

Website Review Discussion

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Discussion Notes

Outdated items - AP noted that some sections of the website are outdated. (Examples discussed were Observer Corp, Team Leadership list but there are others. We agreed that part of the issue is getting the information to LB/the website. LB asked for input on what to do when a page/section is out of date. We agreed that it would be better to label outdated sections as "under construction" rather than leave a bad impression of inactivity.

Kinds of usage/Right sizing - AP said she often used the website as a reference/look up. So does LB. LB suggested the website served 2 kinds of purposes - one is reference/look up for LWVCC information (such as by-laws or team lists) and one is more educational (such as educating the public about voting matters or informing about League activities.) LB asked if the site should be slimmed down a bit? JM thought that the site did a reasonable job of storing LWVCC documents. We agreed that the question is: How do we get to the happy middle between too much information to go through versus too little to represent what LWVCC is or does? We also agreed that this needs more thought to address.

Team differences - LB noted that there're differences among teams with regard to the website. Some active teams are regular contributors to the website (eg Voter Ready and Board). Some active teams are medium contributors (eg YOCE, Voter Newsletter). Others are occasional or not at all. LB wonders whether having more team input to the website should be a goal or something to not worry about, ie uneven coverage is okay.

Home Page - It wasn't a major topic but we alluded to how much content is on the home page. LB says she has a tendency to put a lot of content there because many users stop there. She is ready to slim it down but needs feedback/discussion on how best to do that.

- LB had feedback (Karen Fresco and Ann Priland, Voter Ready team) that it would be good to simplify the appearance of the home page. AP liked that they had cited some other chapters' sites as examples.
- Based on the feedback, LB has been moving toward simplifying the design of the home page but there is more that could be done. (Example: she's considering whether we really need the Calendar on the home page, as most key events have a graphic or text item on the home page. Other chapters have the Calendar only on the top navigation menu.) Ann and Karen continue to give design feedback.
- (Not mentioned at the meeting: LB has some design changes planned based on Voter Ready feedback but has not had time to implement them. Can be discussed at a future meeting.)

Member Corner - AP said she uses the Member Corner for reference. Most of the current content has been written by LB but it's too much for her to keep up to date. Also she doesn't think it's well known or widely used. In a conversation today, Carol Bosey (notes below) generated a lot of good ideas for reinvigorating the Member Corner. LB think ideally that Member Services would become the "owner" of this content, much as the Voter Ready team "owns" the Voting pages on the website. Discussion to be continued.

Technical issues

- JM reminded us that some website are starting to design for a phone screen. AP asked if we have a way to look at a "phone view". James said that's usually provided. LB agreed saying that Weebly has that built in and she periodically checks our site. JM thinks we're about half way "there" in terms of design for phone screens - something to keep in mind and work toward.
- AP asked about how the site is paid for/billed. JM said that we pay Weebly for registration of the domain, hosting and Google suite. He said Weebly is paid by LWVCC directly for some costs and by JM for some (he gives receipts to Deb Busey).
- AP asked about usage data. JM talked about how Weebly has some and Google Analytics is available for more detailed data. LB added that YOCE is actively using QR codes on their materials that connect to particular website pages. Last spring JM/LB worked with them to connect the website to Google Analytics for this purpose. JM has looked at the Google Analytic data and sees that it's being collected. LB is interested in learning a bit more about how to do Google Analytics to determine where we have low-usage pages and high-usage pages and asked JM to help her with that. LB showed AP the data that Weebly collects, as a ballpark on unique visits and page views. We've had some indication in the past (Kelly Delahanty) that there may be issues with the accuracy of the Weebly data, so we've tended to not rely on it. Probably should be re-researched.

Other Issues Mentioned

- JM said he'd like to see LWVCC make a systematic effort to match members up with teams. He's thinking of something like making contact with members and recording interest.
- AP mentioned that there was discussion of combining the Member Services and Programming teams due to overlapping members. LB noted that the target audience for the two teams is very different and it's easy to emphasize members (people we know) more than the anonymous public. She'd wish for more assertive public outreach.
- AP asked LB if she could use help with web content. LB said yes and she's ready to orient/train as needed and seek an assignment of interest for any volunteer. (See recent web team reports for criteria.) AP asked whether someone like an editor (e.g., Paula Kaufman) would work; LB said yes. Someone could do both hands-on Weebly work plus writing/editing/content or just the latter, depending on interest.

Going Forward

- We agreed that there were more issues than could be covered in this session and follow up session(s) would be worthwhile.
- AP is willing to follow up for a board item on this general topic. JM is willing to join with AP to discuss this topic at the next board meeting. We agreed the goal is not to seek board approval (no propositions at hand that need approval) but to keep the board informed.
- To prepare for the board meeting, AP will provide her notes. LB will provide AP and JM her notes. She's also willing to tailor her regular web report as AP/JM request/need. LB will also attend the meeting if needed/requested but feels that AP and JM, as board members, would be the most effective voices for the topic.

"Starter" Topics

- **Purpose** of the website - What is the main purpose of the website? We may each have different ideas.
- **Right sizing** - Is the website a "fit" for LWVCC in 2022? Do we have too much / too little information on the site? Or are we missing important topics or functions?
- **Design / Impact /Functions** - The look and function of the website has evolved. Do you have any suggestions for improving the website? How it looks, how it flows, what it does?
- **LWVCC team activities** - Some LWVCC teams are well represented on the website and some are not. Should we remove inactive pages or pages related to inactive teams? Or, should it be a goal to make sure each major activity of LWVCC is represented on the website?
- **Coverage/overlap of major "publications"** - Arguably the Voter Newsletter, Social Media sites and the Website each have a slightly different audience. Each is run by different members/teams. There's content overlap and some informal communication but there are differences. Are these differences okay? Is there a core that everyone should cover? (Speaks to a communication strategy)
- **Member Corner** - The Member Corner requires a password and was originally envisioned as a place for members to share information that wasn't necessarily of interest for the public. Linda has concern that it's not "live". Carol Bosley suggested increasing the visibility of this feature(see below).

Suggestions Received from Voter Ready Leadership (Prisland and Fresco)

- Make the home page appear simpler, with less text. Brief text items accompanied by links. (We've started trying to do this on the home page. Less text. Boxes to visually organize content.)
- Watch out for how page looks on people's phones.
- Look at other chapter's websites for ideas on new ways to present information. Chapters cited were:
 - Glen Ellyn webpage: "Statement on Highland Park Mass Shooting" Nice visual also. <https://www.lwvge.org>
 - LWV Washington <https://www.lwwa.org> See their select biblio of articles (hotlinked via title) giving useful info. for voters.
 - LWV Minneapolis: pared down amount of info. (though no visuals) <https://lwvmpls.org>. See part on Voting Information.

Suggestions Received from Carol Bosley re: Member Corner (conversation 10/17)

- CB: Increase the visibility of Member Corner access point on the home page. Maybe change name to "For Members" LB: I will consider changing the navigation bar for more room/visibility.
- CB items on bottom of home page (social media, YouTube, Member Corner) are not very visible. LB: I can address this.
- Consider working with Member Services to "revive" the Member Corner and take it on as "owner" of the content.
- CB/LB misc ideas for increasing visibility of the Member Corner.
 - Feature monthly (or more) photo of members with activities.
 - Profile new members with photos.
 - Ask Members Services to be sure to include in New Member orientation.
 - Profile member activities with photos of members
 - Notify members by email of new content.
 - Ask question of members about Member Corner items.
 - Revive Member Interest Survey. (not sure of status)
 - Do a newsletter article on Member Corner as a resource