

2007 AAUW

National Convention



Phoenix, Arizona, June 27–July 29, 2007



2007 AAUW National Convention

UNIQUELY AAUW

AAUW's New Website: Easy and Essential



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AGENDA

- New AAUW (beta) website
- Member Services Database
- Questions?



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PROJECT OVERVIEW

Goals

- Restructure the website.
- Implement technologies that better support the website information base.
- Create a more consistent user interface.



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PROJECT OVERVIEW

Purpose

- Enhance the value of the website as a marketing tool to help reach a more diverse audience, spur membership and increase the marketability of AAUW to sponsors and advertisers.
- Convey AAUW as a credible, knowledgeable, dynamic organization with a clear identity and compelling mission.
- Demonstrate that AAUW is still relevant in today's marketplace and illustrate its value to members, potential members and supporters.
- Present an attractive and easy to use website that inspires people to visit and return for more.



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PROJECT OVERVIEW

Purpose (continued)

- Improve processes and access to resources for all members.
- Inspire action and advocacy for equity for women and girls.



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PROJECT OVERVIEW

Accomplished by

- Implementing the CommonSpot content management system in order to enhance content flexibility, standardize navigation, and boost staff productivity.
- Delivering a modern, professional homepage and simplifying the site architecture to create a more logical navigation experience.
- Anticipating and addressing member support issues, questions and concerns on the website with clear and concise information.



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PROJECT OVERVIEW

Accomplished by (continued)

- Providing real-time notification of content updates.
- Increasing usability and expanding market opportunities by ensuring compliance with accessibility standards.
- Producing efficiencies in content management and distribution across areas of AAUW leading to savings in time and resources.



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PROJECT OVERVIEW

Measures of success

- Increased website traffic.
- Reduction in inquiries to the Helpline for available information.
- Reduction in staff time and resources required to manage content on the website.



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KEY HIGHLIGHTS

Design

- Simple and uncluttered homepage with limited scrolling.

The screenshot displays the AAUW website homepage. At the top right, there are links for Home, Contact, News, Events, Site Index, and MEMBER LOGIN. A search bar with the text 'Enter search terms' and a 'Go' button is present, along with a 'Quick Links' dropdown menu. The main navigation bar includes categories: ADVOCACY, EDUCATION, RESEARCH, ABOUT AAUW, MEMBER CENTER, Join / Renew, Contribute, and ShopAAUW. The 'NEWS AND INFORMATION' section lists several articles with 'More' links, such as 'Title IX Resource Kit PDF download request' and 'AAUW Critical of Supreme Court Decision in Pay Discrimination Case'. A 'Subscribe to news feed' button is also visible. The 'HIGHLIGHTS' section features a small image and text about the 'Title IX 35th Anniversary'. The 'SPONSORS AND PARTNERS' section mentions that sponsors and partners support the mission. A large banner image shows two young boys at a desk, with a text overlay that reads: 'Are Schools Really Shortchanging Boys? An equitable education for all young Americans is the greatest source of our nation's strength, but the media claim boys are falling behind, its really girls who are moving ahead. READ THE LATEST RESEARCH FROM AAUW'S EDUCATIONAL FOUNDATION >>'. The footer contains links for Contact, Privacy Policy, Terms and Conditions, Sponsors and Partners, and Report a Problem, along with copyright information for 2007 American Association of University Women.



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KEY HIGHLIGHTS

Design (continued)

- Consistent user interface.



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KEY HIGHLIGHTS

Design (continued)

- Clear and prominent mission statement.





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KEY HIGHLIGHTS

Design (continued)

- Text and style sheets used rather than graphics on standard elements including navigation in order to improve usability, reduce download time, and increase efficiency in modifying the site.
- Engaging neutral color palette.
- White space.
- Large text.



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KEY HIGHLIGHTS

Navigation

- Mission-based rather than department-focused global navigation.
- Grouped by function — global content, search, revenue, administrative.
- No more than three clicks to any content.
- Multiple “one-click” paths to information (e.g. search, quick links, site index).
- Visual cues (e.g. breadcrumbs) identify page location in the site structure.
- Labels use mainstream language to reach a broader audience.



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KEY HIGHLIGHTS

Content

- “Sidebar” blocks of links connect users to content-related information while ensuring that the content well is concise and focused.

RELATED LINKS OF INTEREST

- [Public Policy Program](#)
- [Legislative Agenda](#)
- [Action Network](#)
- [Congressional Voting Record](#)
- [Lobby Corp](#)
- [Washington Update E-newsletter](#)
- [Support our work! Donate NOW!](#)
- [News and Updates](#)

AAUW actionnetwork

- [Support Working and Parenting Students](#)
- [Support Equal Pay with the Paycheck Fairness Act](#)

- Whenever possible, reduce content to no more than two printable pages to improve usability.



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KEY HIGHLIGHTS

End user features and tools

- Really Simple Syndication (RSS) – real-time notification of content updates
- Interactive polls/surveys
- Blogging (TBD)



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BETA SITE REVIEW

See workshop handouts.

URL: <http://beta.aauw.org/>



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WHAT NEXT?

- Production, quality assurance testing (TUAG) and content review continues throughout the summer.
- **LAUNCH DATE:** Midnight, September 16, 2007
- **NOTE:** This is the beta website and we are still in the process of migrating content, updating applications and processes. Users other than members will not have access to this site until launch. Always refer to aauw.org as the public, up-to-date website. **We will continue to support aauw.org as the current website until launch.**



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RESOURCES

- **URL:**
<http://beta.aauw.org/>
- **Questions/Feedback:**
Click on the “Report a Problem” link in the bottom right corner of any page.
- **Contact:**
Peggy Woods-Clark
Website Manager
webmaster@aauw.org