### National Convention



Phoenix, Arizona, June 27-July 29, 2007



# AAUW's New Website: Easy and Essential

## AAUW's New Website: Easy and Essential 2007 AAUW AMERICAN ASSOCIATION OF UNIVERSITY UNIVERSITY WE'MEN VICTOR VICTO

**AGENDA** 

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

# AAUW's New Website: Easy and Essential 2007 AAUW Nasociation or University Wilder National Convention

#### PROJECT OVERVIEW

#### Goals

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

### AUW's New Website: Easy and Essential 2007 AAUW AMERICAN SOCIATION OF CONVENTION WITH WARRY WA

#### 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.

## AAUW's New Website: Easy and Essential 2007 AAUW AMERICAN ASSOCIATION OF UNIVERSITY WIMMEN AMERICAN ASSOCIATI

#### PROJECT OVERVIEW

#### **Purpose (continued)**

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

### AAUW's New Website: Easy and Essential 2007 AAUW ASSOCIATION OF UNIVERSITY WAMEN. National Convention

#### 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.

## AAUW's New Website: Easy and Essential 2007 AAUW AMERICAN ASSOCIATION OF UNIVERSITY WYMEN VINNERSTY WYMEN

#### 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.

## AAUW's New Website: Easy and Essential 2007 AAUW AMERICAN ASSOCIATION OF UNIVERSITY WIMPER TO THE PROPERTY OF THE PROPERTY OF

#### 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.

### AUW's New Website: Easy and Essential 2007 AAUW National Convention

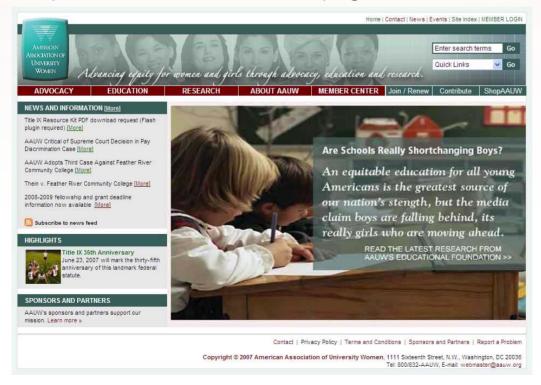
#### **KEY HIGHLIGHTS**

#### Design

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ASSOCIATION OF UNIVERSITY WOMEN

Simple and uncluttered homepage with limited scrolling.



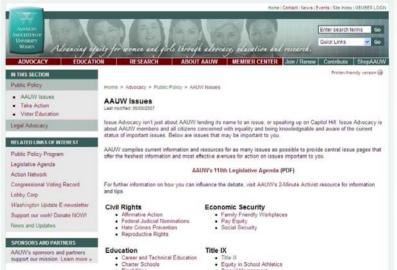
### AAUW's New Website: Easy and Essential 2007 AAUW AMERICAN ASSOCIATION OF TOUTH OF THE PROPERTY WIGHTS WITH ASSOCIATION OF TOUTH OF THE PROPERTY WITH ASSOCIATION OF THE PROPERTY WITH ASS

#### KEY HIGHLIGHTS

#### **Design (continued)**

Consistent user interface.





# AAUW's New Website: Easy and Essential 2007 AAUW AMERICAN ASSOCIATION OF LANGESTRY WEARTH VICTOR VI

#### **KEY HIGHLIGHTS**

#### **Design (continued)**

Clear and prominent mission statement.

Advancing equity for women and girls through advocacy, education and research.

## AAUW's New Website: Easy and Essential 2007 AAUW ASSOCIATION OF UNIVERSITY WIGHEN AMERICAN ASSOCIATION OF UNIVERSITY WIGHT WIGHT

#### **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.

### AUW's New Website: Easy and Essential 2007 AAUW National Convention

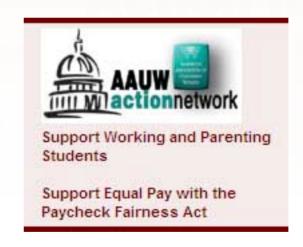
#### **KEY HIGHLIGHTS**

#### Content

I INDVERSITY

"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



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

### AAUW's New Website: Easy and Essential 2007 AAUW AMERICAN ASSOCIATION OF UNIVERSITY WOMEN LINES TY WOMEN LI

#### **KEY HIGHLIGHTS**

#### End user features and tools

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

# AAUW's New Website: Easy and Essential 2007 AAUW AMERICAN ASSOCIATION OF UNIVERSITY WIGHER TO THE PARTY WITH T

#### **BETA SITE REVIEW**

See workshop handouts.

URL: <a href="http://beta.aauw.org/">http://beta.aauw.org/</a>

### JW's New Website: Easy and Essential 2007 AAUW National Convention

#### 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.

### AAUW's New Website: Easy and Essential 2007 AAUW Newstry William National Convention

#### **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