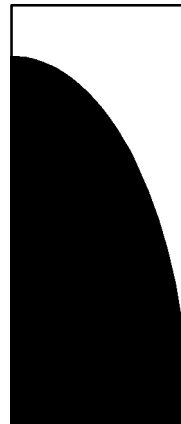


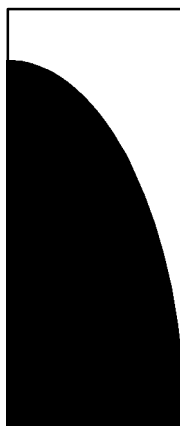
Going Online: Publishing on the World Wide Web

Lauren Crowley and Nancy Shoemaker
AAUW National Convention '99



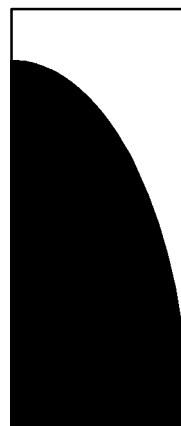
Planning your website

- Don't just jump on the bandwagon-
-establish the objectives of your
website ahead of time.
- Define your audience and what
you want them to do when they
visit.
- Outline your site with story boards
or a flowchart



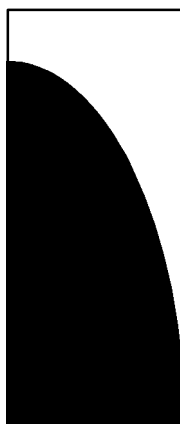
AAUW Branch/State Websites on the Web

- Storefronts: Basic information on a
single page, contact information
provided.
- Member Service Centers:
Calendars, Online newsletters,
Project summaries (see [Laurel,
MD branch site.](#))



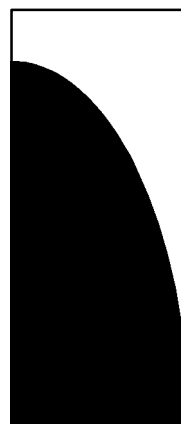
AAUW Branch/State Websites on the Web

- Portals for like minded members of
the community (see the [Boulder
and Longmont \(CO\) branch sites.](#))
- Portal/gateway to state branches
(see the [Virginia AAUW website](#))



Questions to consider as you plan

- Put website into the context of your
other visibility efforts
 - ◆ How detailed is your local
membership brochure? How strong
are your other visibility efforts?
- How much time do you have to
devote to maintenance? Who will
handle it and will they continue for
more than a year? What is your
'exit strategy'?



Locating an ISP within your budget

- The advantages and
disadvantages of the free providers
- What to consider in choosing an
ISP: cost, support, reliability,
security
- Registering your domain name:
cost, choosing a name, setting up
e-mail accounts
- Other inexpensive options:
community networks, universities

Creating the site: What you really need to know

- Find a web-savvy member to create/manage the site
- Other options--finding a child, grandchild, or friend
- Using HTML editors and learning HTML
- The tools you really need---an Internet connection, FTP client, a browser
- Content is key!

Layout, Design, and Content

- Keep it simple. Consider download time. Add your own flair! ([Arizona AAUW site](#))
- Use of the AAUW logo
- Intuitive navigation is all important
- Use the AAUW Style Guide (coming online soon!)
- AAUW Web Managers Listserv

Content is Key!

- Content suggestions: on every page--e-mail contact, date last updated, link to homepage, meaningful title
- Mission and diversity statements, place your branch/state within the context of AAUW, overview of three corporations
- Membership requirements, dues amount and how to join. Contact info. for Membership VP

Content is Key!

- List of officers with e-mail. Get permission!
- Calendar of events, meetings, programs with times, places, directions, and contact info.
- List of projects, programs, interest groups, fundraising events etc.
- Links to national site, state site, branch sites, allied organizations.

Content is Key!

- Extras: Branch documents such as bylaws, policies, strategic plan
- Membership list--either get permission or make password protected
- Branch/State Newsletter
- Photos of members in action, events, etc. (a picture is worth a thousand words!)

You can build it, but will they come?

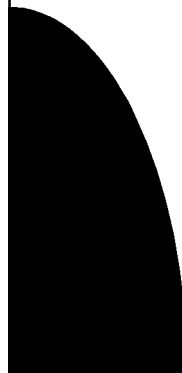
- Easy ways to publicize--put your address on everything you send out!
- E-mail signature, business cards, brochures, footer of letterhead
- Get linked! Seek links from other community organizations/online directories, from the national site and other AAUW sites
- Register with search engines



**Reminder!
Special Interest Group:**

Advanced Topics in Branch/State
Website Design and Maintenance

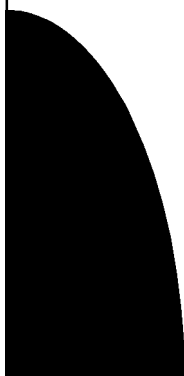
Monday, 7-8:15 a.m.,
Room 4, Renaissance Hotel



**Coming soon to a
screen near you...**

Helpful hints and tools for creating
AAUW Branch/State websites.

Find them in the Member Center
on www.aauw.org.



**Thanks for coming.
Enjoy convention!**