

WEBSITE IMPROVEMENTS

As those of you who use the AIPN website know, our existing website has been in place for several years and, given the rapid advances in technology, has quickly become antiquated compared to state of the art website designs that are now available. While we have regularly made specific improvements to the website, it was clearly a “Band-Aid” approach to a system that needed major surgery. Costa Fotopoulos, our Vice President of Communications for the last two years, is leading the effort to improve the AIPN website, as well as other means of communications with our members. Costa chairs our hard-working Website Committee, whose members are Richard Aguirre, Jerrod Jones, Michael Josephson, and Chris Moyes. Our Executive Director, Valerie van Lelyveld, and our Assistant Executive Director and Events Manager, Angelique Vesey, ably assist the committee with their first hand knowledge of the AIPN’s day-to-day operations. The Committee recommended a year ago that the AIPN hire a full time website coordinator and we were very fortunate to add Wendy Petronella to our staff in March 2008. Since Wendy’s arrival, you have probably noticed improvements in the Advisor and the format of our messages to members.

Six months ago, the Website Committee began the process of identifying a cost-effective, yet capable outside provider to redesign our website. A website survey was launched to determine what modifications our members would like to see and a large number of you responded to the survey. The Committee listened to your comments to build a website that is more interactive, with a more intuitive layout and navigation, and an updated look. Bids were solicited and the members of the Website Committee interviewed a number of potential contractors; some of them were interviewed several times in order to select the best candidate. At our meeting on March 18th, the Board approved entering into a contract with Houston-based Arche Solutions for the redesign of our website. It is expected that this redesign will take about five months to develop and we hope to unveil the new website shortly thereafter. Our staff and the Website Committee will liaise with Arche to ensure that the project stays on track and on time. Once the website redesign is accomplished, we should have a top quality website reflective of our professional organization and the needs of our members.

The current website is on an outdated platform that requires us to use a third party contractor to make changes. With the new platform (content management system), more changes and updates can be made in-house, which will be more economical and quicker. The redesigned website should be a better resource for AIPN members, providing educational, informational and networking resources. You should be able to more quickly locate the information you require.

Some of the new features will include:

New navigation and layout

- All aspects and features of the current website will be examined for usability and function. We will look at adding new functions or sections, based on website tracking and survey feedback.
- Navigation and layout will become more user-friendly and intuitive.

- Useful and most accessed information will become easier to find with one click buttons on the home page.
- Regional Chapters will have their own pages.
- Membership applications will be simplified.

New updated look

- More contemporary design/new colors will be used.
- Website will be consistent with “look and feel” of other newer AIPN promotional materials.

Updated Event Registration Section

- The process of registering online will be simplified
- The new system will be user-friendly

Updated System

- We will move to a new, more common day platform
- More accessibility for staff to make changes

We value your input as a user of the website. Please let Wendy (wendy@aipn.org) know if there are other changes you would like to have implemented.

More information will be provided as we near the launch date for the new website.