**Communication and Marketing sub-committee meeting** re: new website. *May 11th 6:30 to 7:30*

Attendees: Mary Jane Sterling, Mary Stayner, Bev Johns, Rene Guzman, Joan Rog, Nancy Hogan

**General comments on the survey results**

* Bev Johns was happy to get feedback to help her make “What’s Happening” and Facebook more effective

*After reviewing some state websites and looking at the survey results, we began discussion of details for the Home Page.*

**What should our state website look like? (based on survey results)**

* Rene – More modernized than the current site. Websites have come a long way since this one was made.
* Bev and Mary Jane – pictures of events should be included
* Bev and Mary Jane – Coming events listed including registration information
* Tabs and dropdowns but not too many to clutter it up’
* Nancy – look at our audience….leadership and members….perhaps two tabs (For leaders, For Members)
* Mary S - Everything accessed from the Home page
* Bev and Mary S. – FORMS on a tab
* Easy search option
* Nancy – no scroll down on page

*Renee suggested we look at the platforms first and get to details later….*

**What do we want the platform to do?**

* Easy, clear way to pay or donate money
* Have tabs with dropdowns on home page
* Have a good search ability
* If something is updated, it updates anywhere that file is linked to
* Password option for certain files
* Sync dates of events to a calendar that automatically deletes anything that has occurred
* Have buttons that link to Facebook, YouTube, Zoom, International site etc.
* NO ADS
* Have Homepage include: Pay/donate, Tabs, Search, Share

**What tabs do we want?**

* Forms
* Home
* For Members
* For Leadership
* Calendar (events)

**Other Questions/comments**

1. Mary Jane- we need to get several options ready so we can propose changes in Sept.
2. Mary S. should talk to LaVonne who can take it to finance committee when it is time
3. Mary Jane – Think in terms of $50 to $70 dollars per month
4. Have a Zoom mtg to introduce the website?
5. Is there a limit to the number of tabs or drop down items?
6. TN has a You tube video showing how to change your membership information at the International site….Where did they find this?
7. Gamma Gamma Denise…help?
8. Mary has people interested in being Webmaster or assistant. Mary Jane willing to be an assistant.
9. Focus is on getting MEMBERS to access the website for information
10. Keep What’s Happening and Facebook and ZOOM site?
11. Rene- Why needed now? Similar to the newsletter editor needs software, the website needs funds to make it current.
12. Website used to be a luxury, now it is a necessity.
13. Communication through the website and ZOOM cut back on expenses in other areas like travel.
14. ETC. Some chapters are going to hybrid and or ZOOM next year. A request for training on hybrid meetings was suggested. This could be done with a general group or a specific chapter.

**NEXT STEPS.**

1. Nancy send notes to Mary Jane
2. Mary Jane edit and send notes to committee
3. Mary Jane will make a table to plug TABS and dropdowns into
4. Mary Stayner will talk to LaVonne.
5. Mary Jane will talk to her son Jon for his ideas of platforms.
6. Mary Jane will send the pamphlet from convention to the committee.

Next meeting is Tues. May 24th at 6:30.

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*N. Hogan submitted notes. MJ edited (very slightly)*