

From: Caroline Stancil <caroline.stancil@woodward.edu>
Sent: Thursday, November 18, 2021 10:44 AM
To: Doug Starr <doug@dougstarr.com>
Cc: Webmaster <phil.martin@mbabsi.com>; George Podowski <xqz773@gmail.com>; Kelsey Darden <kelsey.darden@woodward.edu>; stuart.gulley@woodward.edu
Subject: Re: Request

Thank you all, and thank you Doug for your kind offer. We are looking forward to getting it done and also welcoming you all back to the museum and archives, which we hope to be able to share with the community later in the spring.

Caroline

Caroline Guest Stancil '03

Director of Advancement

O: 404.765.4042 C: 770.310.8769

Woodward Academy

1662 Rugby Avenue | College Park, Georgia 30337

www.woodward.edu

On Wed, Nov 17, 2021 at 5:46 PM doug <doug@dougstarr.com> wrote:
Caroline

Appreciate all the effort you and your associates have put forth on this project. When I first contacted Dr Gulley this past May, I didn't realize the scope of the project.

My one request, irrespective of how your Marcom team addresses it, is that someone researching GMA/Georgia Military Academy can "Google" it and be directed to the site. Of course, it should be a part of Woodward's site and controlled by Woodward. As years go by and memories become more distant, we alumni would like for our children, grandchildren, great grandchildren, etc. to be able to easily locate this site. My little hometown in Rocky Mount, NC has a number of graduates with one being the co-founder of Hardee's, Leonard Rawls, and one of your distinguished graduates, Tom Pearsall who is mentioned in Ballentine's history. So many of these distinguished graduates are deceased and this history can memorialize them. Of course, we had many that paid the ultimate sacrifice in WW1, WW2, Korea and Vietnam (one of my roommates is still a MIA, having been shot down in Vietnam).

If financial assistance is needed to help underwrite this project, please let us know and we'll help in any way possible.

Thanks again for all you're doing. I know you and your associates have many other responsibilities and we'll be forever grateful to see this project completed.

Best regards

Doug Starr

From: Phil Martin <phil.martin@MBABSI.com>
Date: 11/17/21 4:44 PM (GMT-05:00)
To: Caroline Stancil <caroline.stancil@woodward.edu>, George Podowski <xqz773@gmail.com>
Cc: doug <doug@dougstarr.com>, Kelsey Darden <kelsey.darden@woodward.edu>, stuart.gulley@woodward.edu
Subject: RE: Request

Thank you Caroline! We appreciate your efforts and have faith that you will see this through for us. Just wanted to add a note about a subdomain to be more specific. My thought for the subdomain URL would be gma.woodward.edu. That would give us alumni a shortcut to the history without having to navigate through the Woodward website's extensive content and menus to locate it. It's also a lot easier to convey orally than "woodward.edu/about/whoweare/history" which would be much harder to tell someone and have them remember it correctly. The subdomain would still be part of the Woodward website; it just has its own URL address.

Please pass this on to the Marcom team and let them know that I'm available by email or phone if they want to discuss the ideas we've offered. My **direct line phone number** is below. I can demonstrate how the subdomain URL would work on my personal website.

Regards,
-Phil



Phil Martin

Director of Software Development

Main: 678-495-5700 • **DiD: 678-495-5701**

Support: 770-399-8021 • Fax: 770-399-5772



From: Caroline Stancil <caroline.stancil@woodward.edu>

Sent: Wednesday, November 17, 2021 4:23 PM

To: George Podowski <xqz773@gmail.com>

Cc: Phil Martin <phil.martin@MBABSI.com>; doug <doug@dougstarr.com>; Kelsey Darden <kelsey.darden@woodward.edu>; stuart.gulley@woodward.edu

Subject: Re: Request

Hi Everyone,

Since Jack was unable to complete the site over the summer and our website is about to undergo a full redesign starting first of the year, Kelsey and I met with our marcom team to discuss the best course of action for the site. We have made plans to have a section within the alumni portion of the website that will contain the historical outline, notable photos, and a link to a photo gallery as well. The next major hurdle is to summarize and edit the content. While the Woodward Story book is a great reference, we will have to sort through the book to determine the most pertinent information to be included.

I will defer to our marcom team's expertise on the subdomain and/or link to the site as well as the SEO potential. But I will definitely share the direction and feedback you have provided to them.

Thank you for your continued support and interest in the project! Apologies for the delays, but I think we are on track now! We will keep you updated on our progress.

Best,

Caroline
Caroline Guest Stancil '03
Director of Advancement
O: 404.765.4042 C: 770.310.8769
Woodward Academy
1662 Rugby Avenue | College Park, Georgia 30337
www.woodward.edu

On Sun, Nov 14, 2021 at 9:34 PM George Podowski <xqz773@gmail.com> wrote:
Phil,

I have several photos that Herb Hales sent me of his father when he attended GMA in 1938.
Herb asked that I forward them on to GMA.

George

On Nov 14, 2021, at 7:55 PM, Phil Martin <phil.martin@MBABSI.com> wrote:

Don't mean to jumping on but here's the issue. Presently, you must go to the main woodward.edu website, click on *About* in the ribbon menu, select *Who We Are*, and then click on *Our History* to find any reference to Georgia Military Academy. Not an easy task if you don't know where the GMA history is located; many would probably not find it and conclude that it doesn't exist. A subdomain is not difficult to set up and is not mutually exclusive with access via the main woodward.edu site navigation. There is no intent to diminish the woodward.edu site; just augment it with a direct web address for GMA history. The intent is to improve the probability that a Google search on "GMA" could direct to the GMA subdomain on the Woodward site and not just reference "Good Morning America". Going directly to the GMA History page as a subdomain precludes using the browser "back" function to return to a parent woodward.edu webpage. So the GMA history page should have a link to the main woodward.edu URL. Additionally, the "Our History" link on the "Who We Are" page would need to redirect to the subdomain's main page URL instead of a subdirectory. I'd be happy to help the Woodward IT staff with this and have created a demo on my personal website to illustrate how it would work.

I'm one of six in my family who attended Georgia Military Academy so you might understand why this has some importance to me. My uncle, two first cousins (Crawford) and two second cousins (Hines) attended GMA. My uncle, Will Crawford, was on the GMA Board of Advisors at one time and his picture was hanging in the auditorium when I attended GMA. If you are looking for candid content for the site, I'm sure you can find it among GMA's alumni.



Regards,
-Phil



Phil Martin

Director of Software Development

Main: 678-495-5700 • DiD: 678-495-5701

Support: 770-399-8021 • Fax: 770-399-5772



From: doug <doug@dougstarr.com>

Sent: Sunday, November 14, 2021 5:21 PM

To: Caroline Stancil <caroline.stancil@woodward.edu>; doug@dougstarr.com

Cc: Phil Martin <phil.martin@MBABSI.com>; Kelsey Darden <kelsey.darden@woodward.edu>; stuart.gulley@woodward.edu

Subject: Re: FW: RE: Request

Caroline

Hope all is going well and we'll soon be able to Google "Georgia Military Academy" and be directed to our history. The GMA alumni, living and descendants, simply want a historical record of our school before it became Woodward. It can start with Ballentine's book. Hopefully it would have a brief introduction, ie, founded in 1900 by John Charles Woodward who "dreamed of a great preparatory school for boys and young men...he dreamed of a Georgia Military Academy "that was later to be established in College Park, Georgia. Thousands of young men, from throughout the United States, benefited from Mr Woodward's dream and proudly displayed their diplomas from Georgia Military Academy (GMA) and the ROTC training they received. In 1966 the GMA board voted to terminate its ROTC program and transitioned to the present-day Woodward Academy. Those 66 years are summarized in "The Woodward Story" written by Robert D. Ballentine that covers the history of GMA and its evolution to Woodward Academy.

I know you and your associates can improve upon this but maybe a beginning.

It is our hope that one can go directly to Georgia Military Academy with a Google search and not have to go to Woodward Academy. As Phil Martin explained in a prior email, it can be a sub domain of Woodward but let's be sure a Google search directs a user straight to the GMA site.

As stated previously our numbers are decreasing daily and we hope this can be accomplished in the near future.

Thank you so much for your help and I look forward to your response.

Doug Starr, GMA '1962
252 469 6472

From: Caroline Stancil <caroline.stancil@woodward.edu>

Date: 9/13/21 2:06 PM (GMT-05:00)

To: doug <doug@dougstarr.com>

Cc: Webmaster <phil.martin@mbabsi.com>, Kelsey Darden <kelsey.darden@woodward.edu>, stuart.gulley@woodward.edu

Subject: Re: FW: RE: Request

Hi Doug,

I am sorry if I failed to give you an update before the zoom call! Thank you for checking in. Our work this summer with Jack Couch made for a great template for the site. He did a wonderful job building out the framework in great detail, and he was able to begin adding information. We are now just at the point where more information needs to be added and of course verified, as his main source for the project was the Woodward Story book.

I am hopeful that we can continue to work on this and at the very least share the framework with you soon.

All the best,

Caroline

Caroline Guest Stancil '03

Director of Advancement

O: 404.765.4042 C: 770.310.8769

Woodward Academy

1662 Rugby Avenue | College Park, Georgia 30337

www.woodward.edu

On Sun, Sep 12, 2021 at 1:45 PM doug <doug@dougstarr.com> wrote:

Caroline

Hope you've had a good summer and everything going well with the start of a new school year. Since our class's monthly zoom call is tomorrow, I was checking to see if you could give us an update on creating a GMA website or link to Woodward that gives history. I believe you told Phil and me you had hoped to finish over the summer.

Thanks for your continued support on this project for all of us GMA alums.

Doug Starr

From: Caroline Stancil <caroline.stancil@woodward.edu>

Date: 7/15/21 3:47 PM (GMT-05:00)

To: Doug Starr <doug@dougstarr.com>, Webmaster <phil.martin@mbabsi.com>

Cc: Kelsey Darden <kelsey.darden@woodward.edu>, stuart.gulley@woodward.edu

Subject: Re: FW: RE: Request

Hi Doug and Phil!

Thanks so much for checking in. We are making progress! Actually, your classmates' grandson and namesake, Jackson Couch '19, (Jack Davis' grandson) is working with us in the Alumni Office this summer and he is working diligently on the project. We will be sure to keep you updated and look forward to sharing the final product.

And what an amazing bit of trivia! Love that!

Best,

Caroline

Caroline Guest Stancil '03

Director of Advancement

O: 404.765.4042 C: 770.310.8769

Woodward Academy

1662 Rugby Avenue | College Park, Georgia 30337
www.woodward.edu

On Mon, Jul 12, 2021 at 6:26 PM Doug Starr <doug@dougstarr.com> wrote:
Caroline

Phil and I just finished our monthly zoom call for the GMA class of 1962. I shared with them our discussions and your plans to address the GMA website this summer with your IT department. Just checking in to see if you can give us a progress report. Our class, and I know all the others, look forward to our friends and family being able to find "Georgia Military Academy" on the internet and the history of our alma mater will not disappear. A bit of trivia, I was a scholarship student paid for by funds contributed by Robert W Woodruff. GMA was the only school Mr. Woodruff graduated from. Thanks for your help in this project.

Doug

W. Douglas Starr
100 Wildwood Ave
Rocky Mount, NC 27803
252-469-6472

From: Caroline Stancil <caroline.stancil@woodward.edu>
Sent: Wednesday, May 19, 2021 10:40 AM
To: Doug Starr <doug@dougstarr.com>
Cc: Kelsey Darden <kelsey.darden@woodward.edu>
Subject: Re: FW: RE: Request

Thank you for this information Doug! We are going to talk to our communications team, and hopefully we can make some improvements! Would you want to find some time to talk by phone or zoom next week? We could include Phil as well if he is interested.

Caroline

Caroline Guest Stancil '03

Director of Alumni Relations
O: 404.765.4042 C: 770.310.8769

Woodward Academy

1662 Rugby Avenue | College Park, Georgia 30337
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www.woodward.edu

On Fri, May 14, 2021 at 12:18 PM doug <doug@dougstarr.com> wrote:

Caroline

These are suggestions only from a fellow classmate that you might find useful. Do you have copy of history written by Bob Ballentine? It covers founding of GMA up to 1990. I have a copy if

you need. I believe he was commissioned by Woodward to write so I assume you would have rights to it .

Excited about getting this done . Thanks for your interest and help in achieving.

Doug Starr
252 469 6472

From: Phil Martin <phil@philandmarymartin.com>

Date: 5/12/21 2:53 PM (GMT-05:00)

To: Doug Starr <doug@dougstarr.com>

Subject: RE: Request

Doug,

I can find nothing on their main web page that points directly to the history of the school. There is no link from the main landing page or any of the category pages linked from the main screen. You would think you could find history of the school under the "About" menu item on the main screen, but it takes you to a selection of: Welcome | Who We Are | Fast Facts | Blog | Success Beyond Woodward | Sustainability | Directory | Working at Woodward | Visit. Under "Who We Are", there is a page with Woodward's Mission Statement, Vision Statement, and Motto (not the "Every Opportunity for Every Cadet" or "Mind – Heart – Body" from the seal) which is now "Excellence – Character – Opportunity". [That "Who We Are" page](#) under "About" has four sub-pages, one of which is "Our History". The page defaults to the "Our Mission & Vision". You must click on ["Our History" in the sub-menu](#) to see the history organized by groups of 20 years.

One disappointing attribute of the photo on the 1940-1959 section is that it is clearly not from that era. There is a contemporary photo of the WWII monument in the bull ring erected in the 1940's but it shows nothing of the campus during that time. The campus in the background is current.

Here are my recommendations:

1. Promote the "Our History" link on the woodward.edu/about/whoweare sub-pages up to the woodward.edu/about sub-menu so it appears between "Who We Are" and "Fun Facts" giving it higher visibility. That would take only two-clicks to get to the history from the main page instead of three and make it easier to find since it is quite common to find the history of a company or institution under an "About" menu entry. On the current site, each page selection defaults to the first sub-menu entry so "About" defaults to "Welcome" and "Our History" isn't visible until you select "Who We Are" from the sub-menu.
2. Create a sub-domain for gma.woodwardacademy.edu that directs to the woodward.edu/about/whoweare/history page. That sub-domain should get picked up by search engines when looking up "gma".
3. Revise the history page and add a link to Bob Ballentine's book either as a digital copy if they have rights to it or a [link to purchase the book on Amazon](#).
4. Instead of "Decade-by-Decade" (which is really "Score-by-Score" since each are 20 year increments and not 10), set up links to pages that are organized by events and not years. For example, the founding years when GMA was run by Col Woodward, then the era when it was run by Col Brewster, then by Capt. Brewster, and so on. Alternatively, by historic era such as turn of the century, first

world war, the depression, second world war. Groups of decades doesn't appear to have much significance.

5. Allow posts by alumni that are moderated, that is, they must be approved before visible by others on the page. Alternatively, set up an account on social media such as Facebook or Twitter and link to it so alumni can share comments, photos, and such. [Classmates.com](https://www.classmates.com) has this facility but full access requires a paid subscription and the web pages are independent by class. I think it would be better to have a single location for all alumni classes. Some alumni may have already done this (such as we did with [GMA62.COM](https://www.gma62.com)) but if so, it doesn't have any visibility on the Woodward website.

So, that's my thoughts...

-Phyleaux, aka, Martin, PC

From: Doug Starr <doug@dougstarr.com>

Sent: Wednesday, May 12, 2021 10:42 AM

To: Phil Martin <phil@philandmarymartin.com>

Subject: FW: Request

I'll let you know what she says.

Doug

From: Stuart Gulley <stuart.gulley@woodward.edu>

Sent: Wednesday, May 12, 2021 10:38 AM

To: Doug Starr <doug@dougstarr.com>

Cc: Caroline Stancil <caroline.stancil@woodward.edu>

Subject: Re: Request

Thank you, Mr. Starr, for your kind message and constructive suggestion. I am taking the liberty of copying Caroline Stancil, Director of Advancement Services, so that she might connect with you about some of our thinking on this topic.

I hope you have managed to stay safe and well during this most challenging year.

Best regards,

Stuart

F. Stuart Gulley, Ph.D.

President

Woodward Academy

1662 Rugby Ave.

College Park, GA 30337

404-765-4011 Office

404-765-4015 FAX

stuart.gulley@woodward.edu

On Tue, May 11, 2021 at 2:32 PM Doug Starr <doug@dougstarr.com> wrote:

Dear Dr Gulley:

As a graduate of Georgia Military Academy (GMA), class of 1962, I met you at our 50th reunion in 2012. That was a memorable weekend where many of us were reunited for the first time in 50 years. Due to that reunion, a small group of us continue to meet monthly by Zoom. Our class regrettably continues to shrink, but our memories and the stories we tell grow more vivid even though many, I am sure, are greatly exaggerated. We feel Woodward is the institution it is today because of the history and tradition of GMA and its graduates. That brings me to the purpose of writing to you. As we age and continue to decline in number the history of GMA becomes even more distant. I recently googled Georgia Military Academy and found only a Wikipedia reference to Woodward stating that it started in 1900 as Georgia Military Academy. I'm sure our history is probably embedded somewhere in the story of Woodward but the group that is on the monthly zoom call I referenced would love to see a site on the internet that either has our history and/or a link to Woodward that directs the search to that history. After we graduated, a retired teacher named Bob Ballentine, wrote that history and perhaps that could be used? When a graduate tells his children, grandchildren, or a friend that he attended GMA and they attempt to research it, there is no evidence we ever existed. This in no way is to take away the phenomenal story of Woodward Academy but to add to that story and how it came to be. Perhaps your IT department could look into this and come up with a solution.

Speaking for our group, we very much appreciate your leadership in making Woodward "the national model in college-preparatory education" with the motto "Excellence. Character. Opportunity."

Thank you for considering this request.

Sincerely

W. Douglas Starr
100 Wildwood Ave
Rocky Mount, NC 27803
252-469-6472