development  
Web Development

After experiencing success since its founding in 2010 Partners Achieving Community Transformation (PACT) consulted Artfluentia to redesign their brand identity and website in preparation for growth and engagement for the growing community they serve.

### Design with more.

PACT desired a rebrand with the goal of creating a shared visual identity that reflects the commitment and innovation of PACT and the community it serves. A team consisting of PACT's communications and leadership team along with The Saunders Company and Soulo Theory Creative (Artfluentia) used a holistic approach to develop and create the visual identity, brand guidelines and a new logo.





## AWARENESS AND ENGAGEMENT CAMPAIGN

[cbusmentors.org](http://cbusmentors.org)

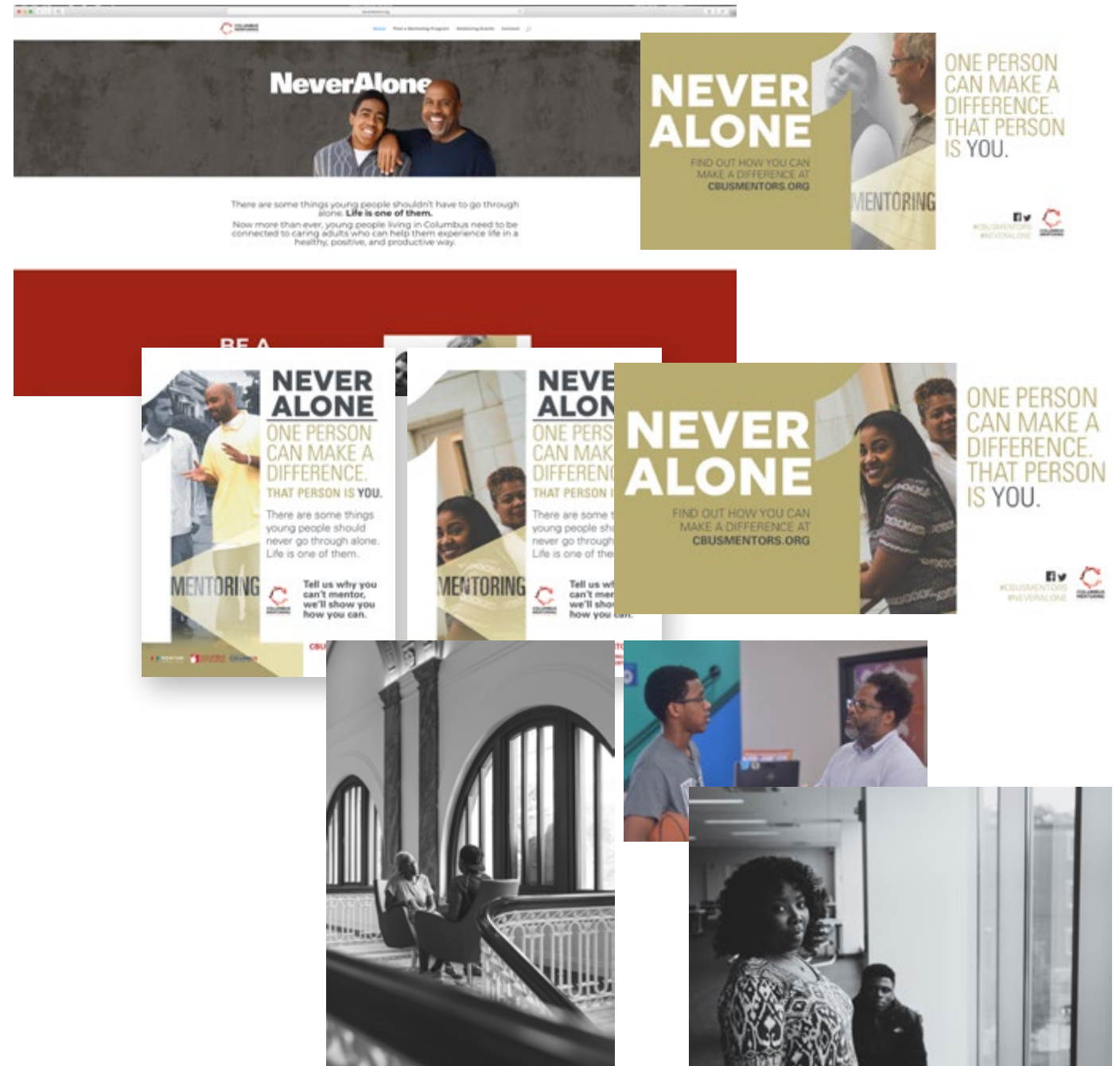
### Services provided:

- Planning & Research
- Creative Direction
- Messaging
- Focus Groups
- Branding & Logo Development
- Ad Development
- Creative services i.e. video & photography
- Web Development

To develop this campaign, we worked with over 30 organizations from the city of Columbus to do marketing training, education, and develop a campaign that sought to create a culture of mentoring through dedicated awareness campaign but also by creating a toolkit that these organizations can use to recruit much needed mentors.

The Columbus Mentoring Alliance is a collaborative effort among several programs and organizations that serve children and youth living in Franklin County, OH. This mentor-recruitment campaign has been spearheaded by the CCSD Office of Student Mentoring of the Columbus City School District and the City of Columbus. Our aims:

- Recruit more adults to serve as mentors for Columbus youth
- Develop a network of existing mentorship programs to continuously improve our services
- Identify additional places and spaces where quality mentorship can occur
- Promote and establish a culture of mentorship in the Columbus community







## AWARENESS AND ENGAGEMENT CAMPAIGN

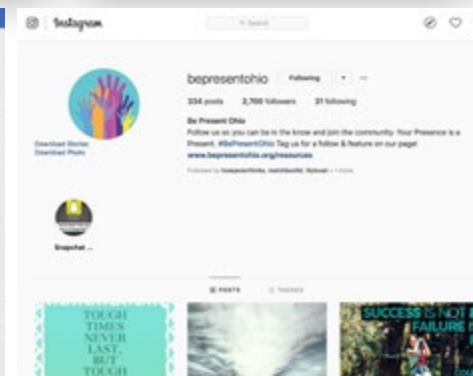
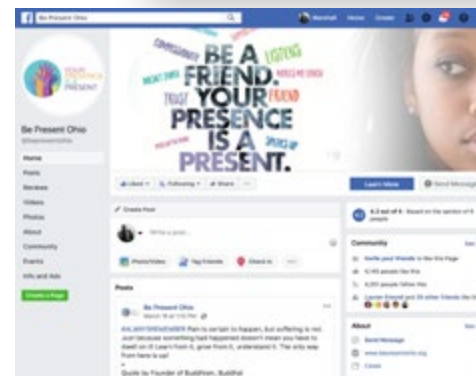
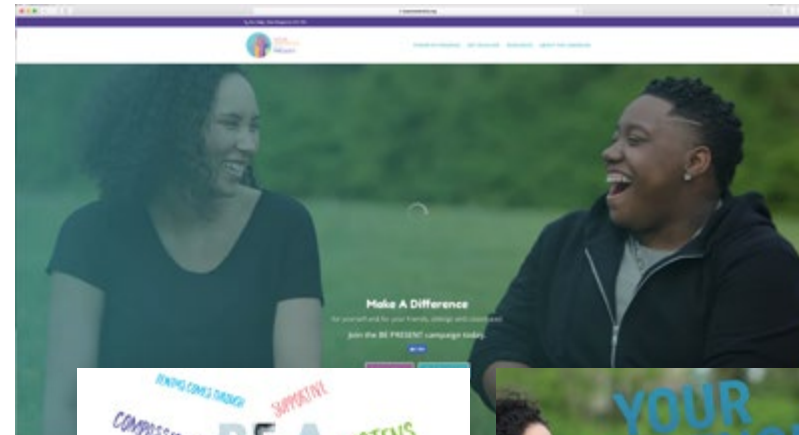
[bepresentohio.org/the-campaign/](http://bepresentohio.org/the-campaign/)

### Services provided:

- Planning & Research
- Creative Direction
- Messaging
- Focus Groups
- Branding & Logo Development
- Ad Development
- Creative services i.e. video & photography
- Web Development
- Speaking Tour
- Event Activation

To develop this campaign, we got on-the-ground research insights from young people in five counties across the state. Through these firsthand accounts and stories of the challenges facing youth, you can see and hear why galvanizing support among peers is so important.

Ohio Mental Health and Addiction Services (OhioMHAS) promotes wellness and recovery for all citizens. OhioMHAS is implementing a statewide social marketing campaign focused on primary prevention of mental health issues among youth and young adults. The Be Present campaign educates and empowers peers, friends, classmates and siblings of at-risk youth to “step up” and provide needed support. It also makes youth more aware of and able to address their own emotional state. With their own cups “full,” they become more willing and able to step up and speak out in a supportive manner.



**Samples:**  
Workplan  
Budget Plan  
Brand Guidelines

[SAMPLES](#)





April, 20, 2022

**Sheri J. Neale**  
Chair

**Marshall L. Shorts Jr.**  
Vice-Chair

**Ekundayo Igeleke**  
Financial Secretary

**Diettra Engram**  
At Large

Creative.

Effective.

Relevant.

Arts.

To Columbus Public Health,

I am delighted to be a reference and recommend Marshall Shorts and Artfluentia for branding and design services. I have worked alongside Marshall since 2014 to build Maroon Arts Group from the ground up. His vast knowledge of branding and design is a gift and integral to the growth of our organization over the last six years.

Artfluentia is not just another design agency that can get the job done (they can), but are a community partner that gives care to the impact of design on the audiences and communities they are seeking to design with and for. They are creative, strategic, and culturally competent.

I feel confident in recommending Artfluentia for your marketing needs. Marshall and the team are not only thorough but also easy to work with and always willing to take the time to discuss concerns and pivot to find the best solution for the project.

I am happy to share more or answer any questions if needed.

Regards,

Sheri J. Neale  
Board Chair  
Maroon Arts Group  
sherj@maroonartsgroup.com  
P.O. 83454  
Columbus, OH 43203  
614-715-4(MAG)



April 21, 2022

To whom it may concern,

Partners Achieving Community Transformation (PACT) has worked with Marshall Shorts/Artfluent since 2015, in his capacity as ongoing design support for our organization. We initially engaged his company to overhaul our brand and website and since then he has been responsible for its ongoing maintenance and marketing support as well.

Marshall's creative services and support, we believe, are largely responsible for the increase in traffic to our website and engagement in our community programs. He is easy to work with, thinks creatively, and effectively communicates his ideas. He has been a true game-changer in identifying and enhancing the areas of our organization, and thus he has our highest endorsement.

PACT is a nonprofit organization formed in 2010 by the City of Columbus, Ohio State University, and Columbus Metropolitan Housing Authority to facilitate the transformation of a defined portion of the Near East Side into a mixed-income community of choice, where diverse families have access to high-quality housing and other amenities. Together with the community we developed and launched the Blueprint for Community Investment (2013) – a holistic community masterplan.

If you have any additional questions or need clarification, please feel free to contact us.

Best regards,

Elizabeth Seely  
PACT Board Chairman  
elizabeth.seely@osumc.edu

**PARTNERS  
ACHIEVING  
COMMUNITY  
TRANSFORMATION**



info@eastpact.org  
www.eastpact.org



211 Taylor Avenue  
Columbus, Ohio 43203



Phone: + 614.247.8037  
Fax: + 614.292.8912

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April 21, 2022

To Whom It May Concern,

Please accept this letter as a reference for the design and marketing services of Marshall Shorts and the Artfluentia Team. Marshall has created and implemented many successful campaigns for me in my various roles since 2017.

Mr. Shorts' design expertise, coupled with his collaborative and innovative spirit, makes him my go-to expert for our most significant projects. He and his team not only helped execute creative and effective marketing and branding for various projects and initiatives, they have been instrumental in using forward-thinking strategies to ensure the projects are culturally informed. Mr. Shorts of, by, for, and with us approach permeates Artfluentia's design solutions at every step of the project. Mr. Shorts is detail-oriented and is always open to constructive feedback making our business relationship pleasantly collaborative and engaging.

Without reservation I strongly recommend Artfluentia for any project through which they can contribute their remarkable creativity and dedication. Once engaged, I am confident that they would take your marketing efforts to new heights.

If you have any further questions, please feel free to contact me.

Kind Regards,

**Keisha J. Hunley-Jenkins, JD, PhD**

Assistant Director & Community Lead

BYMOC Collective

BNRC, ODI

The Ohio State University

Email: [hunley-jenkins.1@osu.edu](mailto:hunley-jenkins.1@osu.edu)

614.769.3072