

## Rotary Club of Canterbury: Website Steering Group Notes – Monday 10<sup>th</sup> August 2015

Present: Bob Anderson, Caroline Lees, Martin Ward, Robin Hendy

The purpose of the meeting was two-fold:

- To immediately identify out of date material on the website and then either remove it to the archive or update it
- To reassess current website material as to whether:
  - The public facing material is clear and user-friendly (no Rotary jargon)
  - The inward facing (members only) material is both fit-for-purpose and logically placed.

Out of the discussion came a third purpose in that the findings of the first two will contribute to the Design Brief process to be instigated by ExtraDigital with a view to the possibility of redesigning the website.

The key points are as follows:

1. Several pages were either updated or removed from public view and placed in the archive. There may be more...
2. In the process of identifying out of date pages it became clear that there is a need to identify 'ownership', e.g. the club member who is responsible for the information contained therein. It should then be the responsibility of the 'owner' to provide updated copy and then to either update the page themselves, or provide copy to CL who is happy to assist.
3. On the public side of the website, there is a need to simplify the content of many pages. Even though the information may be up to date there are, in many cases, too many words and not enough pictures. Bullet points should be encouraged and where necessary, links should be provided to separate pages where a longer explanation/description is necessary.
4. Important questions were raised:
  - a. The key criterion for anything appearing on the public side of the website is: Will this interest the public? This was distilled down to:
    - i. What does the RCoF C do? (e.g. giving, activities, news etc)
    - ii. What is Rotary? (general info and info for prospective new members]
    - iii. Links to other clubs (although this was not unanimous)
  - b. Is there an ongoing requirement for each 'giving' committee to have its own top-level page? This is a club admin function which for the public will mean very little. They will be contacting the club for support for their particular need and whether the request ultimately ends up with Community Service, International Service of Millennium Scholarship is of no interest. **Proposal: A single page is created which encapsulates all aspects of the club's support. There can, if required, be separate pages for the individual committees.**
  - c. To accompany the above proposal, BA suggested the Treasurer be asked to provide a monthly update of where our charitable money has been spent (descriptions not names – unless given to recognised charities or organisations - or amounts). This info can be used to update the page on a rolling basis so as to provide a list of those

- supported over a twelve/eighteen month period (to be decided). **Action: MW to discuss with Treasurer**
- d. There was unanimous acknowledgement over confusion regarding support for Young People. Too many committees have a stake in 'youth support'. Often there are overlaps and duplication. One reservation expressed over removing 'Crown Jewels' of youth provision from exiting committees. **Action: MW to discuss with President**
  - e. When a member of the public uses the Contact Request Form, at present it only goes to a single email address. Could a drop-down menu be provided, e.g. financial support, membership enquiry, general info etc., and could each of these go to discrete addresses or groups? **Action: MW to investigate with ExtraDigital.**
5. Members' Area of website. Although cluttered and in some aspects out of date, there was general agreement that the public facing part of the website provides a valuable and unique link for members of the public to interact with the club. The jury, however, is out on whether the members' area section of the site is equally successful. It was acknowledged that whilst some members avidly scour the website for information, many log-in rarely and some not at all. Is this because they are naturally programmed not to interact with a website or is it because of the way the information is laid out and stored? There was general agreement that the website is a document of record and that it is the correct place to store committee minutes and other important information. MW said that the question about where information was stored on the website – and the ease of accessing it – were key questions to be addressed in the ExtraDigital Design Brief exercise. It was good to start the debate now and MW reassured BA that club members would most definitely be invited to take part in the dialogue – particularly those who did not regularly visit the members' area. MW said that Rachel Cornish, MD of ExtraDigital was prepared to come and address the club and take part in development discussions. BA wanted a robust system which alerted members to new items being place on the website (e.g. minutes, new events). Generally felt that separate emails for every change was excessive – no more than one per week was considered about right which could be include in the President's Blog. MW said the President is investigating a system called MailChimp which enables messages to be sent to members with active links that would point to the relevant documents on the website.
6. Conclusion. Those present agreed to:
- a. Review the present site to identify out of date information and the either bring this up to date or archive the page(s). **Action: All**
  - b. Identify areas of duplication or lack of clarity with a view to consolidating information or creating new pages to achieve clarity (e.g. General charitable giving, Young People). **Action: All**
  - c. MW, with BA's support, agreed to take the issue to Club Council with a view to stimulating a discussion on developing the website. **Action: MW/BA**
  - d. CL requested further guidance on using the CMS to edit the website to enable her to provide support to members and committee chairs in keeping the site up to date. **Action: RH/MW**