Communication and Marketing sub-committee meeting May 24, 2020 6:30 p.m.

Present: Linda Adcock, Mary Stayner, Mary Jane Sterling, Bev Johns, Joan Rog, Nancy Hogan

**Mary Jane put up her FIRST TRY ILLINOIS STATE homepage design.**

*Comments -*

No scrolling, it is all visible at once

Search button easily seen

Attractive

Clean and streamlined…just right amount of white space

Picture

Bar on top is not cluttered

*Drop down comments/questions –*

How many items do we want in a drop down?

Consider buttons vs. list

Put things that go together in a rectangle Ex. Treas. info. goes into a rectangle

Ask people for specific forms they want. Ex. Treas. wants ??? in the forms section

How do you set up the search button? Depends on platform

How many forms are there? LOTS

**Summary of wants on the website so far**

1. All pages have same format and work the same
2. Search button
3. Money button
4. Many possible items in drop down lists
5. $50 to $75 per month
6. Not complicated to add files/links
7. Can change format/theme if you want to? Not all allow this and you have to start from scratch if you want to change the look at some point

**Mary Stayner read over the Finance Committee notes**

*Summary –*

* No money this year In the budget. Be creative. Anonymous donors? Mary Stayner would write a note that could go to Joan and get out to membership saying we are trying to take the member survey list of wants and make it happen. We are redoing the website. No funds exist in the budget for a website. Would you be willing to donate this year? In future years, we may have an auction or ask for donations at the chapter bazaar. (Also mentioned we cannot add on to dues and the ZOOM umbrella account may have two accounts whose money could go into a website slush fund.)
* The directory needs to have pictures and names of webmaster, assistant webmaster, treasurer, PD coordinator, editor.
* Stipend for webmaster stays the same. If the assistant attends a meeting for the webmaster, they would put in a voucher for housing. The two people are not doing this for the money. Current webmaster stipend ends Dec. 31, 2022.
* Rene Guzman is webmaster until Jan. 1, 2023. Then she becomes the assistant. Nancy Hogan will work with Rene until Jan. 1, 2023 and then become the webmaster.
* An assistant is needed….If this is important, more than one person needs to know what is going on. Information needs to get up in a timely manner and two can make that more manageable. The webmaster should receive what is to go up already checked and edited. Mary Stayner suggested that the members and chapter leaders are needing to go over the new rules of the road for submissions.

*Comments* –

* Bev said we need to be realistic on the cost of websites to deliver on the members wants.
* We need to have a proposal with details as needed for the Ex. Bd. Mtg. Perhaps a PP.
* Site should be easily seen on mobile devices.
* NO ADS

**Mary Jane** went over next steps….”homework”

1. Mary Jane will send the subcommittee a link to a video on WORD PRESS. Watch it.
2. Everyone should investigate website platforms people we know use. Share information ASAP with MJ Sterling who will send it out to sub-committee members.

NEXT MEETING - June 7th 4:30 to 5:30.