

CCAPA WEBSITE REPORT

STEFAN/GEORGE ASSOCIATES

FEBRUARY 27, 2007

Stefan/George has been tasked with assisting the Board members in updating their sites on the CCAPA website, and for ensuring that the content remains fresh by reminding those in charge of the sites to update content on a periodic basis. CCAPA has begun this process with a complete review of the existing website. Dev Vrat has also reviewed this report. Below are recommended changes for the Board's consideration.

WEBSITE LOCATION	SUGGESTED CHANGES	PERSON RESPONSIBLE	TIMING OF UPDATES
NEW FEATURES	<u>LIST SERVES BY FUNCTION:</u> Provide a list serve for Sections, Section officers, others? (newsletter editors, PDO's, treasurers, Leg Review Team, Section Directors to share info) – Members must sign up to be on listserve (Suggested by Dev)	Insite Logic will have to set up – then ongoing – Dev has indicated that if Insite Logic is unable to act on this soon, the Board may wish to use a free or low cost outside service independent of the website	As soon as Board approves
	<u>BEST PRACTICES/SAMPLE ORDINANCES:</u> Provide an area for APA-generated or other best practices or sample ordinances, tied to Leg Agenda, would also include past award winners with their permission (Suggested by the Leg Platform Committee)	Content: Leg Platform Comm and Award Winners Updates: Stefan/George	As soon as Board approves – will be updated as items come up
HOMEPAGE (And in general)	<u>CHANGES TO HOMEPAGE:</u> Teach Stefan/George how to change Homepage – it uses a different editing program than the rest of the website (it is the only page we cannot change now – Insite Logic must do it)	Sadna will train Stefan/George and Dev Vrat - Sadna estimates training will take 2-3 hours, which will fall within Sadna's block of existing time but will save us money in future	As soon as Board approves
	<u>HOT FEATURE:</u> Add a hot feature in middle of page similar to No on Prop 90	Ideas from everyone - Update by Stefan/George	Changed or updated at least each month
	<u>BUSINESS DIRECTORY:</u> Change name of "Business Directory" to "Consultant Find – Business Directory" and provide brief explanation about the site – People are having a difficult time finding it now	Insite Logic	As soon as Board approves

	<u>MISSING DOCUMENTS:</u> Membership brochures and inserts under Membership Page	Not sure who has them in electronic format; Stefan/George can put them up on website	As soon as Board approves
	<u>CHAPTER ONLY:</u> Board should consider raising the Chapter Only dues from the current \$90 – it has remained at that amount for over 7 years, numbers and services have increased ('95 - \$75, '97 - \$80, '98 - \$88, '99 - \$90) – Cost per member now is: Based on actual expenses = \$87, based on 2007 budget and new PR Program = \$97.04	Board decision	As soon as Board approves
	<u>LINKS:</u> Links are very slow	Discuss with Insite Logic	As soon as Board approves
	<u>PDF:</u> Use PDF versions of documents placed on website	Stefan/George	Will be updated as documents are revised
	<u>FONTS AND CHANGING INFO:</u> The font size in many areas is small and sometimes difficult to read – increase if possible – also, highlight changing info (that needs to be updated with new officers, etc.,) in bold so it is easy to see for future update purposes – Also, it is possible to fill up the entire screen?	Discuss with Insite Logic	As soon as Board approves
	<u>BETTER GRAPHICS:</u> Each page and link should have graphics if it will not slow the links down	Discuss with Insite Logic	As soon as Board approves
	<u>UPDATE EXISTING DOCUMENTS:</u> Update all documents as updated by the Board; highlight areas in documents that change periodically due to elections, etc. so easy to find and update; add “Last Updated” to bottom of documents	Stefan/George is currently going through the entire website to update documents and fix typos/old info	In the future, the website will be checked monthly to be sure info is fresh
ABOUT US	<u>PRESIDENT’S MESSAGE:</u> Update	Who is responsible for these?	As soon as new article is completed for Cal Planner
	<u>CCAPA Board Roster:</u> Update	Laura	As often as roster is updated
	<u>STAFF:</u> Update	Laura	As often as changes are made
	<u>HISTORY:</u> Need to put something here or put something else here	Dev indicates that he does have content for this	ASAP

		area from Betty and Steve Preston that he or S/G can upload	
	<u>BOARD ACTIVITIES:</u> How many agendas should we keep (1 year?)	Stefan/George	New agendas added as set
	<u>AWARDS:</u> Update and keep past year award winners; ask permission to place them on the website on awards application; add Awards Policies?	VP Administration	As applicable
	<u>NATIONAL APA:</u> Update representatives and update information or link directly to National website for info such as minutes, PowerPoint presentations, new key publications, the bookstore, etc.	National Reps – Paul Farmer was supposed to get back to us on feasibility of doing additional links beyond National Homepage	?
	<u>MISSING DOCUMENTS:</u> <ul style="list-style-type: none"> • Strategic Plan • CCAPA Budget • Awards Policies • Conference Handbook 	Board must decide which documents should be on the website – Stefan/George will then add to website	As soon as Board approves
MEMBER-SHIP	<u>MEMBER BENEFITS:</u> Update “Leg Program and Leg Rev Team” info	Stefan/George	Review each year to be sure current
	<u>JOIN CCAPA & NATIONAL APA:</u> Keep membership numbers accurate	Stefan/George	Will review each year
	<u>JOIN AS CHAPTER ONLY MEMBER:</u> Increase amount?	Board	
EVENTS	<u>CALENDAR:</u> This has not been updated; Sections need to populate with their events, and Conference Committees must add dates as soon as they are determined (add to Conference Handbook) – AICP dates, legislative calendar, CalPlanner due dates – anything else??? Legend items should be links. Add 2008 Conference Site	Board needs to determine what needs to be on Calendar; Stefan/George will send out reminders to Sections, etc.	Review each month – be sure next Conference Sites added as soon as location and dates are determined
	<u>2007 CONFERENCE:</u> Update	Conference Committees	As needed
	<u>NEW FEATURES:</u> Add 2008 Conference page, past and future conferences page, and Conference Handbook link	Stefan/George will put up the pages; Conference Committees will update	Pages will be added asap; Updated as needed
LEGISLATION	<u>MAIN PAGE:</u> And all other pages/links should include graphic of Capitol	Stefan/George	ASAP
	<u>OTHER PAGES:</u> Update	VP Policy &	As needed,

		Legislation and Stefan/George	but will be checked monthly
	What's Going on In Courts: Currently says "Browse Amicus Committee briefs" – Since we have had no briefs, need to put in a link to a page that says "Will be updated as Amicus Committee approves amicus briefs"	Amicus Committee	As briefs are approved
	Be Informed! Resources and Links: Remove "and a bulletin board for Best Practices"; update links to be sure accurate – Need to add any new ones? (Add Fish & Game)	Stefan/George will update, but Board should review listed links and let S/G know if any are missing	Review once per year
	National Leg Info: Add text under AICP at bottom of page	AICP Representative	One time update
PROFESSIONAL DEVELOPMENT	Homepage: Update PDO's	VP Professional Dev	Once each year
	AICP: Update workshop dates, locations and test dates and locations	VP Prof Dev	Twice each year
	Continuing Ed: Update workshop dates, locations	VP Prof Dev	Twice each year
	FAICP Nominations: Remove date at top of page, remove year at bottom of page "must be submitted <u>each year</u> by August 1"? – Update list of eligible AICP members	VP Prof Dev	Dates now; Eligible AICP members once per year?
	Forums: Need content, explanation – will this be used?	VP Prof Dev	?
JOBS	Job Postings: Update membership numbers	?	As needed
CALPLANNER	Adds in CalPlanner: Update membership numbers	?	As needed
RESOURCES	Useful Links: Remove "content under development"	Stefan/George	Once per year
	Student Resources: Needs content	Student Rep	?
	Planning Commissioner: This should be referenced somewhere else as well; seems buried here (as well as Affiliates) – update coming events	Planning Commissioner Rep and Affiliates	As needed
	CCAPA Press Area: Should be developed and updated for content, and put on homepage	Work with Porter Novelli	At least once per month
	Forums: Needs content – does not appear to be in operation; needs explanation of intent	VP Prof Dev	?
SECTIONS	Update content, particularly officers and events	Sections	As needed
CONTACT US	Add: For legislative questions, contact ...	Stefan/George	ASAP