



Presented by the SMPS Central Florida Chapter

April 28, 2006

SMPS Chapter Communications Awards Submittal

WEB SITE

www.smpscentralflorida.org

OUR CHAPTER'S OBJECTIVE:

As marketers, SMPS Central Florida recognizes the importance of presenting our organization's image to the general public as well as our members. Prior to redesign, our chapter's web site failed to reflect the caliber of our membership, the quality of our programs, and the value of our educational and networking opportunities. In August 2005, the Annual Board Turnover Retreat\Strategic Planning Session provided an outlet for goal setting regarding our web site redesign efforts. The following goals were determined:

GOALS:

- Redesign the web site for better graphic appeal and a more professional look
- Provide dynamic, valuable and substantial content
- Keep information easily accessible, uncluttered and easy to read
- Have latest news, programs, sponsors and community involvement information featured on the home page
- Keep information up to date, on a daily basis, as needed (better than our current 24 hour update time)
- Ease of updating the web site for non-technical users
- Control of updating in the hands of the SMPS Board and committees, and easy to transfer updating duties from one Chair to the next

TARGET AUDIENCE: Members and Prospective Members in the Central Florida area within Professional Services Marketing

RESEARCH, PLANNING AND IMPLEMENTATION:

In an effort to inspire creativity, the Communications and Public Relations committee organized a brainstorming session, comprised of committee members, Board members and Senior Marketers. The session was highly successful and allowed all participants to exchange and organize their thoughts and ideas. As a result, great importance was placed on the need for trouble-free, "user-friendly" control over web site updates, thus allowing for daily and immediate changes.

Armed with proper direction, the committee researched several outside consultants, and ultimately discovered an interesting solution. Software known as Web Content Management allowed committee members to access the "back-end" of a web site via password. This alternative offered ways in which updates can be made by the user, using software set up in an easy to use "Word" type format, and accessed through the Web. This software would give us more control over the content on a daily basis, making it simple for even non-technical users to update the web site.

A Request for Proposal was then drafted and presented to four firms, soliciting services for web site design and content management software development. After careful review, the committee chose SINAPPS. In addition to their fast response time and quality portfolio, SINAPPS was the most cost effective, user-friendly system. It provided a structured approach to updating the site and ensuring consistency of design.

In order to effectively manage costs, the redesign initiative was split into two phases. Monthly Board meetings served as an outlet for discussion and approval of the committee's efforts, and ultimately yielded the **launch of our new web site in an astounding 3 MONTH period!!**



PHASE 1 IMPLEMENTATION TIMELINE:

T-MINUS 3 MONTHS

- Nov. 9, 2005 Approval of Phase 1 by Board
- Immediately Gather Information, Draft Text, Organize Images & Design Concepts
- Nov. 30, 2005 Design Direction Workshop with Sinapps and Comm/PR Committee
- Dec. 14, 2005 Design to Board for Approval
- Dec. 15, 2005 Input Text, Images and Other Content into the Site
- Jan. 10, 2006 Final Phase 1 Site to Board for Approval
- Jan. 11, 2006 Launch Date of New Web Site
- Jan. 23, 2006

RESULTS: This tremendous initiative ultimately resulted in the resolution of all our goals and objectives. The new layout offers a fresh look into our chapter, and creates a more graphically appealing and professional web site. Information is easy to access, easy to read, and uncluttered. "Hot" news, upcoming programs, and sponsor logos are all highlighted on the home page. Using the Web Content Management software, we can provide valuable, dynamic information on our organization, and keep the control of updating the site in the Board's hands, with immediate access to make changes at any hour of the day.

Since its inception, we've had 1024 unique visitors to the site, viewing 18,460 total pages. The highest percentage of views being, of course, the home page (13%), followed by

the program calendar (11%), the members only login (6%), the job bank (3%), the "about us" and board sections (3%), and the photo gallery (9%).

The positive feedback from our membership was instantaneous. Their delight in the look of the site, as well as the ease by which they were able to navigate it was very apparent!

POSITIVE FEEDBACK

"I LOVE the look and layout of the web site. Great work! Great, great, great!!!"

- Jackie VanderPol

"It's wonderful!! I wouldn't change a thing! Great job to you and your committee!!" - Joanna DelMoral

"The newly designed SMPS Central Florida web site looks great - I love the view of downtown Orlando on the home page. Major props to the creator."

- MaryAnn Swiderski

"I cannot tell you how excited I am that our chapter has taken on this initiative! I was hoping we could really "beef up" communications. This has gone above and beyond what I had imagined!"

- Judy Bradford, SMPS Central Florida President

To date, all updates to the web site are made in "real-time." Both Committee members and Board members are trained to use the web content management software, allowing multiple people to access and update the site with the most accurate information available.



WEB SITE BUDGET

PHASE 1:

Inkblot Software	\$1,295
Design Package 1	\$795
Home Page Slideshow	\$295
TOTAL Phase 1 Cost	\$2,385

PHASE 2 (JUNE/JULY 2006):

Membership Database	\$1,000
Job Bank	\$495
Banner Manager	\$295
TOTAL Phase 2 Cost	\$1,790
GRAND TOTAL	\$4,175

Total Recurring Costs (Web Site Hosting) \$45/month

ANNUAL BUDGET:

All costs associated with the redesign initiative were discussed at length by the Board of Directors. Market research and price comparisons were conducted in an effort to select the most cost-effective solution, ensuring our Chapter's financial health. Outlined above are the actual costs for Phase 1 and budgeted costs for Phase 2.

As you can see, our redesign initiative is ongoing. It is ever-changing, and we look forward to the challenge of continuously improving the quality of our web site communications!