

## **ERICSA Website Kickoff Meeting**

10/16/2014

### **Meeting Attendees:**

Christine Jennings, Carla West, Margot Bean, Pam Sala, Elaine Poole, Patrick Quinn, Tim Morrison, Michelle LeFevre, Sandi Beach

### **Project Contacts:**

*ERICSA Contacts:* Christine Jennings, ERICSA Technology Committee Chair  
Tim Morrison

*Courtland Contacts:* Michelle LeFevre, Executive Director  
Sandi Beach, Creative Manager

**Website Launch week** – December 15<sup>th</sup> – 19<sup>th</sup>

### **Website Requirements**

#### **Website package includes:**

1. Initial web design and implementation of content management system website template (standard web design theme template from Courtland's template library)
  - a. responsive website design theme (desktop/tablet/mobile phone compatible)
  - b. It will also work with the latest browsers
  - c. tools (blog, media manager/gallery, newsletter/eblasts)
  - d. online HTML forms (Optional Donation, Contact Us and Sign Up for newsletter/eblasts)
  - e. one free implementation training on how to maintain the website (one 2 hour session for up to designated staff)

Site includes ability to set privacy to pages and documents to website. The current Board portal can be transferred over to the new website. Tim provided Courtland access to current website.

## 2. Event Registration Management and Membership Management systems

Key features:

- Membership form
- Conference registration form
- Contact management via a client relationship management system
- Email template design

## 3. Ongoing services:

- a. Website hosting (10GB of web space)
- b. Quarterly content management system security patches and upgrades
- c. Website help desk support and online training
- d. Client's website is featured in our online portfolio

### **Confirmation Optional Items:**

#### 1. (Optional) Social Media Integration on Website

- a. Your news and events can be setup to automatically display from your website and on your Social Networking sites for Facebook and/or Twitter. Blog posts published on the main website will automatically be updated on the social networking sites with a brief description and link back to the main website. This allows for easy maintenance of information from one location that is shared across multiple online marketing channels.

Committee did not approve

#### 2. Secure Socket Layer Certificate [highly recommended for protecting web databases and HTML credit card payment forms]

Committee will get back to Courtland on payment gateway processor

#### 3. (Optional) Stock Photography

Client can choose stock photography to use on website. Price starts at \$25.00 for low-resolution web-ready images. Pricing for higher resolution images can be provided in a separate quote.

Committee has enough photos to use. Template will come with a couple icons and stock photos.

#### 4. (Optional) Domain Names

ERICSA owns the **Ericsa.org** domain name. Tim will help with domain name server changes for the site implementation as necessary.

#### **Process for approval?**

- Design and content will be reviewed by Committee
- Contractual changes should be submitted to Christine for approval by Carla

#### **Next Meetings:**

##### **Design/Content – 10/20, 2pm**

- Need to send ERICSA logo – Christine sent to Sandi
- Need to send ERICSA photos
- Team will review site map before next meeting
- Courtland will send design templates before meeting on 10/20
- Content transfer will start week of 10/27
- Provide list of names and email addresses for site admins, member logins and board  
- Tim

##### **Project Requirements Review – TBD in Nov**

- Sign off on project requirements

##### **User Acceptance Testing – 1<sup>st</sup> week of December, 3 days for UAT, meet on Monday/Tuesday**

- Who is going to help with testing? Christine Jennings, Carla West, Margot Bean, Pam Sala, Elaine Poole, Patrick Quinn, Tim Morrison, Lara Fors

##### **Pre-Implementation Prep – 2<sup>nd</sup> week of December, final signoff my 12/12**

##### **Go Live – week of December 15-19**

##### **Post Implementation & Training – train prior to launch and have post imp mtg week after launch**